

YOU OUGHT TO BE IN PICTURES!



REGISTRATION
WINTER CHAUTAUQUA 2012
GAINESVILLE CIVIC CENTER MARCH 4 & 5

Name _____

Organization/Company _____

Work Phone: _____ Cell Phone: _____

Address: _____

E-Mail Address: _____

- Full Registration
Sunday & Monday March 4-5: \$85.00
(\$95.00 after Tuesday February 21, 2012)
- Monday March 5: \$65.00
(\$75.00 after Tuesday February 21, 2012)
- Sunday March 4: \$20.00
(\$30.00 after Tuesday February 21, 2012)

Sunday Night Red Carpet Premier Party featuring "Wanderlust," a major motion picture filmed in Northeast Georgia starring Jennifer Aniston and Paul Rudd. The film will be introduced by locally based scouts and production professionals who assisted the film studio in choosing and staging the production.

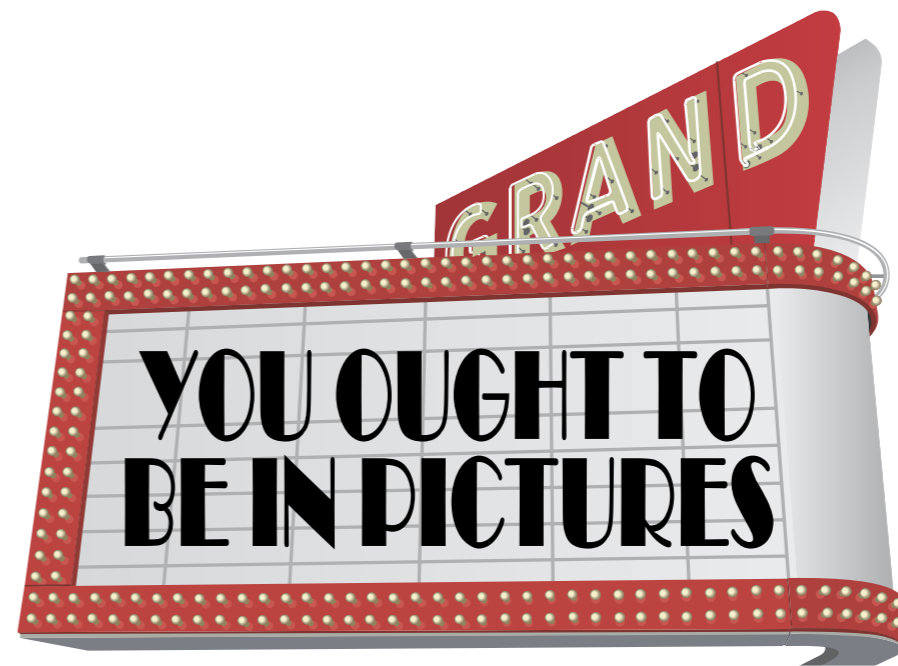
Authorized Signature: _____

Make Check Payable to:
NEGMTA
P.O. Box 464
Gainesville, GA 30503

Fax or Email Registration to reserve your place:
candacelee@brmemc.net
or fax to **678-866-2511**
or Register ONLINE at www.winterchautauqua.com

ARE YOU CAMERA READY? ENTICING HOLLYWOOD SCOUTS PROFESSIONAL PHOTOGRAPY TIPS BEST PR TIPS EVER AWARD WINNING LOCATIONS MASSIVE ECONOMIC IMPACT

A Northeast Georgia Mountains Travel Association Production



WINTER
CHAUTAUQUA
2012

PICTURES!



Action!
Intrigue!
Suspense!

PREMIERING
March 4 & 5
2012



www.winterchautauqua.com
Registration Materials available December 1st

ARE YOU CAMERA READY? ENTICING HOLLYWOOD SCOUTS PROFESSIONAL PHOTOGRAPY TIPS BEST PR TIPS EVER AWARD WINNING LOCATIONS MASSIVE ECONOMIC IMPACT

A Northeast Georgia Mountains Travel Association Production

Sunday, March 4, 2012

2:30 Registration at hotels / Vendor set up at Civic Center

5:30 Red Carpet Premiere Party for "Wanderlust"



A major motion picture filmed in northeast Georgia starring Jennifer Aniston and Paul Rudd. Synopsis: Rattled by sudden unemployment, a Manhattan couple surveys alternative living options, ultimately deciding to experiment with living on a rural commune where free love rules.

Warning: This film is rated R for adult content including: graphic sexual situations, full frontal nudity, adult language, drug use and pervasive comedic content.



Special Guest: Ellen Pfirrmann, Key Assistant Location Manager, ELJAPA Media Group

Ellen was very involved with location selection on Wanderlust and will offer her insights on the sites that were picked. She will also be doing a Q & A session after the film about filming in the NEGA Mountains.

7:30 Dinner on your own

9:00 Hospitality Suite at Comfort Inn & Suites, Gainesville (next door to Hilton Garden Inn)

Monday, March 5, 2012

8:00 Registration and Continental Breakfast

Gainesville Civic Center, Green Street, Gainesville, GA

9:00 Welcome & Opening Remarks

9:15 General Session – You Ought to Be in Pictures!

Ballroom A Our distinguished panel of speakers will highlight a host of hot topics about Georgia's Film Industry and how communities can cash in on this new brand of economic development .

Panelists: Lee Thomas, Craig Dominey, Ellen Pfirrmann, Craig Miller

10-10:30 Craft Services Break & Backlot Tour of Sponsor Booths

Ballroom A *(Be sure to get your GA Film Ticket punched to be eligible for the I-Pad drawing!)*

10:30-11:30 Break Out Seminars - Session One

Ballroom A Track 1 - Camera Ready Representatives Only



I'm Camera Ready...Now What?

Craig Dominey, Georgia Film, Music & Digital Entertainment

A step by step guide on how to avoid the Top 10 Pitfalls of destinations who want to be on film. Learn how to beef up your Camera Ready profile, establish basic permitting guidelines, build a local resource network for productions and respond to Georgia Film Office leads

Longstreet



Track 2 - Pre-Production Part One Ready for your Close Up?

Ellen Pfirrmann, Key Assistant Location Manager, ELJAPA Media Group

How to take photos of your location that work for scouts and the Georgia Film Office. View a pro and cons slide show of location photos, learn what scouts look for in pictures, see examples of excellent location spec photography. Learn how to shoot your locations for the best return from scouts.

Chattahoochee



Track 3 - Post-Production Part One No Such Thing as Bad Publicity!

Laurie Rowe, LRC

How to work with media to promote a project filmed in your area, writing media notices, communicate with media outlets, working with production company media specialists, and integrating projects into your media kit.

11:45-12:45

Ballroom A

Lunch – General Session

How the Film Industry Works For Georgia

Lee Thomas, Director - Georgia Film, Music & Digital Entertainment Office

Georgia has become one of the top five states for film and television production. In FY2011, 336 combined productions shot across the state, with an economic impact of \$2.4 billion. Lee will share Georgia's film successes and plans for expanding this lucrative market across our state.

1:00-2:00

Ballroom A



Break Out Session Two

Track 1 - Camera Ready Representatives Only Location, Location, Location

Ellen Pfirrmann, Key Assistant Location Manager, ELJAPA Media Group

Okay, so you have the old Victorian House they are looking for, but do you have office, warehouse and parking for the crew? Are there caterers, laborers, extras and all the other people, places and things needed to pull off a major film production? Learn about the logistical demands a production can have aside from their "on camera" locations and how to anticipate their needs.

Longstreet



Track 2 - Pre Production Part Two A Cast of Thousands

Craig Miller, Georgia Production Partnership (GPP)

Learn about the many resources available to destinations through the ever growing network of film related businesses in Georgia. Hear from experts in catering, location management, equipment rental and other vital aspects of film production. You'll leave with resources that will help your local business plug into the film industry pipeline and also fill the gaps when you don't have a local service provider a film crew needs.

Chattahoochee



Track 3 - Post Production Part Two Be Your Own Paparazzi

John Panico & Dennis Lynn, The Social Media Dudes

How to use Social Media and other New Media to promote your destination. Step by step tutorial on uploading video to You Tube, Following/Being Followed on Twitter, Marketing through Facebook Ads and more.

2:00

Ballroom A

Director's Cut Round Tables

Participate in a round table discussions (by region) on how it pays to work together regionally on Film projects, Tourism Promotion and Small Business Development

3:00

Craft Services Break & Backlot Tour of Sponsor Booths

(Be sure to get your GA Film Ticket punched to be eligible for the I-Pad drawing!)

3:30

Ballroom A

Closing Session & Awards Ceremony

Everyone is Nominated! - Grand Prize Drawing for Apple I-Pad! Must be present to win...

4:30

That's a Wrap! See you next year in Northwest Georgia for 2013 Winter Chautauqua

Discounted hotel rate for Winter Chautauqua Participants:

\$77 Per Room Plus Tax

Other hotels available online at
www.explore Gainesville.org



Call to make reservation...
1755 Browns Bridge Rd
Gainesville, GA
678-971-4670



Hilton Garden Inn
Call to make reservation, or visit Winter Chautauqua website
1735 Browns Bridge Rd Gainesville, GA
770-532-3396



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