

afci cineposium 2015  
**BARCELONA**  
THE FILM TOURISM SUMMIT



SEPTEMBER 24 - 26  
**CONFERENCE GUIDE**  
[WWW.AFCI.ORG](http://WWW.AFCI.ORG)

# WELCOME TO BARCELONA AND TO THE 39TH ANNUAL AFCI CINEPOSIUM!

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## AFCI INFORMATION

9595 Wilshire Blvd. Ste 900

Beverly Hills CA, 90212

[www.afci.org](http://www.afci.org)

Ph: 1.323.461.2324

Fax: 1.413.375.2903

[info@afci.org](mailto:info@afci.org)

## STAFF

**Kevin Clark**, Executive Director, [kevin@afci.org](mailto:kevin@afci.org)

**Jerry Day**, Director of Content, [jerry@afci.org](mailto:jerry@afci.org)

**Melanie Field**, Events and Finance Manager, [melanie@afci.org](mailto:melanie@afci.org)

**Kathy Martini**, Membership & Administration Manager, [kathy@afci.org](mailto:kathy@afci.org)

**Peter Trimarco**, Publisher, Beyond Cinema Magazine, [peter@afci.org](mailto:peter@afci.org)

**Justin O. Cooper**, Marketing, PR, Social Media, [justin@afci.org](mailto:justin@afci.org)

**Jeremiah Karr**, Creative Design, [jeremiah@afci.org](mailto:jeremiah@afci.org)

**Luann Alesio**, Sponsorship Sales, [luann@afci.org](mailto:luann@afci.org)

Dear Colleagues,

On behalf of the **Association of Film Commissioners International** (AFCI), it is with great pleasure that I welcome you to Cineposium 2015 in Barcelona, Spain. For the first-time in Cineposium's 39-year history, this year's conference is exclusively dedicated to one topic: **Film Tourism!**



We are excited that our host city, Barcelona will serve as the backdrop to Cineposium for the next three days. Barcelona is a world leading cultural tourist center, former host to the 1992 Olympics and the third most visited city in Europe.

This year we've invited our AFCI Members and their tourism bureau counterparts to participate in our Film Tourism conversation. We've organized an array of engaging program sessions that will provide insight on the added value of Film Tourism and its impact on global economies.

As an attendee you'll have an opportunity to engage industry professionals within nine exciting and insightful program sessions. Cineposium panelists and speakers will provide examples of their revenue increases, advertising value, and the "social" buzz yielded as a result of adopting Film Tourism into their marketing efforts.

We believe this year's Cineposium will be intuitive and enlightening, allowing you to garner valuable information to further promote and enhance marketing opportunities fueled by Film Tourism for your respective territory.

We are grateful for our esteemed panelists, moderators, and speakers from around the globe that are contributing their time and resources to this year's event. The AFCI is also appreciative of the contributions of the **AFCI Board of Directors**, and our friends at the **Barcelona City Council, Barcelona Film Commission, and Barcelona Tourism.**

We look forward to spending the next few days with you!

My Very Best Regards,

**Kevin Clark,**  
Executive Director,  
AFCI

## HOSTS

### **Ajuntament de Barcelona**

#### **Institut de Cultura de l'Ajuntament de Barcelona**

Culture Commissioner | Berta Sureda

Promotion of Cultural Sectors | Teresa Batet, Teresa Méndez, Maite Costea

Barcelona Capital | Carles Sala

Barcelona Film Commission | Montserrat Guiu

Disseny Hub Barcelona | Irene Martínez, Gemma Garcia, Montse Ribas

Design Museum | Pilar Vélez

### **Area of Employment, Enterprise and Tourism**

Joan Torrella

#### **Barcelona Municipal Institute of Markets**

Elisenda Capdevila

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**Maui County Film Office** | Tracy Bennett

Llucià Homs

Eugeni Osácar

## PRODUCTION

**Parallel 40** | Elena Subirà i Roca, Lula Vergés, Marta Hernández

## AFCI BOARD OF DIRECTORS

**George David**, Royal Film Commission of Jordan

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**Pamela Haynes**, West Virginia Film Office

**Ingrid Rudefors**, Stockholm-Mälardalen Film Commission

**Sigmund Elias Holm**, Western Norway Film Commission

**Marijana Stoitsits**, Vienna Film Commission

## WELCOME TO BARCELONA

It's an honour for Barcelona to have been chosen to host the annual meeting of the **Association of Film Commissioners International** (AFCI), AFCI Cineposium 2015.



Barcelona is an innovative, dynamic, cosmopolitan Mediterranean city, full of history and with a long tradition of participation and cultural entities. To see and to experience these traits means to live its everyday life and the nature of its people, which make Barcelona unique and which we hope you will enjoy in the next few days with the activity program organized for you by the Institute of Culture and the Tourism Department.

Barcelona and Cinema have enjoyed an excellent relationship throughout history. The city has been the object of desire of numerous renowned directors at home and abroad; a desire not unlike the one felt by the visitors coming to explore it.

It's therefore no surprise that Barcelona became a pioneer city in Europe setting up a Film Commission back in 1996. The service showed the strategic weight that the audio-visual activity represents for the city, as well as its power as a tool of exposure for the territory.

With its long tradition of culture and film, Barcelona is today one of the main centres of on location shooting in the world, hosting every year over 3,000 productions of all kinds (commercials, features, quality TV fiction, documentaries, shorts), thanks also to a network of companies and highly qualified professionals. We are proud to be the European city with the highest number of film shootings, ahead of cities such as London and Paris, and a place still to be discovered by many and with a lot to offer.

This vibrant activity around film shootings coincides with the fact that it is one of the main tourist destinations in the world; a reality that, as citizens, we regard with pride but also with respect and with the challenge of making it sustainable.

In this context we are happy to welcome you to the Design Hub Barcelona (DHUB) to spend these two days of intense work around the subject of discussion, which is the relationship between Cinema and Tourism. Led by national and international first class speakers and professionals, we hope to be able to create synergies that allow us to define future strategic plans to promote both sectors and improve their relationship with the territory.

Welcome, thank you all, and enjoy your time in Barcelona,

Ada Colau  
Mayor of Barcelona

THURSDAY

AFCI UNIVERSITY FILM LIAISON
1400-1700
EUFCN MEETING
1500-1700

FRIDAY

OPENING WELCOME	BARCELONA PROJECT DATES	1ST BREAK	DEFINING & MEASURING ROI OF TOURISM FRIENDLY PRODUCTIONS	2ND BREAK
0930-0945	0945-1045	1045-1115	1115-1215	1215-1230

SATURDAY

CREATING A SUCCESSFUL MOVIE TOUR	1ST BREAK	HOW NORTHERN IRELAND CAPITALIZED ON GAME OF THRONES	2ND BREAK	QUANTIFYING FILM & TELEVISION TOURISM
0930-1030	1030-1100	1100-1215	1215-1230	1230-1330

Schedule Subject to Change.

