

KYRLE PROBUS 16 MARCH 2017

Jacqui Barr, marketing executive for the film-making arm of the BBC, gave a fascinating insight into the glamorous and fiercely competitive arena of film festivals around the world, at Kyrle Probus Club's meeting on Thursday 16 March.



Secretary Jeff Morris on 01989-563698.

Her talk ranged from the placing of a film in the cinema to behind-the-scenes financing of a film project, leading to the crucial launch at a venue such as the highly prestigious Cannes Film Festival, the biggest and most famous in the world.

It is at festival parties that most business is done and deals signed as investors, mingling with the stars, 5,000-strong media, paparazzi and 3,500 accreditees, make 'noise' in a bid for a front-page story in trade magazines and 'dailies'.

"When you are told you have been selected for the Cannes Film Festival it's fantastic news," said Jacqui. "New talent is exposed to the world!"

Whereas hit films can win prizes – the British movie 'I, Daniel Blake' is a recent example – a 'bad' launch can be disastrous. "Some bad reviews can break a film," said Jacqui. "The competition is really big."

Jacqui works around a film festival calendar. "Each festival has its own requirements. There are also art houses and avant-garde festivals, for which the public can buy tickets."

Starting in TV and then film as a 'runner' – "I did the driving, looking after the talent." – Jacqui steadily worked up the career ladder and now meets A-list stars like Faye Dunaway, Brad Pitt and Angelina Jolie.

The Kyrle Probus Club meets on the first and third Thursday of the month at 10.30 am. at Ross Conservative Club where members hear talks, sometimes from fellow-members, sometimes from guest speakers. To find out more about the club, visit [www.kyrleprobusross.org.uk](http://www.kyrleprobusross.org.uk) or contact