



Film London and Promálaga cordially invite you to a EuroScreen conference:

The Attraction of Screen Destinations

Date:

Friday 8 November

Location:

La Caja Blanca
Avenida Editor Ángel
Caffarena 8
29010, Málaga
Spain

Accommodation:

AC Hotel Malaga Palacio
Cortina del Muelle 1
29015, Málaga
Spain

Discount for registered participants

Access the full programme and register at www.malagacinema.es
Deadline for registration is 23 October 2013

www.euroscreen.org.uk
[@euroscreen2](https://twitter.com/euroscreen2)

This event will explore the benefits and significant economic and cultural opportunities offered through screen tourism. Speakers from London and across Europe include experts who have led and devised international campaigns and successfully launched world renowned film tourism destinations. Presentations and panel discussions will cover how to effectively attract tourists through locations being used for filming. Major findings of EuroScreen's baseline study, which identifies best practices, will also be presented.

The conference, sponsored by INTERREG IVC, is under the patronage of the Municipality of Malaga, represented by Francisco De la Torre Prados, Mayor of Málaga.

The conference will be moderated by Adrian Wootton, CEO of Film London and the British Film Commission

Speakers include:

- Sandie Dawe: CEO, Visit Britain, UK
- Dan Dark: SVP & Managing Director, Warner Bros, UK
- Johannes Koeck: Head of Cine Tirol Film Commission, Austria
- Piluca Querol: Head of Andalucía Film Commission, Spain
- Carlos Rosado: CEO, Spain Film Commission, Spain
- Pablo Pérez Solero: President and Creative Executive Director, Bungalow 25, Spain
- Rocío Verdes: Coordinator, Malaga Film Office, Spain
- Michelangelo Messina: Art Director, Ischia FF, Italy
- Denis Pedregosa: CEO, Kanzaman Films, Spain
- Representative of Costa del Sol Tourism Board, Spain
- Maria Månsson: Researcher, University of Lund, Sweden
- Lena Eskilsson: Senior Lecturer, University of Lund, Sweden



EuroScreen partners:



Consultants:



Image credits (clockwise from top left):

1. Skyfall Bond is Great campaign, courtesy of Visit Britain
2. Antonio Banderas shooting Summer Rain/El Camino de Los Ingleses in Malaga. Photo Victor Melivo
3. Juzcar, Spain, transformed into a Smurf Village for the release of *The Smurfs* (2011)