BARCELONA TOUR  1830-2000	OPENING RECEPTION  2000-2200	FIREWORKS  2200-2245		
PLANNING THE CAMPAIGN: PADDINGTON AND BOND 1230-1345	LUNCH  1345-1500	BUILDING TRUST: PRODUCER AS PARTNER 1500-1600	3RD BREAK  1600-1615	HOW WOULD YOU HANDLE IT? 1615-1730
				MOVIE WALKING TOUR OF BARCELONA 1630-1830
LUNCH  1330-1445	THE DISNEY WAY 1445-1545	3RD BREAK  1545-1600	FILMING ON PROTECTED LANDS 1600-1700	CFC PRESENTATIONS CLOSING REMARKS 1700-1730
				CLOSING RECEPTION  2045-2230

## THURSDAY, SEPTEMBER 24 DAY ONE

### 1000-1830 REGISTRATION OPEN

DHUB / FLOOR B  
INSIDE AVILA  
STREET  
ENTRANCE HALL

The Registration Counter will be located in the DHUB, just inside the Avila Street entrance. Registrants are welcome to pick up their badges and welcome bags at any time when registration is open. Registration must have been completed prior to attending any sessions. Last minute registrations (full payment required) for the AFCI University Film Liaisons class and Cineposium general sessions may be accommodated here as well.

### 1400-1700 AFCI UNIVERSITY FILM LIAISON

DHUB / FLOOR-1  
AULA B + C

The AFCI Film Liaison course has been developed to assist film commissions in training contacts in their region to support film productions. After taking this course, film liaisons will have a basic understanding of the roles of film commissions and liaisons, the fundamentals of film production, working with the film industry, location scouting and economic opportunities for local labor, businesses and services. **Additional registration and fee is required to attend.**

**afci** university

### 1500-1700 EUFCN MEETING

DHUB / FLOOR-1  
TALLER A

### 1830-2245 BARCELONA TOUR I OPENING RECEPTION I FIREWORKS

Welcome to Barcelona! Join the AFCI and your fellow film commissioners for an evening of sightseeing, food and fireworks. You will be treated to a bus tour of Barcelona followed by a tapas dinner at the Restaurant El Mussol on the rooftop terrace of the Arenas shopping mall, a former bull fighting venue. Viewing of a spectacular firework display celebrating the Patron Saint Festival will cap off the evening.

**Buses will leave the DHUB at 1830h sharp and will return all attendees back to the DHUB at approximately 23:00.**

**Cineposium Registrants and Invited Guests Only.**

*Your event badge will gain you entrance.*



**BARCELONA**  
Film Commission



**BarcelonaTurisme**



## DAY TWO FRIDAY, SEPTEMBER 25

### REGISTRATION OPEN 0800-1700

DHUB / FLOOR B  
INSIDE AVILA  
STREET  
ENTRANCE HALL

The Registration Counter will be located in the DHub, just inside the Avila Street entrance. Registrants are welcome to pick up their badges and welcome bags at any time when registration is open. Registration must have been completed prior to attending any sessions. Last minute registrations (full payment required) for the AFCI University Film Liaisons class and Cineposium general sessions may be accommodated here as well.

### OPENING WELCOME 0930-0945

DHUB / 4TH FLOOR  
AUDITORIUM

Join us as Cineposium 2015 is officially opened by the Mayor of Barcelona.

### BARCELONA PROJECT - DATES 0945-1045

DHUB / 4TH FLOOR  
AUDITORIUM

Join local Barcelona producers and screenwriters as they discuss Cites, a Catalan romantic comedy based on the British series Dates. Cites is well known for showing off Barcelona and surrounding countryside: the ocean, the mountain, downtown, suburbs, restaurants, bars and the squares of the city. Because of the extensive use of locations within Barcelona, the city council and the Barcelona Film Commission collaborate heavily with both financing and shooting logistics resulting in a very close working relationship between the production company and city authorities.

#### SPEAKERS:

**IVAN MERCADE**, Arca Audiovisual, Grup Filmax, Head of Development  
**JOAN SOL**, TVC, Fiction Content Coordinator  
**CARLES SALA**, Barcelona Capital, Director

### 1ST BREAK 1045-1115

DHUB / 4TH FLOOR  
FOYER



Coffee Break sponsored by Maui County Film Office

### DEFINING AND MEASURING ROI OF TOURISM FRIENDLY PRODUCTIONS

### 1115-1215

DHUB / 4TH FLOOR  
AUDITORIUM

A look at the basic economic arguments for supporting film tourism, the various metrics used to measure impact, and the ways to collect the data.

#### MODERATOR:

**KEVIN CLARK**, AFCI, Executive Director

#### SPEAKERS:

**GEOFF ALEXANDER**, Santa Barbara Film Commission, Director  
**BOB RAINES**, Tennessee Film, Entertainment & Music Commission, Director  
**COLETTE GERAGHTY**, Film London, Head of Film Promotion and Culture  
**JONATHAN OLSBERG**, Olsberg SPI, Founder and Chairman

FRIDAY, SEPTEMBER 25 DAY TWO

1215-1230 2ND BREAK

DHUB / 4TH FLOOR  
FOYER

1230-1345 PLANNING THE CAMPAIGN:  
PADDINGTON AND BOND

DHUB / 4TH FLOOR  
AUDITORIUM

Visit Britain explains how they work with filmmakers and the community to maximize tourism benefit, using both Paddington and Skyfall as case studies.

**PRESENTER:**

**COLETTE GERAGHTY**, Film London, Head of Film Promotion and Culture  
**EMMA WILKINSON**, Visit Britain, Sr. Partner Marketing Executive

1345-1500 LUNCH

DHUB / FLOOR B  
SALA A

1500-1600 BUILDING TRUST: PRODUCER AS PARTNER

DHUB / FLOOR B  
AUDITORIUM

What can you ask from a production — with or without an incentive? How to propose something with value to both sides, gain access to resources and assure a production that will protect those assets.

**MODERATOR:**

**ELENA SUBIRA**, Parallel 40, Cultural Manager

**SPEAKERS:**

**GRAHAM BROADBENT**, Blueprint Pictures, Producer  
**RICHARD GLADSTEIN**, FilmColony, Founder & President  
**ADRIAN GUERRA**, Nostromo Pictures, Founder  
**JAUME ROURES**, Mediapro, President

*Schedule Subject to Change.*

## DAY TWO FRIDAY, SEPTEMBER 25

**3RD BREAK** **1600-1615**  
DHUB / 4TH FLOOR  
FOYER**HOW WOULD YOU HANDLE IT?** **1615-1730**  
DHUB / 4TH FLOOR  
AUDITORIUM

This popular session allows film commissioners to share concerns and experiences, and seek advice from each other. Learn from your colleagues, as they describe challenges encountered in dealing with productions or with their governments, and get input from other commissions who have faced similar situations. This session is open only to AFCI member film commission representatives, allowing a confidential exchange of issues and ideas.

