



## AFM 2021 ONLINE LAUNCHES NOVEMBER 1

### Description

Posted by Larry Gleeson

**AFM 2021 ONLINE LAUNCHES NOVEMBER 1 WITH THE INDEPENDENT FILM ECOSPHERE SESSION FEATURING PARTICIPANTS LIESL COPLAND, UPGRADE PRODUCTIONS JONATHAN KIER, THE EXCHANGE BRIAN O'SHEA & TELEPOOL'S JULIA WEBER**

Full Programming Lineup Unveiled Highlighting Such Topics as VOD, Production Insurance, Documentaries, and Diversity, Equity and Inclusion in Film

New Speakers Added from BRON, Campfire Studios, DogWoof, GLAAD, IFC Films, Lionsgate, Millennium Media, NAACP, NEON, Quiver, Warner Bros., and More

Market's Soft Opening Kicked Off Today **with the On Demand Theatre, Industry Offices, LocationEXPO, and MyAFM Now Open**

**Los Angeles, CA October 27, 2021** The American Film Market (AFM®) today announced new speakers and sessions along with its full programming lineup set for AFM 2021 Online, which will run for five days, November 1 to November 5.

AFM 2021 Online will commence with the opening session **The Independent Film Ecosphere Present and Future**, featuring **Liesl Copland**, EVP, Content and Platform Strategy, Participant, **Jonathan Kier**,

Co-President, Upgrade Productions, **Brian O'Shea**, CEO, The Exchange, **Julia Weber**, Head of International Sales & Acquisitions, Global Screen A TELEPOOL Brand, and moderated by **Stephen Galloway**, Dean of Chapman University Dodge College of Film and Media Arts. The first Finance Conference of the market, **Bridging the Production Insurance Gap**, will follow with speakers **Steve Hays**, Founder and Managing Member, 120dB Films, **Peter A. Marshall**, Managing Principal, Media Insurance, Epic Insurance Brokers, **Nick Spicer**, Partner, XYZ Films, and moderator **Jill Goldsmith**, Co-Business Editor, *Deadline*.

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While the AFM doesn't officially start until Monday, November 1, four buildings on the AFM Campus the **On Demand Theatre, Industry Offices, LocationEXPO**, and **MyAFM** are now open for pre-market screenings, project previews and scheduling meetings.

AFM will feature over 150 speakers and again taking advantage of its online market to showcase voices from around the world that can't always be present in Santa Monica. Additional sessions and speakers joining AFM's two online stages and previously announced conferences, panels, workshops, podcasts and presentations, include:

- **AFM's Pitch Conference** featuring Producer & Agent, **Cassian Elwes** (*Mudbound, Dallas Buyers Club*), Elevated Film Sales, **Jeffrey Greenstein**, President, Millennium Media, **Monica Levinson**, Independent Producer, (*Borat Subsequent Moviefilm, Captain Fantastic, Brian Banks, Wander Darkly*), and **Lee Jessup**, Screenwriting Career Consultant & Coach
- **Black Filmmakers at the Crossroads to Success** (presented in partnership with AAFCA) featuring **Cassandra Butcher**, CMO and Co-Creative Director, BRON Studios, **Anikah McLaren**, EVP, Narrative Film, Participant, **Samantha Racanelli**, SVP, Film Development & Production, Endeavor Content, and **Gil L. Robertson IV**, Co-Founder, African-American Film Critics Association (AAFCA)
- **Changing the Narrative: Diversity, Equity and Inclusion in Film** (presented in partnership with the Geena Davis Institute on Gender in Media Studies) with **Iram Parveen Bilal**, Filmmaker, **Madeline Di Nonno**, President & CEO, the Geena Davis Institute on Gender in Media, **Christopher Kahunahana**, Producer, Writer, Director, and **Alysia Reiner**, Actor, Creator, Producer
- **Demystifying the SPLATAM Market** (presented in partnership with NALIP) featuring **Liliana Espinoza**, Projects Director, NALIP, **Sonia Gambaro**, Vice President of Television, 3Pas Studios, **Georgina Gonzalez**, Director of Development in the SPLATAM team, Gaumont Television, and **Frida Torresblanco**, Braven Films
- **Global Streaming & the Future of Entertainment in Asia** with **Rick Ambros**, International Media and Entertainment Consultant & Producer, **Rohit Jain**, Managing Director South Asia & Networks Emerging Markets Asia, Lionsgate, **Sameer Nair**, CEO, Applause Entertainment India, **William Pfeiffer**, Executive Chairman, Globalgate Entertainment
- **How Streamers Approach Independent Content** with **Adam Koehler**, Manager of Acquisitions, IFC Films, **Brent Lang**, Executive Editor Film & Media, New York Bureau Chief, *Variety*, **Berry Meyerowitz**, President, Quiver, **Brian Stevenson**, CEO and Founder, The Chromata Consulting Group, and **Jennifer Vaux**, Head of Content Acquisition, Roku
- **How to Profit with Micro-Budget Features** featuring **Tim Molloy**, Editor-in-Chief, *MovieMaker Magazine*, **Matt Grady**, Founder, Factory 25, **Matt Miller**, President, Vanishing Angle, and **Deon Taylor**, Founder, Hidden Empire Film Group
- **In the Market for Authentic Transgender Films** (presented in partnership with GLAAD) with **Alex Schmider**, Associate Director of Transgender Representation, GLAAD and **Trevell Anderson**, Journalist
- **International Film Market: Consumption of Black Culture, Rejection of Black Stories** (presented in partnership with the NAACP) featuring **Mo Abudu**, CEO, EbonyLife Group, **Kyle**

