

The Niagara Integrated Film Festival Kicks off it's 3rd year and NIFF
Industry Day Highlights Talent and Opportunity

This is my second year working with the **Niagara Integrated Film Festival**. Heading into it's third year, taking place from **June 10 - 12th and June 17 - 19th, 2016**, we are gearing up to continue to grow this little gem of a fest.

NIFF was co-founded by Bill Marhsall (one of the co-founders of TIFF) and Sari Ruda. The fest highlights the beautiful Niagara wine region and the burgeoning media scene unfolding within St. Catharines and The Falls. If you love food, wine and film, we're your fest to kick off your summer.

There are a great lineup of screenings and tickets available: <https://niagarafilmfest.com/schedule>

My baby within the fest is **NIFF Industry Day** taking place on **Friday June 17th** at the Stone Mill Inn Ballroom, 271 Merritt Street in St. Catharines. Industry Day is comprised of informative and thought-provoking panels, designed to disrupt the traditional way of thinking in the Canadian Media Industry.

Being presented under the theme: **Striding Forward - Structuring the New Roadmap**, it will bring together speakers with a variety of perspectives on the important topics facing the industry today.

Kicking off our day will be Keynote: CEO and Co-Founder of Think8 Systems, **Mark Shekter**. Mark is an industry veteran with an incredible resume that leads him to being a great moderator for our *Business of Culture* panel, featuring representatives from every facet of the industry.

We have **Lisa Clarkson** as our broadcaster from the CBC, **Tim Smy**, our distributor from VVS Films, **David Cormican**, producer from Don Carmody Productions and **Reynolds Mastin**, the president and CEO of the CMPA.

This collective of speakers will discuss the re-framing of the Canadian Media landscape as there are a multitude of opportunities in play for the next generation of talent.

Next up, we will highlight the Niagara Region and it's burgeoning media scene. Featuring local filmmaker **Adrian Thiessen** of FourGrounds Media, **April Mullen**, whose film, *Farhope Tower* will premiere at NIFF on Friday June 10th, **Michael Meredith** will speak to finances from RBC, Innovate Niagara's own **Steve Boese** will speak to all the digital opportunities and last but not least, our fearless moderator will be producer **Patrick Gagliardi**.

Over lunch we are hosting roundtable discussions on Co-Productions, featuring high-level representatives from our lead sponsor, the OMDC as well as the CMPA, CMF and Telefilm, independent producers, the wonderful **Fred Fuchs** (*Transporter the Series, Godfather III*) and **Shannon Fewster**, with New Real Films whose latest film, *Born to Be Blue*, is the story of jazz legend Chet Baker, played by Ethan Hawke. **Paul Connor** from the Niagara Region offices will discuss binational relations and the regional opportunities.

Next up, I am very excited to be working with VR content creators **Jam3** who will be presenting a case study on *Sight + Sound* with sound masters, **Grayson Matthews**. They will also be offering demos during our cocktail reception.

Our day will end with *Canada's Cultural Thumbprint* in partnership with The Walrus Foundation. Featured in this talk will be award-winning author **Terry Fallis**, co-founder of Choir!Choir!Choir! **Nobu Adilman** and Academy Award winning Special Effects Director, **Colin Chilvers**, who also just so happens to live within the Niagara Region. The Walrus Foundation is a purely Canadian media entity, so to my international friends - check out these guys anyway, they are awesome!

Our goal with Industry Day is to highlight the region as a hub for media production and expose the talent in the area.

From the region or further afield? Make the trip and join us!

Niagara Integrated Film Festival Industry Day

When: Friday, June 17, 9:00 a.m. to 5:30 p.m.

Where: The Stone Mill Inn, 271 Merritt St., St. Catharines, Ontario

Info: Niagara Integrated Film Festival <https://niagarafilmfest.com/industryday>