**AFCI Members Only**

**MODERATOR:**

**KEVIN JENNINGS**, Film Otago Southland, Executive Manager  
**ANDY EDMUNDS**, Virginia Film Office, Director

**MOVIE WALKING TOUR OF BARCELONA** **1630-1830**

Discover Barcelona from a different point of view, getting to know the places where films such as *Vicky Cristina Barcelona*, *Perfume: The Story of a Murderer*, or *All About My Mother* were shot. Walk around the city as if you were Woody Allen, Scarlett Johansson, Orson Welles, John Wayne, Jack Nicholson, Alejandro González Iñárritu or Pedro Almodóvar. Walk will be hosted by Eugeni Osácar, author of [Barcelona Movie Walks](#).

*Separate free registration required. Limit 20 people.*

*Schedule Subject to Change.*

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HYATT REGENCY CENTURY PLAZA  
**SEE YOU IN L.A.!**  
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## SATURDAY, SEPTEMBER 26 DAY THREE

### 0930-1030 CREATING A SUCCESSFUL MOVIE TOUR

DHUB / 4TH FLOOR  
AUDITORIUM

The basis of any successful film tourism campaign would have to be the movie tour. Tours can be as simple as a tri-fold map handed out at a tourism center, or a hosted affair on a bus or tram. We look at some of the options, best practices and the essential elements to a successful tour. All registrants will receive the Barcelona Movie Walks e-book by Eugeni Osácar.

#### MODERATOR:

**JERRY DAY**, AFCL, Director of Content

#### SPEAKERS:

**GEORGETTE BLAU**, President, On Location Tours

**ABIGAIL de BRUYNE**, Director, Set in Paris Tours

**ANGEL DIAZ**, Founding Partner, Advanced Leisure Services

**EUGENI OSACAR**, Professor, Tourism Studies, CETT

**STEPHAN ROESCH**, PhD, Film Tourism Consultant

### 1030-1100 1ST BREAK

DHUB / 4TH FLOOR  
FOYER

### 1100-1215 HOW NORTHERN IRELAND CAPITALIZED ON GAME OF THRONES

DHUB / 4TH FLOOR  
AUDITORIUM

Typically, a feature film production is a singular event where the tourism benefit is tied to a release date. A TV series is the gift that keeps giving! How do you manage production and tourists at the same time and what businesses can be built around it? Northern Ireland Screen's Moyra Lock tells how they have built the relationships, working with Visit Ireland and HBO to promote and manage access to major sites.

#### PRESENTERS:

**MOYRA LOCK**, Northern Ireland Screen, Head of Marketing, Communications & Audiences

**MARA MIKIALIAN**, HBO, VP, Media Relations

**BRIAN TWOMEY**, Tourism Ireland, Head of Content and Marketing Communications

### 1215-1230 2ND BREAK

DHUB / 4TH FLOOR  
FOYER

*Schedule Subject to Change.*

## DAY THREE SATURDAY, SEPTEMBER 26

### QUANTIFYING FILM & TELEVISION TOURISM

Film strategy consultant Jonathan Olsberg unveils his most recent report on film tourism in Spain and the UK and other regions to quantify the effect of film production on popular tourist locations, and gives advice on how to maximize the effect.

**PRESENTER:**

**JONATHAN OLSBERG**, Olsberg SPI, Founder and Chairman

**1230-1330**

DHUB / 4TH FLOOR  
AUDITORIUM

### LUNCH

**1330-1445**

DHUB / FLOOR B  
SALA A

### THE DISNEY WAY

Since the construction of Disneyland in the 1950s, Disney has been the prototype for melding film production with tourism. Disney executive and AFCEI Advisory Board member, MaryAnn Hughes gives us a look at how Disney views film tourism and how the company manages their intellectual property (IP) to maximum benefit.

**MODERATOR:**

**LISA STROUT**, Massachusetts Film Office, Director

**PRESENTER:**

**MARY ANN HUGHES**, The Walt Disney Company, VP,  
Film & Television Production Planning

**1445-1545**

DHUB / 4TH FLOOR  
AUDITORIUM

### 3RD BREAK

**1545-1600**

DHUB / 4TH FLOOR  
FOYER

SATURDAY, SEPTEMBER 26 DAY THREE

1600-1700 **FILMING ON PROTECTED LANDS**

DHUB / 4TH FLOOR  
AUDITORIUM

One of the major instances where film and tourism meet are at national landmarks or other sensitive and protected lands. Managing the conflicting interests of production, tourism and conservation can be a difficult task. Learn best practices from experts in Spain, France, the U.S. and the U.K.

**MODERATOR:**

**KEVIN JENNINGS**, Film Otago Southland, Manager

**SPEAKERS:**

**HARVEY EDGINGTON**, National Trust, Head of Filming and Locations

**MAYRA NIETO**, Zona Monumental, Park Guell, Head of Marketing, Communications and Customer Service

**OLIVIER-RENE VEILLON**, Ile de France Film Commission, Director

**AARON WODIN-SCHWARTZ**, Brand USA, Director, Public Policy

1700-1730 **CFC PRESENTATIONS / CLOSING REMARKS**

DHUB / 4TH FLOOR  
AUDITORIUM

2045-2230 **CLOSING RECEPTION**

PALAU DE LA  
MUSICA CATALANA

A Closing Reception befitting a great event in a beautiful city! Join us at the Palau de la Musica Catalana, one of Barcelona's most distinguished landmarks for a tour of the building along with drinks and a tapas dinner. The Reception will afford the opportunity to network with your fellow attendees one last time and say thank you to the lovely people of Barcelona who hosted the event.

*Cineposium Registrants and Invited Guests Only.*

*Your event badge will gain you entrance.*



**GEOFF  
ALEXANDER**  
DIRECTOR,  
SANTA BARBARA FILM COMMISSION



Geoff has served as Santa Barbara County Film Commissioner since 2008. In this role he has attracted and facilitated hundreds of projects comprising thousands of days of production in his County. He is in his second year as an elected member of the board of FLICS (Film Liaisons in California), the California Statewide Film Commission organization. He has spent the last two years serving as Chair of the Legislative Committee of FLICS, working to shape and ultimately help to pass California's new and expanded Tax Incentive Program focusing particularly on lobbying for program elements designed to spread the benefit of production throughout the State of California. During his time at the Santa Barbara County Film Commission, Geoff has emphasized the creation of innovative programs to create promotional opportunities for Santa Barbara across media, with an emphasis on branded content creation strategies in unscripted television and feature film. Recent branded content partnerships include *The Bachelor*, *The Great Food Truck Race*, *The Bachelorette*, and *Top Chef*, as well as a partnership with Fox Searchlight celebrating and promoting the re-release of the game changing hit, *Sideways*, as a tenth anniversary collectible Blu-Ray.

