



PRESS RELEASE

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The Revelation Perth International Film Festival invites WA's filmmaking community to participate in a very special workshop focusing on the most effective methods of marketing and distribution.

Perth, Western Australia [14 June 2010] – As part of the 2010 Revelation Perth International Film Festival's RevCon series of panels, talks and seminars, renowned filmmaker Jon Reiss presents his bestselling Think Outside the Box Office workshop on Saturday 17th July, and Sunday 18th (for selected participants).

With two massive international film festival favourites behind him (*Better Living Through Circuitry* and *Bomb It!*, the latter of which is screening at Revelation on July 10 & 16), Reiss has harnessed the alternative spirit to develop unique and highly effective approaches to reaching audiences and finding commercial success.

On Day One, Reiss will guide participants through hybrid distribution and marketing techniques, covering topics such as how to create a distribution and marketing strategy that is memorable, persuasive, and unique to the film; the various markets that are available to release a film in, and how best to approach them; how and why to engage audiences as early as possible; and how to think beyond the feature film to create new forms of content to market and distribute.

Day Two of the workshop is by invitation only to any participants who purchase a ticket to Day One and wish to be eligible for a dynamic examination of their project with Jon Reiss and create the beginnings of their own marketing and distribution strategy. Entrants are required to submit a one page synopsis of their project no later than COB Monday 5th July to info@revelationfilmfest.org.

At the Perth Art Gallery Theatre. \$50, booking in advanced is recommended and necessary for submission of a project for inclusion in Day Two.

For all media related queries, including interview and still image requests, please contact:

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