

AFCI Premieres Next Wave of Global Initiatives at AFCI Locations Trade Show 08

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Agency: **Blaise Noto & Associates LLC**



AFCI will launch Phase Two of its Global Initiatives at the 23rd annual AFCI Locations Trade Show 08 in Santa Monica, California April 10-12, 2008 with new master classes, seminars, and a bold new graphic look. Over 300 exhibitors from more than 30 countries will participate in the confab, which last year attracted a record number of attendees to the show, industry seminars and professional development courses that surround the event.

An estimated 4,000 film industry professionals will converge at the Santa Monica Civic Center's sold-out exhibit space to meet with AFCI member film commissions and industry companies there to showcase global production services, resources and opportunities including the latest incentives available to film, television, commercial and new media productions.

"AFCI member film commissions are the world's best source of information about incentives, financing, locations and production resources," says Robin James, AFCI President and CEO of the Pacific Film & Television Commission in Brisbane, Queensland, Australia. "You won't find a richer source for this information than the AFCI Locations Trade Show."

Pre-registrations for the show are strong, according to AFCI CEO Bill Lindstrom. "Because of the unique global networking opportunities, this show has become a must-attend industry event for producers, production executives and other production decision makers who need to keep up with international location trends, information and resources."

On-line registration for the event is available at www.afci.org through April 9. On-site registration is available April 10-12 during the show. Show hours are April 10-11, 3-8pm and April 12, 11am - 5pm.

SEMINARS

Each year the AFCI program presents seminars that address real concerns of industry professionals who manage location film production. This year's seminars are designed to help producers find new incentive programs, and to cope with the subtleties of foreign production.

SOFT MONEY 4: Spotlight on the Middle East, India & China and Worldwide Production

Incentives Update — An in-depth discussion of how emerging local markets are impacting the global stage. Led by leading entertainment attorneys, producers and film commission representatives.

Sponsors: AFCI and Loyola Law School

Friday, April 11, 2008, 11:00 am – 2:30 pm

Loyola Law School

919 Albany Street, Los Angeles 90015

Panelists include:

- Nashwa Alruwaini, Pyramedia, Ltd.

- Hunt Lowry, Warner Brothers
- Ashok Amritraj, Hyde Park Entertainment
- George David, Royal Film Commission of Jordan
- Lokesh Dhar, UTV Motion Pictures USA
- Ellen Eliasoph, Attorney
- Ezra Doner, Moderator

Cost: \$50/Conference Only; \$70/Conference plus MCLE Credit

GREASING PALMS ON LOCATION: What You Need to Know About the Foreign Corrupt Practices Act — Knowing the Foreign Corrupt Practices Act when shooting in a non-US Country can mean the difference between a smooth production and a disaster. An overview of the legislation and a discussion on what producers need to know to avoid conflicting with the law will be presented.

Saturday, April 12, 2008, 1:00 pm – 3:00 pm
Sheraton Delfina Hotel
520 West Pico Boulevard, Santa Monica 90405

Panelists Include:

- Shelly Presser, Senior Vice President/Deputy General Counsel, Warner Bros. Entertainment, Inc.
- Bill Bowling, Worldwide Locations Executive, Warner Bros. Pictures

Cost: \$50

More information about these seminars and on-line registration is available at www.afci.org.

MASTER CLASSES

Continuing the initiative of raising international educational standards, two new Master Classes will be offered at Locations Trade Show 08 through AFCI University, the professional development initiative launched at last year's show. Initial professional development offerings at AFCI's Cineposium International Conference 2007 in Santa Fe, New Mexico and during the Berlin Film Festival were a resounding success. The two new courses complete the development of the Master Class core curriculum. Film Commissioners who take all four courses may apply to enter the Certified Film Commissioner program.

“The AFCI gives its membership the tools to meet the challenges of the increasingly complex world of film commission work. That way they can most effectively work within their jurisdictions to provide the best assistance possible to all forms of media production,” says Mary Nelson, AFCI Vice-President for Professional Development.

The two new Master Classes are Advanced Studies in Filmmaking and Leadership for Film Commissioners. Descriptions and on-line registration for each, as well as the course Film Commission Professional, are available at www.afci.org.

Future AFCI University offerings are being planned in international locations at key industry events including Cineposium International Conference 2008 in Wellington, New Zealand.

AFCI University courses include educational options for a broad range of industry professionals from an on-line course for anyone interested in learning the basics of working in a film commission or liaising with the film industry as an on-site location contact to Master Classes that can lead to achieving the status of Certified Film Commissioner. More information can be found at the associations' website, www.afci.org.

BRAND ENHANCEMENTS

Also part of the AFCI Global Initiatives, new visual elements are being unveiled at Locations Trade Show 08. The new logo and bold graphics will grace the Santa Monica Civic Center, Sheraton Delfina Hotel and AFCI University venues.

“The AFCI and its members have made great strides forward with its enhanced educational offerings which set international

standards,” says Honolulu Film Commissioner Walea Constantinau, Chair of the AFCI's branding initiative task force. “Now our brand reflects this new progressive direction, vitality and professionalism of the organization in our presentation to the world.”

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The Association of Film Commissioners International (AFCI) is the global professional organization whose members are film commissioners that assist film, television and video production throughout the world. It is a non-profit educational association whose members serve as city, county, state, regional, provincial or national film commissioners for their respective governmental jurisdictions. Website: www.afci.org

[You can find this press release here](#)