**GEORGETTE  
BLAU**  
PRESIDENT,  
ON LOCATION TOURS



Georgette is owner and founder of On Location Tours, one of the world's largest TV and movie locations tour companies with tours in Boston and New York City. On Location Tour's stated mission is to create tours that allow people to straddle the border between fiction and reality, letting them feel as though they are part of the show. The company, currently celebrating its 16th anniversary, runs the New York TV & Movie Sites tour, the Sex and the City Hotspots tour, the Gossip Girl Sites tour, the Sopranos Sites tour, the TCM Classic Film Tour, the TMZ Tour NYC, the Boston TV & Movie Sites tour along with the Central Park TV & Movie Sites and Boston Movie Mile walking tour. Georgette is a 1996 graduate of Skidmore College and currently resides in New York City with her husband and son.

**GRAHAM  
BROADBENT**  
PRODUCER,  
BLUEPRINT PICTURES



Graham formed Blueprint Pictures with Pete Czernin in 2005. He has most recently produced *The Second Best Exotic Marigold Hotel*, the follow-up to the 2012 BAFTA & Golden Globe-nominated *The Best Exotic Marigold Hotel*. Broadbent's producing credits include Martin McDonagh's BAFTA & Golden Globe-nominated *Seven Psychopaths*. Other credits include Danny Boyle's *Millions*, *Becoming Jane*, and Michael Winterbottom's *Welcome to Sarajevo*.

**ABIGAIL**  
**de BRYUNE**  
DIRECTOR,  
SET IN PARIS TOURS

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Abigail founded Set in Paris, a movie location tour company in Paris, in 2012. The company has since won the TripAdvisor Certificate of Excellence Award. Set in Paris runs daily walking tours of central Paris as well as specialized tours by area (Montmartre, Latin Quarter, Opera, Saint Germain) and by theme (*Midnight in Paris*, *The Bourne Identity*, romance, action, etc...) all over Paris and beyond. Abigail strives to make her tours as much about Paris as a dynamic, historic and beautiful city as they are about the films.



**JERRY**  
**DAY**  
DIRECTOR OF CONTENT,  
AFCI

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Jerry has been in charge of the AFCI Professional Development program for two years. He was a member of the organization for 10 years as a film commissioner in Northern California, the final two years serving on the AFCI Board of Directors. He was a founding member and a chairman of the California film commission coalition known as FLICS. Prior to his film commission work, Jerry spent a decade in television where he produced daily programming for CBS, Yahoo! and TechTV.



**ANGEL**  
**DIAZ**  
FOUNDING PARTNER,  
ADVANCED LEISURE SERVICES

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Angel advises companies in the tourism sector and in public administration on the innovative development of tourism. He has taken part in the conception, design, development, start up, operation and viability study of numerous tourism and leisure projects. He has a special interest in helping destinations and companies develop and consolidate Smart Destinations that combine territorial planning with the incorporation of technology and sustainability, the systematization of innovation and the continued improvement of management capacity. He's a consultant with the World Tourism Organization (UNWTO), a member of the International Advisory Board of Fundación Metrópoli and advisor of the Instituto de Turismo Responsable - Biosphere Responsible Tourism.





## HARVEY EDGINGTON

HEAD OF FILMING & LOCATIONS,  
NATIONAL TRUST



In 2003, Harvey created the centralised National Trust Film unit allowing filmmakers access to over 250 heritage buildings, 700 miles of coastline and 500,000 acres of iconic and often protected landscapes in England, Wales and Northern Ireland. Despite strict protocols they have successfully shot a diverse range of productions including *Wolf Hall*, *Snow White and The Huntsmen*, *Game of Thrones*, *Pride and Prejudice* (and the Zombie version), *Downton Abbey* and the upcoming *Tarzan*. The Trust has three crews a day on its land. Harvey previously worked for Film London coordinating shoots such as *Tomorrow Never Dies* (the Thames boat chase), *101 Dalmatians* and *Spooks*. Before that he was London's first full-time film officer, having set up a Film Unit at Greenwich dealing with *Patriot Games*, *Secret Agent*, *Nil by Mouth* and hundreds more.

## ANDY EDMUNDS

DIRECTOR,  
VIRGINIA FILM OFFICE



Andy is a Virginia native and an accomplished musician and songwriter. After studying music at VCU in the mid-80s, Andy produced a music video of one of his songs that was broadcast on MTV. This experience introduced him to the film production industry where he ultimately settled in as a location scout until landing a job at the Virginia Film Office in 1997. "I found myself in a non-traditional area of economic development that seemed to be perfectly suited to my experience and interests. Every day I look forward to continuing to give back to the state I know and love through an enthusiastic approach to attracting clients and delivering creative solutions", says Andy. During his time with the Film Office, Andy has worked with the most notable filmmakers of our time including Terrence Malick, Ridley Scott, Clint Eastwood and Steven Spielberg.

**COLETTE  
GERAGHTY**

HEAD OF FILM PROMOTION  
& CULTURE,  
FILM LONDON

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Colette is responsible for the development and implementation of Film London's communication, film promotion and cultural strategies. This includes the promotion of the British Film Commission, as well as overseeing Film London's film cultural delivery through Film Hub London and London's Screen Archives. Joining the agency as a Press Officer in 2007, Colette is now responsible for delivering a positive public profile for Film London and the British Film Commission through proactive press and communications strategies, which include exploring ways to exploit the screen tourism opportunities offered through London and the UK's popularity as an international centre of production for high-profile films and television production. In this capacity, she was leading on the communications strategy for the EU funded project on screen tourism called EuroScreen. Previously Colette was at the British Film Institute (BFI), working to promote the film programme at BFI Southbank.

**ADRIAN  
GUERRA**

PRODUCER/FOUNDER,  
NOSTROMO PICTURES

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At just 30, Adrian has produced eight feature films in the last five years. With his first one, *Buried*, he received ten Goya nominations and three awards. He has worked alongside people like Joel Silver, Sean Penn, Idris Elba, Javier Bardem (*The Gunman*), Robert de Niro, Sigourney Weaver, Cillian Murphy (*Red Lights*), Ryan Reynolds (*Buried*), Elijah Wood and John Cusack (*Grand Piano*). He started his career as a producer with Versus Entertainment and he later founded Nostromo Pictures which he now manages.

## **RICHARD GLADSTEIN**

FOUNDER & PRESIDENT,  
FILM COLONY



Two-time Academy Award® nominated film producer Richard Gladstein is currently producing Quentin Tarantino's post-civil war western *The Hateful Eight*. Gladstein's two Academy Award® nominations for Best Picture of the Year were for his films *The Cider House Rules* and *Finding Neverland*. His other producer credits include *The Time Being*, *Expecting*, *Paper Man*, *Killshot*, *Mr. Magorium's Wonder Emporium*, *The Nanny Diaries*, *The Bourne Identity*, *She's All That*, *HurlyBurly*, *The Crossing Guard* and *54*, amongst others. He has enjoyed a fruitful and extensive collaboration with Quentin Tarantino as Executive Producer on Tarantino's first three films: *Reservoir Dogs*, *Pulp Fiction* and *Jackie Brown*. FilmColony engaged in several multi-year overhead and producing pacts with Miramax Films from 1995 to 2003, resulting in nine films made together. Prior to the formation of FilmColony, Gladstein was Miramax Films' Executive Vice President and Head of Production. He serves on the National Board of Directors of The Producers Guild of America and is a graduate of Boston University with a BS in Communications.