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- Bowser**, SVP Hollywood Bureau, NAACP, **Dr. Darnell Hunt**, Dean of the Division of Social Sciences and Professor of Sociology and African American Studies, UCLA, **Johnny Jones**, Executive Director of Worldwide Marketing Content, Warner Bros. Pictures, **Gabriel Lerman**, Board Member, Hollywood Foreign Press Association, and **Tirrell Whittley**, CEO, Liquid Soul
  - **Limited Budget Features with Huge Profit Potential** featuring **Brian Beckmann**, CFO, Arclight Films, **Luane Gauer**, Head of Acquisitions, Protagonist Pictures, **Michael Heimler**, Head of Production and Finance, Black Bear Pictures, **Jeremy Kay**, Americas Editor, *Screen Daily*, and **Kent Sanderson**, Acquisitions and Ancillary Distribution, Bleecker Street
  - **New Perspectives on Horror** featuring **Darren Lynn Bousman**, Director, (*Spiral, Death of Me, Saw II/III/IV*), **Patrick Ewald**, CEO, Epic Pictures, **Jordan Fields**, Vice President of Acquisitions, Shout! Factory, **Jasmine Johnson**, SVP, Development, Crypt TV, and **Annick Mahnert**, Manager, Acquisitions, Raven Banner Entertainment
  - **Producing Movies for Networks and Platforms** featuring **Charles Cooper**, President/Producer, Front Street Pictures, **Gene George**, President, Tesera Entertainment, **Larry Grimaldi**, SVP, Development and Production, MarVista Entertainment, **Brad Krevoy**, CEO, Motion Picture Corporation of America, and **Chevonne Oâ??Shaughnessy**, President, American Cinema International
  - **Producing Standout Documentary Features** featuring **Kevin Iwashina**, Head of Documentary, Endeavor Content, **Anna Godas**, CEO, DogWoof, **Ross Dinerstein**, Founder and CEO, Campfire Studios, **Dan Oâ??Meara**, EVP of Nonfiction, NEON and Co-Head, Super LTD, and **Helen Huang**, Acquisitions Consultant
  - **The Casting Effect: How Talent Choices Impact Every Phase of Production** featuring **Milan Chakraborty**, Head of Film, Marginal MediaWorks, **Jennifer Kawaja**, President, English Scripted, Sienna Films â?? a Sphere Media Company, **Nat McCormick**, EVP, Worldwide Distribution, The Exchange, **Renee Tab**, Founder and President, Sentient Entertainment, and **Richard Botto**, Founder and CEO, Stage 32
  - **The Export Success of Black Cast Films from Africa** featuring **Pascal Schmitz**, Head of Development, AAA Entertainment, **Tracey-Lee Rainers**, Story Consultant, Stiletto Entertainment, **Sunni Faba**, Script Writer, **Nnegest LikkÃ©**, Writer/Director, **Mayenzeke Baza**, Head of Distribution, AAA Entertainment\*The full lineup and schedule of sessions to date can be found at <https://sessions.americanfilmmarket.com/>.

AFM is the annual fund-raiser for the Independent Film & Television Alliance. On August 26th, IFTA announced the AFMâ??s move to online for 2021 due to travel regulations, increased concerns about coronavirus variants around the world, and government restrictions on the ground. The pivot to online would allow for all stakeholders around the world to participate in the market.

### About the American Film Market<sup>Â®</sup> (AFM<sup>Â®</sup>)

The [AFM](#) is the most efficient film acquisition, development and networking event in the world. More than US\$1 billion in production and distribution deals are closed every year â?? on both completed films and those in every stage of development and production. Over five days in November, 7,000+ professionals from 70+ countries access the entire global catalog of available

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films and projects, attend world-class conferences, and connect with decision-makers. The AFM is produced by the Independent Film & Television Alliance®.

**About the Independent Film & Television Alliance® (IFTA®)**

[IFTA](#) is the global trade association for independent film and television production, finance, distribution, and sales companies. The organization represents the independent sector before governments and international bodies and provides significant entertainment industry services to independent companies from 22 countries.

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