## **MARYANN HUGHES**

VP FILM & TELEVISION PRODUCTION,  
THE WALT DISNEY COMPANY



MaryAnn Hughes is a 23 year veteran with Disney and currently serves as Vice President, Film and Television Production Planning. She now devotes 100% of her time looking for opportunities to reduce production costs through film and television production incentives and structured film financing deals. She is a member of the AFCI Advisory Board.

## **KEVIN JENNINGS**

EXECUTIVE MANAGER,  
FILM OTAGO SOUTHLAND



KJ is the Executive Manager at Film Otago Southland, the Regional Film Office that covers the Southern half of the South Island of New Zealand. He is a Certified Film Commissioner with the AFCI and is a former Dancy Jones Scholarship winner. He sits on the board of the AFCI, chairs the advisory committee of the Film School at the Southern Institute of Technology, and is a Trustee of the Routeburn Dart Wildlife Trust. He is a former board member of Film New Zealand. He has experience in film and television, adventure tourism and as a small business owner and restaurateur. Born in Northern California, he has called New Zealand home for 26 years.

**MOYRA  
LOCK**

HEAD OF MARKETING,  
COMMUNICATIONS & AUDIENCES,  
NORTHERN IRELAND SCREEN



After an initial career in international advertising, Moyra worked for over 20 years in film sales and distribution in London and Los Angeles. Returning to her native Northern Ireland in 2005, she took up the newly created post of Head of Marketing with a clear remit to market the benefits of Northern Ireland as a world-class production location, to communicate Northern Ireland's success stories and to promote its product and talent to the global screen industry. Moyra now also leads on priority partnerships for the agency, on screen tourism, and on audience development working in partnership with Northern Ireland film festivals and cultural cinema.

**IVAN  
MERCADÉ**

HEAD OF DEVELOPMENT,  
ARCA AUDIOVISUAL (GRUP FILMAX)



Ivan is head of scriptwriters of *Sé quién eres*, a TV series that will be broadcasted in January 2016 on Telecinco, and *Cites*, a TV3 series with a second season currently being shot. The idea behind Arca Audiovisual, Filmax's TV branch, of which Ivan Mercadé is Head of Development, is to produce quality works that go beyond our borders and show Catalan audiovisual talent to the world. *Polseres Vermelles*, a TV series on which Ivan is a scriptwriter has been seen in several countries, adapted in the USA, Italy and Germany, and won prestigious awards such as the Emmy Kyds Award and the Ondas.

**MARA  
MIKIALIAN**

VICE PRESIDENT MEDIA RELATIONS,  
HBO



Mara is responsible for overseeing publicity campaigns and acting as a liaison with the trade press on breaking programming news stories. She has been a member of the HBO Media Relations team for 31 years. Mara has been involved with and overseen publicity campaigns for numerous projects over the years, going back to HBO's early days of original programming. As the cable network's dominance grew, Mara continued to spearhead the media outreach for projects including *Comic Relief*, *From the Earth to the Moon*, *Band of Brothers*, *Six Feet Under*, *The Pacific* and *Curb Your Enthusiasm*. She is currently the publicity lead on *Game of Thrones*, *Togetherness* and *The Young Pope*. On the hugely popular *Game of Thrones*, Mara is the conduit between press and the cast and filmmakers, between production and the outside world, often serving as HBO's ambassador to visiting dignitaries, film commissions and journalists. She lives in Los Angeles with her "rocket scientist" husband and their two Bengal cats, Buzz and Wally.

## MAYRA NIETO

HEAD OF MARKETING,  
COMMUNICATIONS & CUSTOMER  
SERVICE at ZONA MONUMENTAL IN  
PARK GÜELL



Park Güell is a public park system composed of gardens and amazing architectural elements and is of great historical significance within Barcelona. Zona Monumental, the area of the Park in which Mayra helps to manage is one of the most fragile areas in the Park and has been part of the UNESCO's World Heritage list since 1984. Access to the area began being regulated in October of 2013 as a preventive conservation measure, with the aim of reducing pressure on the environment, making the coexistence between neighbours and tourists easier, and offering a better quality experience to visitors. It's in this framework that film shoots in this iconic place in Barcelona have been tightened so that they are suitable and respectful towards the environment, as well as compatible with public visits.

## JONATHAN OLSBERG

CHAIRMAN,  
OLSBERG SPI



Olsberg•SPI is a leading international strategy consultancy specialising in screen based creative industries. As Chairman, Jonathan has built a reputation as a strategic adviser at the highest levels of media, business and government. The company's clients span public and private sector organisations around the world, requiring insightful and robust advice, studies and reports, including several on the topic of how film and television drama productions benefit tourism. Jonathan brings to each assignment 33 years of experience as consultant, producer, distributor and international sales agent. Jonathan's first career was in finance, as an investment banker in the City of London and on Wall Street. He is a member of BAFTA, The British Screen Advisory Council and the European Film Academy.

**EUGENI  
OSACAR**  
HEAD OF RESEARCH,  
CETT

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Eugeni is a lecturer at CETT, an international education center for tourism and hospitality attached to the University of Barcelona. He is Head of Research and Director of the Master in Tourism Management Innovation program. He's an expert in marketing and cultural tourism, specializing in tourism and film. He has led projects on film tourism, including *Barcelona Movie* (2008), the first initiative on tourism based on cinema carried out in Barcelona; *Horta-Guinardó de cinema* (2013), an innovative project that has turned this district into the first in Barcelona to incorporate cinema in its plan for tourism and cultural promotion. He's the author of *Barcelona, una ciutat de pel·lícula* (2013), with original versions in both Catalan and Spanish and translated into English; *Catalunya de pel·lícula* (2014), also translated into English, and *Rutas de cine: Vicky Cristina Barcelona* (2014), as an e-book. He has also published various digital guides for smart phones and tablets on film tourism in cities such as Barcelona, Paris, London, Rome and Venice.

**BOB  
RAINES**  
DIRECTOR,  
TENNESSEE FILM ENTERTAINMENT  
& MUSIC COMMISSION

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Appointed in 2002 by the Office of the Governor to represent the State of Tennessee's entertainment industry, Bob is responsible for advancing the strategic goals of the Tennessee Film, Entertainment and Music Commission ("TFEMC"). He represents Tennessee's key industry assets and competitive advantages, both statewide and abroad, is a strategic advisor to senior government officials and provides State Legislators' with analysis of the State's entertainment sector. Bob manages and implements the State's only production incentives program for film, music, television and commercials and collaborates with government and private industry leadership to cultivate policy and strategy that reflect best practices for program management and industry development. Bob is active in several entertainment and community organizations, serving on the boards of Film Nashville and the Nashville Film Festival. He also maintains partnerships with Regional Film Commissions in Memphis, Knoxville and Chattanooga, and collaborates with well-known industry organizations like Film-Com, Knoxville Films, Indie Memphis and Bonnaroo.

**STEFAN  
ROESCH PhD**  
FILM TOURISM,  
CONSULTANT

Since 2006 Stefan has worked as an independent consultant, advising tourism managers and film commissioners on how to benefit from film tourism. In 2010, he published *The Experiences of Film Location Tourists* (Channel View Publications: London) which is based on his PhD thesis in Film Tourism which he completed at the University of Otago, New Zealand in 2007. Previously, Stefan has worked in the tourism industry in various roles including as the Deputy Managing Director of CenTouris, a tourism market research and marketing institute based in Bavaria, Germany. In 2013, he started his own film production company, Punakaiki Productions, together with New Zealand writer and filmmaker Pennie Hunt. Their first film *Earth, Hell, Heaven* (2014) received an emerging talent funding award from the Bavarian Film Commission, (FilmFernsehFonds Bayern) an AFCI member.



**JAUME  
ROURES**  
PRODUCER/FOUNDING PARTNER,  
MEDIAPRO

Jaume has a long and illustrious career in media, particularly in television where he took part in the creation and development of *Televisió de Catalunya* (TV3), then as head of Special Operations with The Federation of Regional Organizations of Radio and Television and head of the Television Department at Dorna (the commercial rights holder for the Road Racing World Championship Grand Prix). In 1994, he became a founding partner of Mediapro and has since produced 30 films, including Woody Allen films *Vicky Christina Barcelona* and *Midnight in Paris*.



**CARLES  
SALA**  
DIRECTOR,  
BARCELONA CAPITAL, ICUB

Since 2011, Carles has been the Director of Barcelona Capital, a department within the International Promotion of Culture in Barcelona, part of the City Council's Institute of Culture (ICUB). Between the years 2004 to 2011 he was Director of Cultural Action and Cooperation and Sectorial Relations at the Institute of Culture. During those years he was responsible for the Barcelona-Catalunya Film Commission (currently the Barcelona Film Commission). He supervised, amongst many others, film shootings such as *Perfume: the Story of a Murderer*, *Salvador* and *Vicky Cristina Barcelona*. At present, the Barcelona Film Commission is again a program within his department. Prior to that, he was Director of the Mercat de Música Viva de Vic (an annual meeting for the music industry) as well as Director of the Office for the Promotion of Music within the Catalan regional government.



**JOAN  
SOL**

FICTION CONTENT COORDINATOR,  
TVC

Joan is a TV scriptwriter with over 25 years of experience in entertainment, animation, documentary and fiction. He's written scripts for *Àngel Casas Show*, *Com a casa*, *Mikimoto Club*, *Persones humanes*, *Això és massa!*, *Bon dia, Catalunya*, *La Lloïl*, *Som i serem*, *Solvència contrastada*, *Efectes secundaris*, *Cròniques marcianes*, *Terra*, *Tarasca* and *Les tres bessones*, amongst others. Since 2000 he's the Fiction Content Coordinator at TVC's Department of Co-productions and Fiction, where he works developing series, analyzing projects and editing scripts.



**LISA  
STROUT**

DIRECTOR,  
MASSACHUSETTS FILM OFFICE

Lisa has been at the helm of the Massachusetts Film Office since June of 2011, and has overseen over 50 major film and television productions throughout the state during her tenure. Lisa was formerly the director of the New Mexico Film Office for nearly a decade, during its production boom. She has 33 years of experience in the film industry, including 20 years as a location manager in New England, New York, California, New Mexico, Texas, and Italy. Films include: *Mystic Pizza*, *Falling Down*, *Dante's Peak*, *Room with a View* and *Thirteen Days*. In addition, she managed the New York City offices of Merchant Ivory Productions for two years. Today, Lisa is happy to be back in her home state, working hard to create jobs, economic opportunities, and build a sustainable film industry within the Commonwealth for thousands of Massachusetts residents and many thousands more in the years to come.



**ELENA  
SUBIRA i ROCA**

CULTURAL MANAGER,  
PARALLEL 40

From 2003 to 2015, Elena managed the City Council office of the Barcelona Film Commission, which from 2006 to 2014 included, as an initiative of the Catalan Regional Government, the coordination of a film office network around the Catalan region: the Barcelona-Catalunya Film Commission that reached 180 member offices in 2014. Today the Barcelona and the Catalunya Film Commissions operate independently. During these years she coordinated the cultural productions shot in the city, international projects such as *The Perfume*, *Story of an Assassin*, *Vicky Cristina Barcelona*, *Haywire*, *Red Lights*, *Grand Piano* or *The Gunman*, not to mention many local productions of great impact. She is currently head of Institutional Relationships at the production company Parallel 40 and is a member of its Board of Directors.





## BRIAN TWOMEY

HEAD OF CONTENT & MARKETING  
COMMUNICATIONS,  
TOURISM IRELAND



Brian has been in this role for 13 years and prior to that worked for Diageo and Unilever in marketing management. For the last two years Tourism Ireland has worked closely with HBO in the development and implementation of a highly successful global digital campaign designed to create a bridge between the fantasy of *Game of Thrones* and the reality of Northern Ireland as a great unexplored visitor destination. By targeting “*set jetters*” with engaging content we have supplied them with compelling reasons to visit Northern Ireland which we have now rebranded as “*Game of Thrones* territory”.

## OLIVIER-RENE VEILLON

DIRECTOR,  
ILE DE FRANCE FILM COMMISSION



Former student of the École Normale Supérieure, Olivier worked as a Research Manager at SOFRES before working at La Compagnie Générale de Vidéocommunication as an adviser. He then became the Executive director of TV Sport (Eurosport France), the first thematic multilingual channel. He took part in the creation of Arte as Director of Communication, Development and Business of la Sept-Arte and later became Managing Director of its subsidiary ARTE/VIDEO. As the Chief Representative of TV France International, he was in charge of the promotion of French audiovisual programs in the international market. International director of Télémages group and Deputy Director of MK2, Olivier is now the director of the public structure The Ile de France Film Commission. Olivier also teaches at the École Supérieure de Commerce de Paris (a top French management school) and at the Ibero-American University of Mexico. He has written several essays on visual arts and cinema, including “The American Cinema”.

## EMMA WILKINSON

SR. PARTNER MARKETING EXECUTIVE,  
VISIT BRITAIN



Emma has worked in travel and tourism for more than seven years promoting Britain to visitors from around the world. Working in the Brand Partnerships team at VisitBritain since 2012, Emma has led on exciting campaigns around movies and TV shows such as *Skyfall*, *Downton Abbey* and most recently, *The Minions*. From *007* to *Paddington Bear*, Emma has used movies with iconic British characters to deliver fully integrated global campaigns to inspire international visitors to come to Britain and explore the destinations featured on screen.

## AARON WODIN-SCHWARTZ BRAND USA



Aaron is Director, Public Policy for Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. In this role, Aaron is responsible for working with federal partners and key industry groups to ensure productive implementation of the Travel Promotion Act, communicate U.S. entry policy, and develop collaborative opportunities to promote inbound travel to the United States. During his tenure with Brand USA, Aaron has successfully established a variety of programs with federal partners that highlight unique aspects of the United States such as our culinary experiences and federal lands and waters and promote the "Discover America" campaign through U.S. embassies and diplomatic personnel around the world. Aaron joined Brand USA in November 2011. From 2009 to 2011, as a Presidential Management Fellow at the Department of Commerce, Aaron served as policy advisor to the Deputy Assistant Secretary for Services Industries where, among other things, he worked on implementation of the Travel Promotion Act.

## FREQUENTLY ASKED QUESTIONS & TRAVEL INFORMATION

### EMERGENCY NUMBERS:

Barcelona Information (Barcelona City Council) - 010  
Emergencies (Catalonia) - 112  
Urban police - 092  
Medical emergencies - 061  
Fire department - 080

### CITY CENTRE POLICE NUMBERS

Urban police, Ciutat Vella: 93 256 24 30  
Police, Ciutat Vella: 93 306 23 00  
National police, Tourist Attention Office: 93 290 33 27

### LATE NIGHT PHARMACY

[www.farmaceuticonline.com](http://www.farmaceuticonline.com)

**CURRENCY AND CREDIT CARDS**

Spain is in the Euro Zone and the Euro (€) is the official currency. Currency exchange can be completed in banks (Monday to Friday from 08.30 to 14.00). You will also find several exchange offices that are open daily in the city centre and at the rail stations, Estació del Nord (bus terminal) and airport as well as in the lobby of the Sheraton Four Points Hotel. Credit cards are accepted in all shops and restaurants throughout the city.

**LANGUAGE**

In Barcelona and Catalonia there are two official languages: Catalan, Catalonia's native language, and Spanish, the official language in the rest of the country. Most restaurants have multi-lingual menus. Many people in Barcelona understand English and French well and are willing to help tourists who ask for information.

**TIME**

Barcelona is in the GMT (Greenwich Mean Time), like most European countries. The working day starts at 8.00 or 9.00 and finishes at 18.00 or 19.00, with a one to two hour break for lunch around 14.00. Lunch and dinner are later than in the rest of Europe; restaurants serve food approximately from 13.00 to 16.00 and again from 20.00 to 23.00.

Shops are generally open from 10.00 to 14.00 and again from 16.30 to 20.30. In the city centre most shops don't close in the afternoon, and the large shopping centres in the summertime will be open until 22.00. In the city centre many shops are also open on Sundays.

**TIPS**

It is not compulsory to tip, but it is common to leave 5% of the total price if the service has been satisfactory.

**WEATHER / CLOTHES**

In Barcelona the temperature in September is around 24 degrees Celsius (about 80 degrees Fahrenheit) with a likelihood of rain, so we recommend bringing an umbrella, as well as a light jacket or sweater in case it cools down in the evening.

**SMOKING**

Smoking is banned in any place that serves food and/or drink, as well as any closed space, whether it's public or private.

**PICKPOCKETS**

There is a strong presence of pickpockets in Barcelona, especially around the city centre, the areas where tourists congregate and the metro. It is wise to follow these precautions:

- Make sure your handbag is always fully closed and in your sight (especially in the metro)
- Carry your wallet in a safe, out of the way, place
- Make sure your bag with you at all times in cafes and Restaurants; don't leave it hanging from the chair or under or on the table
- Don't leave your mobile phone or wallet in the open at any time

### **CITY FESTIVAL (Festa Major de La Mercè)**

From the 18th to the 24th of September, Barcelona's annual city festival, known as La Mercè, takes place. During those days the city streets and squares turn into a big stage filled with diverse popular culture activities for all ages.

For more information visit <http://www.visitbarcelona.com>, <http://meet.barcelona.cat/en/discover-barcelona>, or <http://lameva.barcelona.cat/merce/ca/>

### **PALAU DE LA MUSICA CATALANA**

One of the most emblematic places in the city is the Palau de La música Catalana, jewel of Modernism and Art Noveau and world heritage. Orfeo Català, the organization that manages it, is collaborating with Cineposium 2015 by opening its doors to the attendees and hosting Our Closing Reception. Please check their program of concerts during your stay in the city: <http://www.palaumusica.cat/en/>

## **DHUB (CINEPOSIUM 2015 VENUE)**

### **MUSEU del DISSENY (DESIGN MUSEUM)**

Launched less than a year ago, the building of Disseny Hub Barcelona, the venue for Cineposium 2015, is the headquarters of Barcelona's Design Museum, a space where you can discover the long and extraordinary tradition of the handcrafted and graphic creativity of our culture and those that have influenced it. With its permanent and temporary exhibitions, it's a place that can be explored during the free time that the conference allows: <http://www.museudeldisseny.cat/en>

### **DISSENY HUB BARCELONA (DHUB) / DESIGN MUSEUM**

Pl. de les Glòries Catalanes, 37-38 08018 Barcelona

Tel. (34) 93 256 68 00

[www.museudeldisseny.cat](http://www.museudeldisseny.cat)

### **HOW TO GET THERE**

- Metro: Line 1, Stop Pl. Glòries
- Bus: routes 7, 92, 192, H12, Stop Pl. Glòries
- Tram: Trambesòs T5, T6, Stop Pl. Glòries
- Parking: Ona Glòries (Ciutat de Granada, 173 - 175), Glòries shopping centre (Av. Diagonal, 208)

### **REGISTRATION**

The registration counter will be open at two separate times:

- Thursday, September 24th, 1000 - 1830, DHUB / Floor B / Inside Avila Street Entrance Hall
- Friday, September 25th, 1000 - 1700, DHUB / Floor B / Inside Avila Street Entrance Hall

Please stop by to check-in and pickup your badge and registration packet. Last minute registrations for both the AFCl University Film Liaisons course and Cineposium general sessions will be accommodated as well.

### **WIFI**

The DHUB will have an additional Wi-Fi service available to Cineposium attendees. An access code will be required to access it - please see an AFCl staff member or Barcelona organizing committee person for the code if you do not get it at registration.

## MEALS

Breakfasts are included with your hotel stay at all of the three host hotels. Lunch on Friday and Saturday will be served for all Cineposium registrants in the DHUB.

## HOTELS

All hotels are a 5-minute walk from the DHUB

SILKEN DIAGONAL (host hotel)  
Avinguda Diagonal 205, 08018 Barcelona  
Tel: +34 93 489 53 00  
[www.hoteles-silken.com/en/hotels/diagonal-barcelona](http://www.hoteles-silken.com/en/hotels/diagonal-barcelona)

FOUR POINTS  
Avenida Diagonal 161-163, 08018 Barcelona  
Tel: +34 93 486 88 00  
[www.fourpointsbarcelonadiagonal.com](http://www.fourpointsbarcelonadiagonal.com)

NOVOTEL  
Avenida Diagonal 201, 08018 Barcelona  
Tel: +34 93 326 24 99  
[www.novotel.com/gb/hotel-5560-novotel-barcelona-city/index.shtml](http://www.novotel.com/gb/hotel-5560-novotel-barcelona-city/index.shtml)

## HOW TO GET THERE:

- Metro: Line 1, Stop Pl. Glòries
- Bus: routes 7, 92, 192, H12, Stop Pl. Glòries
- Tram: Trambesòs T5, T6, Stop Pl. Glòries
- Parking: Ona Glòries (Ciutat de Granada, 173 - 175), Glòries shopping centre (Av. Diagonal, 208)

## WIFI

All the three hotels offer Wi-Fi to their guests.

# TRAVELING TO BARCELONA

## 1. TRAVELING BY PLANE

Aeroport de Barcelona-El Prat  
08820 El Prat de Llobregat  
[www.aena.es](http://www.aena.es)

## AIRPORT TO DHUB / HOTELS BY BUS

Aerobus Barcelona, [www.aerobusbcn.com](http://www.aerobusbcn.com)  
Aerobus + Metro. Cost: 8,05€  
The Aerobus goes from the airport to Pl. Catalunya. From there catch the Metro (line 1) and get off at Pl. Glòries

## AIRPORT TO DHUB / HOTELS BY TRAIN

RENFE, [www.renfe.es](http://www.renfe.es)  
Train + Metro. Cost: 6,25€  
At Terminal 2 there is a train station. Take the line that goes to Clot-Aragó. There, you need to get the Metro (line 1) and get off at Pl. Glòries.

### AIRPORT TO DHUB / HOTELS BY TAXI

Outside each Terminal there is a taxi stand.

Journey duration and cost: 40 minutes and around 40€ (1€ supplement per suitcase)

### 2. TRAVELING BY CAR

- From Girona / France: Coming from the AP-7 motorway. Continue on the C-33 (following signs to Barcelona). Continue on the C-17. Continue on Av. de la Meridiana until you reach Pl. Glòries.
- From Lleida / Saragossa / Madrid: Coming from the AP-2 motorway. Follow signs to E-15/E-90/AP-7/Vilafranca del Penedès/ Barcelona/ Girona and get on to the E-15/E-90/AP-7. Continue on E-90/AP-2. Continue on B-23. Continue on Av. Diagonal until you reach Pl. Glòries

### 3. TRAVELING BY TRAIN

The main station is Estació de Sants.

Estació de Sants

Plaça dels Països Catalans, S/N. 08014 Barcelona

[www.adif.es](http://www.adif.es)

### SANTS STATION TO DHUB / HOTELS BY BUS

City buses: routes 7, 92.

### SANTS STATION TO DHUB / HOTELS BY METRO

There is a Metro station inside Estació de Sants. Take line 5 and get off at Pl. de Sants. Once there switch to Line 1 and get off at Pl. Glòries.

### SANTS STATION TO DHUB / HOTELS BY TAXI

Outside the station there is a taxi stand.

Journey duration and cost: 20 minutes and around 20€ (1€ extra per suitcase)

## GETTING AROUND BARCELONA

### METRO

- **Lines:** L1 (red), L2 (purple), L3 (green), L4 (yellow), L5 (blue), L9 (orange), L10 (light blue), L11 (light green), cover most of the city. There is a combined fare system which allows access to various means of public transport with the same ticket for 1 hour 15 minutes.
- **Fares:**
  - Single ticket: 2,15 €
  - T-10 (10 journeys on metro, bus or tram; transferable): 9,95 €
- **Hours:**
  - Monday to Thursday, Sundays and bank holidays: 5.00h – 0.00h
  - Fridays, Saturdays and the day before a bank holiday: 5.00h – 2.00h
  - On the 24th of September there will be 24-hour service
- [www.tmb.cat](http://www.tmb.cat)

### FERROCARRILS GENERALITAT de CATALUNYA

- Urban and metropolitan network of rails that complements the metro network in Barcelona. There are 3 urban lines: L6, L7 and L8.
- There is a combined fare system which allows access various means of public transport with the same ticket for 1 hour 15 minutes

• **Fares:**

- Single ticket: 2,15€
- T-10 (10 journeys on metro, bus or tram. Transferable): 9,95 € (1 zone)

• **Times:**

- Monday to Thursday, Sundays and bank holidays: 5.00h – 0.00h
- Fridays, Saturdays and the day before a bank holiday: 5.00h – 2.00h
- On the 24th of September there will be 24-hour service

- [www.fgc.cat](http://www.fgc.cat)

**TRAM:**

- Trambaix (T1, T2,T3) from Francesc Macià to Sant Just Desvern, Sant Joan Despí, Sant Feliu de Llobregat and Cornellà
- Trambesòs (T4, T5, T6) from Vila Olímpica to Sant Adrià de Besòs, Fòrum and Badalona

• **Fares:**

- Single ticket: 2,15 €
- T-10 (10 journeys on metro, bus or tram. Transferable): 9,95 €

• **Hours:**

- Monday to Thursday, Sundays and bank holidays: 5.00h – 0.00h
- Fridays, Saturdays and the day before a bank holiday: 5.00h – 2.00h
- On the 24th of September there will be 24-hour service

- [www.tram.cat](http://www.tram.cat)

**DAYTIME BUS**

- Barcelona has a fleet of over 1,000 buses that cover more than 80 routes to reach any place in the city and the metropolitan area
- The Barcelona bus network works on a combined fare system which allows you to access various means of transport with the same ticket during 1 hour and 15 minutes

• **Fares:**

- Single ticket: 2,15 €
- T-10 (10 journeys on metro, bus or tram. Transferable): 9,95 €

• **Hours:**

- Vary depending on the route. Most start running at 4.25h and finish at 23.00h. Each bus stop displays the times and frequency of the routes

- [www.tmb.cat](http://www.tmb.cat)

**NIGHT BUS**

- Barcelona has a night bus service (Nit Bus) covering most of the city and suburbs
- Most night bus routes run between 22.40h or 23.40h to 5.00h and 6.00h
- There is a stop around Plaça de Catalunya
- [www.emt-amb.com](http://www.emt-amb.com)

**BICYCLE**

- Barcelona has good bicycle lanes. You can also ride a bicycle in parks and open spaces
- Bike rental:
  - [www.bcn.travel](http://www.bcn.travel)
  - [www.barcelonabiking.com](http://www.barcelonabiking.com)
  - [www.barcelonaciclotour.com](http://www.barcelonaciclotour.com)

**TAXI**

- Barcelona has 11,000 taxis easily identifiable from their black and yellow colours
- [www.taxibarcelona.cat](http://www.taxibarcelona.cat)

# afci cineposium 2015

## THE FILM TOURISM SUMMIT



ORGANIZED BY:



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IN COLLABORATION WITH:

