5 — 9 OCT

AMSTERDAM SPANISH FILM FESTIVAL

2022

AMSTERDAM
SPANISH
FILM FESTIVAL
2022

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OVERVIEW ASFF 2022

8th edition

SPANISH FILMFESTIVAL 2022

The **Amsterdam Spanish Film Festival** has celebrated its **8th edition** from the 5th until the 9th of October 2022.

For five days we celebrated Spanish cinema, culture, music and gastronomy. The festival started with the **Dutch premiere** of the movie **Rainbow**, with both the director and the lead actress attending for a Q & A. For the rest of the week, ASFF screened **17 movies in 4 different venues** over Amsterdam.

This was the starting point of five days full of Spanish vibes where music, food and drinks and cinema have been a gathering point for four guests and audience to discuss about film.

FACTS AND FIGURES

3425 UNIQUE VISITORS

AMSTERDAM

8 SPECIAL GUESTS

15 NEWSLETTERS
34% CLICK RATE

9.6 K FOLLOWERS ON SOCIALS

83 VOLUNTEER
APPLICATIONS

45 VOLUNTEERS AT
THE FESTIVAL

4 EDUCATIONAL/
FAMILY SCREENINGS

415 STUDENTS

70% DUTCH VISITORS

21 SCREENINGS

80% OF AUDIENCE
BETWEEN 25 - 55 YEARS

16 FEATURE FILMS
4 SHORT FILMS

4 CINEMA VENUES

€61.593 ADVERTORIAL VALUE

WATCH VIDEO REPORT

ABOUT US

ABOUT US

Spanish Film Festival is a unique film exhibition initiative allowing people based in Amsterdam and broader audiences to discover and engage with a carefully honed selection of cinema from **Spain** and Spanish speaking **Latin America**.

The ASFF, launched, organised and solidly programmed by **Sin Fin Cinema** in 2012, provides a showcase of new trends of mainstream Spanish cinema as well as focusing on a **diversity of films**, specially independent, artistic and experimental Spanish films. The foundation aims to **spread** Spanish and Latin American **art and culture** and to create a meeting place for guests and film explorations within its activities.

The legal entity behind the Amsterdam Spanish Film Festival is **Stichting ASFF**. It is recognized by the Dutch tax authorities as a “public benefit organization”, **official ANBI status** with the Dutch Tax and Costumes Administration.

MISION AND VISION

ASFF was launched in 2012 by **Sin Fin Cinema**, starting from an initiative called "**The Spanish Film of the Month**." The broad interest in this concept showed the need and necessity to **grow** into what the festival has become today, still mantaining the initial relations that were set up during the Film of the Month project.

Since its **inception**, ASFF has aimed to provide Dutch and international audiences with new trends of mainstream, independent, artistic and experimental **Spanish films**. The demand for this kind of cinematic experiences was not yet covered in **Amsterdam** by a similar project, which has allowed us to grow into an **independant festival**. Thanks to our collaborators we manage to always keep up to date about the **demand** that is requiered by our **audiences**.

The **ASFF** aims to spread spanish and Latin American cinema and culture through **the Netherlands**, thus creating a **meeting place** for film explorations and **deeper understanding** of the topics amongst it's audiences. We collaborate with filmmakers from Spain, allowing them to intertwine with Dutch filmmakers, producers and distributers, in order to promote **intercultural communication** and dialogue. Like this, we aim to increase the Dutch populations knowledge of the history of **contemporary** Spanish cinema and enable a **space for discussion**. In addition, we believe that the festival contributes to the diversity of the cultural scene in the Netherlands.

With this **8th edition** we have continued to firmly consolidate the initiative in a more independent way, until the **Dutch cultural scene** couldn't be imagined without ASFF anymore.

TEAM MEMBERS

ASFF is organised throughout the year by a very small core team, which is supplemented annually with new team members in the run-up to the festival.

Festival Director & Film Programmer
Virginia Pablos

Project Manager
Teresa Fernández

Head of Marketing & Communication
Astrid van Egmond

Hospitality & PR
Mamen García & Elena Herranz

Fundraising
Sebastian Visser

Presenter
Maarten Dannenberg

Videographer
Britt Hoencamp

General Coordinator
Bloem van der Linde

Production Assistant
Tania Vendrell

Content Creator & SMM manager
Da Rae Lesley Yoon

Design & Creative Direction
What The Studio

Head of Finance
Elena Herranz

Interpreters
Jasper Jacobs & Carolina Mayda

Web Developer
Floris Douma

Head of Production
Ana Castán

Assistant Programmer
Myriam Bejaoui

Press Officer
Ariel Trager

Design & Creative Direction Intern
Bel Aguas

Print Traffic Coordinator
Jacob van Niftrik

Trailer
Diana Toucedo

AMSTERDAM SPANISH
FILM FESTIVAL 2022
amsterdams fonds voor de kunst
NL FILM FONDS
AirEuropa
CUATRO RAYAS
CULTUURFONDS
THE STUDENT HOTEL
AirEuropa
CUATRO RAYAS

FILM FESTIVAL
5 – 9 OCT 2022
@ASFF OFFICIAL
@AMSTERDAM SPANISHFILM FESTIVAL

FESTIVAL VENUES

PATHE TUSCHINSKI

EYE FILMMUSEUM

FESTIVAL VENUES

LAB111

OBA OOSTERDOK

MARKETING CAMPAIGN

AMSTERDAM
SPANISH
FILM FESTIVAL
2022

MARKETING STRATEGY

It is our **mission** to organize a festival that will blow your mind. A festival that celebrates, stimulates and recognizes **Spanish film** in its full scope as an essential and formative part of the **rapidly changing culture** and thus reaches a **wide audience**. We bring together all the passionate, dynamic, artistic, sensitive and light-hearted that Spanish Film has to offer. Everyone can **feel at home** at the Spanish Film festival Festival: enthusiasts, interested parties, involved parties, makers, professionals, students, media and experts. We want to grow the audience that finds its way into Spanish Film. How can we **approach** them in our journey?

We started to bring **the Spanish vibe** to the followers of our social media and through our other marketing channels. ww

Digital marketing is the way to find our target group. They are interested in Spanish Cinema and are mostly found **online**. You can see that in the increase of **followers** of Social media and visitors of our **website.**

MARKETING STRATEGY

MARKETING GOALS

- Expanding The ASFF as a **brand** (for quality films and including a festival for a broad target group)

How? We will do that in a growing form of going along with our target groups. Our movies are selected with a **greater purpose** to invite, encourage and teach our audience. We have a good **digital presence** with **visually attractive content**. Our new identity is focused on the positive Spanish vibe.This will be distributed by our Social Media - website - on/offline materials.

- Improve our **customer journey**: Good explanation of the road to the festival in combination with a renewed customer journey

How? Our journey is divided into **4 parts**:
Part 1: **recruit and confirm** (warm up and convert)
Part 2: **festival engagement** (keep warm before & during festival)
Part 3: After **Sales and Conversion**
Part 4: **welcome** to ASFF
We keep the journey for all **target groups** the same as possible to stay away from a too complex storyline

WHAT DO WE BRING TO THE TABLE

- Creativity & Branding
- The best Spanish Cinema
- Range (ASFF + Curators)
- Network: media partners + production
- Influencers as ambassadors
- Campaigns (Socials + PR)
- Technique (film platform)
- Online & offline events
- Q & A's with secial guests from Spain
- Extra value: live music and gastronomy

MARKETING STRATEGY

Customer Journey Map

	PAST EXPERIENCE	AWARENESS	PURCHASE	AFTER PURCHASE
think	What is this product?	What makes this product different?	Is it worth my money?	Will I buy it again?
feel	Curious	Intrigued	Excited	Excited
do	Look	Research	Buy	Excited

Working with earned/ paid and owned media. To create good content(owned media) is key in combination with the paid media. This year we have use online ads in the last 4 weeks before the festival.

Usable for next edition to strengthen the customer journey. In ticket sales/ user friendly website and handouts on social media to make it easier to make the sale.

MARKETING STRATEGY

TARGET AUDIENCE

We have defined our **target audience** as Spanish cinema and Spanish culture enthusiasts, film and film festival enthusiasts (arthouse and mainstream, fiction and documentary)) with a particular interest in Spanish and Spanish speaking cinema.

We identify the **following groups**:

- Entertainment consumers
- Dutch and foreign audience interested in European film
- Film Industry Professionals
- Spanish and Latin American communities in the Netherlands
- Expats, international students and and students of Spanish as a second language

PR STRATEGY

Our marketing campaign is supported by a strong **publicity campaign** through our media partners and communication team including **media coverage** across newspapers and online media such as Het Parool, de Filmkrant, AV Agenda, Iamsterdam en Espanje.com.

The media coverage of this year has presented a **media value** of €61.593.

As a novelty in comparison with last year, we have counted on a **new media partner** this year: I Am Expat. Like this, we contribute to our goal of reaching our target audience.

MEDIA COVERAGE

Het Parool

BEELD EDWIN MULLER PHOTOGRAPHY

Film: Amsterdam Spanish Film Festival

De naam zegt het al: tijdens het Amsterdam Spanish Film Festival wordt vijf dagen aandacht besteed aan de Spaanse filmscene. Dit weekend staat onder andere de Nederlandse première van *Las Bestias* op het programma en worden *Un Año, Una Noche* en *Libertad* (allemaal met Engelse ondertiteling). Bij sommige films zijn er Q&A's met filmmakers, paneldiscussie en Spaanse happen en drankjes.

HET PAROOL

De rijke Spaanse cinema

Er gebeurt meer in de Spaanse cinema dan een enkele film af en toe in de Nederlandse filmtheaters doet vermoeden. Dat bewijst het **Amsterdam Spanish Film Festival** (ASFF) van 5 tot en met 9 oktober in Tuschinski, Eye Filmmuseum, OBA Oosterdok en Lab111. De meeste films zijn Nederlandse premières en – uniek – van vrouwelijke filmmakers.

Pedro Almodóvar doet bij iedere filmliefhebber een beltetje rinkelen, maar daarna wordt het al snel stil als het over de Spaanse cinema gaat. Jammer, want het land heeft een rijke, veelzijdige filmcultuur.

Het ASFF telt zes programmaonderdelen. Het belangrijkste is het 'core programme', dat met zeven films 'de dynamiek en creativiteit' van de hedendaagse Spaanse cinema reflecteert. Daaronder de openingsfilm *Rainbow* (Paco Léon), een op de literaire klassieker *The Wonderful Wizard of Oz* geïnspireerde film over de avonturen van een hedendaagse tiener op zoek naar haar moeder. Léon en actrice Dora Prostigo zijn bij de openingsvoorstelling aanwezig. Prostigo zingt na afloop ook liedjes uit de film.

Over tieners gaat ook *Libertad*, de debuutfilm van Clara Roquet. Het coming-of-age drama voert een timide tiener op, die op vakantie met haar ouders en haar aan Alzheimer lijdende oma vriendschap sluit met een vrijgevochten leeftijdsgenoot. Er gaat een wereld voor haar open.

In het programma 'ASFF Cares' is onder andere *La voluntaria* (Nelly Reguera) te zien. Daarin trekt een recent gepensioneerde arts naar een vluchtelingenkamp in Griekenland om te helpen. Maar waarom? Zegt die behoefte vooral iets over haarzelf? Wil ze helpen omdat ze zich als gepensioneerde arts nutteloos voelt? Na de vertoning is er een door filmcritici Dana Linssen en Jan Pieter Ekker gemodereerde paneldiscussie over de zin van sociale cinema.

In 'ASFF Cares LGBTQIA+' is onder andere *Veneno* (Javier Ambrossi) te zien, een biopic over Cristina Ortiz, die in de jaren negentig van een sekswerker veranderde in een populaire transgender in de entertainmentindustrie.

Het programma 'Spanish Cinema Without Fear' telt twee films van vrouwelijke makers die spelen met de grenzen van fictie en documentaire. *Breathe* (Susanna Baranco) toont het leven in een vrouwengevangenis en stelt vragen over de werking van het juridische systeem voor vrouwen. In *What Went Wrong* interviewt regisseur Liliana Torres haar ex-liefdespartners openhartig over hun vroegere liefdesverleden.

Naast Paco Léon en Dora Prostigo zijn er op het festival meer gasten, onder wie regisseur Cesc Gay, die we kennen van *Truman* (2016). Van hem is *Stories Not to Be Told* te zien. En natuurlijk is er traditiegetrouw veel lekkers uit de Spaanse keuken.

AMSTERDAMSPANISHFILMFESTIVAL.COM

ching the Fists do 20.10 | *Wolf* 29.9 | *Boiling Point* do 6.10 | *ling for Figaro* wo 12.10 | *Knor*

de FILM KRANT

SPANISH FILM FESTIVAL

Het Spanish Film Festival vindt van 5 t/m 9 oktober plaats in Amsterdam. Het festival stelt 3x2 kaarten beschikbaar voor de slotavond op zondag 9 oktober om 20.00 uur in Pathé Tuschinski. Hierbij zal de tragikomedie *Historias para no contar* vertoond worden, met na afloop een Q&A en feestelijke afsluiter.

FILMKRANT

MEDIA COVERAGE

I amsterdam®

Amsterdam Spanish Film Festival

Amsterdams Spaans Filmfestival keert in oktober 2023 terug naar de diverse filmzalen. Voor alle liefhebbers van Spanje, cultuurliefhebbers, filmliefhebbers! Het enige Spaanse filmfestival van Amsterdam. Met een nieuwe festival locatie Lab111, als aanvulling op de bestaande: Pathé Tuschinski, Eye Filmmuseum en OBA bibliotheek van Amsterdam. LET OP: Genoemde data en tijden voor 2023 zijn onder voorbehoud.

Dompel je onder in Spaanse sferen

Tijdens het Amsterdam Spanish Film Festival kun je naast een breeds scala aan Spaanse films ook genieten van livemuziek, hapjes, wijnen en Q&A's.

Deze editie van het festival vindt plaats in de iconische zalen van Pathé Tuschinski, Eye Filmuseum, Lab111 en OBA waar de educatieve activiteiten plaatsvinden. Het wordt een groot feest waarin de Spaanse cinema, gastronomie en livemuziek worden gevierd tijdens verschillende evenementen.

Het Amsterdam Spanish Film Festival, zal tijdens de volgende editie in het najaar van 2023 weer voor een spannende en unieke line-up zorgen. Een zorgvuldig samengestelde selectie van enkele van de meest opwindende recente Spaanse films uit verschillende genres, die de dynamiek en creativiteit van de Spaanse cinema van vandaag weerspiegelen.

Ga voor het complete programma en kaarten naar de website van het Amsterdam Spanish Film Festival.

DEEL DIT EVENEMENT | PRINT

CENTRUM | FESTIVALS | FILM | FILMFESTIVAL | HERFST | REDACTIONELE TIP

MEDIA COVERAGE

AV Agenda

Amsterdam Spanish Film Festival

5 — 9 OCT

AMSTERDAM SPANISH FILM FESTIVAL

2022

SinFin Cinema

5 OKTOBER 2022 - 9 OKTOBER 2022
8:00 AM - 6:00 PM
ENGELS
11,- TOT 15,- [CINEVILLE GRATIS]
OPENBAAR

Amsterdam Spanish Film Festival 2022, de 8ste editie. Voor alle Spanje liefhebbers, cultuur liefhebbers, film liefhebbers! Het enige spaanstalige film festival van Amsterdam. Dit najaar van 5 t/m 9 oktober !

Een zorgvuldig samengestelde selectie van enkele van de meest opwindende recente Spaanse films uit verschillende genres, die de dynamiek en creativiteit van de Spaanse cinema van vandaag weerspiegelt.

Een gastronomisch en cultureel evenement met een selectie van gasten die samen met ons hun films bespreken, en waar genoten kan worden van live muziek en Spaanse hapjes en drankjes.

Ontdek het programma en geniet van de mooiste, indrukwekkende, en amusementsvolle Spaanse films van het jaar die onder andere aanzetten tot denken en in het teken staan van power & inclusivity.

Meer informatie

MEDIA COVERAGE

Amsterdam Spanish Film Festival

Oct 05, 2022 - Oct 09, 2022

Various locations

Amsterdam,

The Amsterdam Spanish Film Festival (ASFF) focuses on films from Spain and Latin America. The films are shown in Spanish with English subtitles, rather than Dutch ones, therefore it is perfect for expats.

Amsterdam Spanish Film Festival shines the lens on the cinema of Spain and the Spanish-speaking Latin American countries, showcasing trends in mainstream Spanish-language film and also shedding light on independent and experimental Spanish films for audiences in many renowned cinemas in Amsterdam.

IAMEXPAT

ESPANJE!

Reis- en cultuurmagazine over Spanje en de Spaanstalige wereld

Amsterdam Spanish Film Festival 2022

In Amsterdam vindt van 5 tot en met 9 oktober 2022 het Amsterdam Spanish Film Festival plaats. Je kunt vijf dagen achter elkaar genieten van Spaanse films op vier verschillende plekken in de stad: Pathé Tuschinski, Eye Filmmuseum, OBA bibliotheek en Lab111. Of je nu van serieuze documentaires houdt, van spannende thrillers of van Netflixfilms, er zit ongetwijfeld een film tussen voor jou. Behalve de films zijn er soms na afloop ook Spaanse hapjes en wijnen met live-muziek en ontmoetingen met verschillende Spaanse regisseurs en regisseuses en actrices en acteurs. Hieronder een kleine selectie van de redactie van ESPANJE! met de trailers erbij. Ga voor het complete programma en kaarten naar de website van het Amsterdam Spanish Film Festival

Openingsfilm Rainbow – Netflixen in Tuschinski

Pathé Tuschinski, 5 oktober 20 uur, met Q&A, hapjes en wijn

Het festival opent op 5 oktober met de film Rainbow, die vanaf eind september op Netflix te zien is. Maar het is natuurlijk veel leuker in Tuschinski op groot doek, met achteraf een Q&A met regisseur Paco León en Spaanse zangeres Dora Postigo, die ook een deel van de soundtrack zal zingen. Rainbow is een moderne versie van de Wizard of Oz, met Dora Postigo in de hoofdrol. De streamingdienst noemt Rainbow geen film maar een "trip". Dora gaat op zoek naar haar moeder en komt onderweg een leeuw in haar kamer tegen, een vrouw die haar heel rijk en beroemd belooft te maken en ze belandt op een bizar feest.

ESPANJE

PUBLICITY: PRINT

We have printed **2000 brochures** that were distributed to the festival venues. The brochures were distributed throughout the city in key cultural locations, cafes and restaurants thanks to ZZAPP. This agency is specialized in the dissemination of art, culture & civilization, since 1995. From their network, they choose the 150 most suitable locations for distribution.

We have also printed **posters** that were used in venues. We have noticed a switch to online promotion material that led to us not being able to use the posters at all venues. This made the trailer very important, as it could be shown everywhere.

We also made **500 tote bags** that were distributed during the opening night.

PUBLICITY: TRAILER

The trailer of the festival was announced 5 weeks before the festival. It was played repeatedly at the Festival cinemas in Amsterdam during the two weeks prior to the Festival and before every screening during the Festival days. Additionally, it was shared in online magazines, blogs and social media channels.

This edition we have again worked together with the largest cinema advertisement operator in the Netherlands, Jean Mineur Mediavision to increase the outreach. The trailer has been advertised the two previous weeks in a large number of cinemas in Amsterdam, giving this way more visibility to the festival, our funders and sponsors, reaching an **estimated audience of 16.839 people**, fully focussed.

WATCH TRAILER

DIGITAL MARKETING

NEWSLETTERS

We have sent 15 newsletters with a reach of more than 40.000 clicks. With an average of 34% click rate. We have sent the newsletters with headliners as: Announcement program/ ticket sales started and save the date. In between we informed our subscribers with special guests/ film announcements and relevant info about the festival.

With a good number of **followers** (see below) we first started to warm up the followers with the **announcement** of the dates. We wanted to add **the Spanish Vibe** and educate new followers on the **beauty of Spanish Cinema**. Important to have the engagement we take this out in our content. Engage, inform and then make the sale. We started with **3 posts per week** in the 4 months before the festival. After that we **posted daily** about our film/ trailer/ guests/ partners etc. A decent strategy with **organic followers** and social paid campaign to combine.

SOCIAL MEDIA

FACEBOOK AND INSTAGRAM FOLLOWERS

We have noticed a change in our Facebook and Instagram followers. While Facebook followers have decreased, Instagram followers have increased drastically. This is explainable, due to the growing popularity of Instagram. On Facebook, we have **decreased from 7174 followers to 4335 followers**. This is a decrease of **39.57%**. On Instagram we have **increased from 2455 followers to 3754 followers**. This constitutes an increase of **52.91%**. Due to this, we have focussed our digital marketing more on Instagram than on Facebook.

SOCIAL MEDIA

POST ENGAGEMENT & REACH

To **improve** our social media reach and engagement, we have worked this year for the first time with the **marketing agency Honey Tree**. This agency specializes in social media advertisements through stories on Facebook and Instagram. Their core value is **"social storytelling"** which will help the brands they collaborate with to gain more visibilkity and be better known.

They have helped us with advertisement on social media, creating two **video advertisements** and one **click advertisement** for us that have managed to reach broad audiences. The first video advertisement was targeted at a **warm audience** of 50.000 people that was already engaging with our socials and their network, all in and around Amsterdam. The second advertisment was focussed on a **cold audience** of 50.000 Spanish film lovers in and around Amsterdam. The click advertisment consisted of a **click ad carrousel** of five specific movies aimed at an already warmed audience.

On the left, a **graphic** is shown where the audience reach of the advertisement is measured. The **views** of the video are counted when it has been played for more than **3 seconds**.

SOCIAL MEDIA

POST ENGAGEMENT & REACH: FACEBOOK

Page Overview

See more insights

Followers: 4,335

Last 28 days

Post reach	Post Engagement	New Page likes
126,151	5,282	35

Audience

Age and Gender

Men 28.90%

Women 71.10%

Location

Cities | Countries

Amsterdam, Netherlands	1,361

Top post

Last 28 days

Boost this post to reach up to 309 more people with every €14 you spend.

Meet our beautiful audience in the opening night photocall 💜#opening #rainbow #spanishcinema...

October 16 at 8:15 PM · Amsterdam, Netherlands ·

Post reach	Post Engagement
1,220	408

See insights | Boost post

Recent Posts

Last 28 days

	Post reach	Engagement
Meet our beautiful audience in the opening night photocall 💜#opening #rainbow #spanishcinema #filmfestival #amsterdam... Sun, Oct 16	1220	408
Meet our unforgettable moments from ASFF2022! 🎉📸 by Edwin Muller Photography, Camila Mendoza, Claudia Eli... Wed, Oct 12	909	159
✨ ASFF2022 Closing Night! ✨ This was our closing night of ASFF2022! Thank you all for our beautiful audience, volunteers, and tea... Tue, Oct 11	1751	345

See more

SOCIAL MEDIA

POST ENGAGEMENT & REACH: FACEBOOK

Reach

Post reach

7.6K ↑ 21.9%

Total from last 90 days vs 90 days prior

Median post reach per media type

For posts created in the last 90 days

Images	612
Links	330
Videos	222
Audio	0
Text	0

Median post reach per content format

For posts created in the last 90 days

Album posts	617
Other posts	242
Live posts	0
Reels	0
360° video posts	0
360° image posts	0

Engagement

Post reactions, comments and shares

419 ↑ 100.5%

Total from last 90 days vs 90 days prior

Median post reactions, comments and shares per media type

For posts created in the last 90 days

Images	8
Videos	4
Links	3
Audio	0
Text	0

Median post reactions, comments and shares per content format

For posts created in the last 90 days

Album posts	9
Other posts	4
Live posts	0
Reels	0
360° video posts	0
360° image posts	0

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post

Facebook post

🎬 *MEET OUR SPECIAL GUEST ASFF* 2022 *ADRIÁN SILVESTRE* As one of ou

Aug 30, 2022, 6:01 AM

This post reached 641% more people (2,335 people) than your median post (315 people) on Facebook.

Highest reactions on a post

Facebook post

Our opening night of ASFF2022 with Rainb night at beautiful Pathé Tuschinski was a bl

Oct 7, 2022, 6:20 AM

This post received 900% more reactions (40 reactions) than your median post (4 reactions) on Facebook.

Highest comments on a post

Facebook post

Our opening night of ASFF2022 with Rainb night at beautiful Pathé Tuschinski was a bl

Oct 7, 2022, 6:20 AM

This post received 4 comments compared to your median post (0 comments) on Facebook.

SOCIAL MEDIA

POST ENGAGEMENT & REACH: INSTAGRAM

Reach

Post reach

121K ↑ 3.1K%

Total from last 90 days vs 90 days prior

Median post reach per media type

For posts created in the last 90 days

Median post reach per content format

For posts created in the last 90 days

SOCIAL MEDIA

POST ENGAGEMENT & REACH: INSTAGRAM

Engagement

Post likes, comments and shares

3.3K ↑ 339%

Total from last 90 days vs 90 days prior

Median post likes, comments and shares per media type

For posts created in the last 90 days

Median post likes, comments and shares per content format

For posts created in the last 90 days

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post

Instagram post

🚀OPENING NIGHT & CONFIRMED GUESTS ASFF2022 The world is out,...

Aug 10, 2022, 5:56 AM

This post reached 4,228% more people (30,859 people) than your median post (713 people) on Instagram.

Highest likes on a post

Instagram post

Highly acclaimed Spanish director and actor @pacoleon has arrived and...

Oct 5, 2022, 6:32 AM

This post received 262 likes.

Highest comments on a post

Instagram post

👀 We are working on our program for the upcoming edition at the moment...

Jul 21, 2022, 12:07 PM

This post received 1,400% more comments (15 comments) than your median post (1 comment) on Instagram.

SOCIAL MEDIA

COMPARED WITH LAST YEAR

Reach

Facebook Page reach

141,441 ↑ 1.6K%

Instagram reach

123,908 ↑ 2.6K%

SOCIAL MEDIA

COMPARED WITH LAST YEAR

Page and profile visits

Facebook Page visits

3,065 ↑ 308.7%

Instagram profile visits

11,140 ↑ 416.2%

SOCIAL MEDIA

Part of this years online marketing strategy was to invest more in the presence of (micro)influencers at our festival events. This has helped us to gain visibility with new groups of public.

See below a compilation of influencer posts and their Instagram profiles, where the amount of followers can be observed.

INFLUENCERS

SOCIAL MEDIA

INFLUENCERS

SOCIAL MEDIA

INFLUENCERS

SOCIAL MEDIA

INFLUENCERS

SOCIAL MEDIA

INFLUENCERS

SOCIAL MEDIA

INFLUENCERS

SOCIAL MEDIA

DIGITAL MARKETING: SOCIAL MEDIA ACTIVITY

SOCIAL MEDIA

AMSTERDAMSPANISHFILMFESTIVAL

ASFFOFFICIAL

SINFINCINEMA

SPANISHFILMFESTIVAL.NL

AMSTERDAM SPANISH
FILM FESTIVAL 2022
NL FILM FONDS
CULTUURFONDS
AC/E
Spain's Public Agency for Cultural Action
Cooperación Española
THE STUDENT HOTEL
AirEuropa
CUATRO RAYAS
amsterdams fonds voor de kunst
NL FILM FONDS
AC/E
Spain's Public Agency for Cultural Action
AMSTERDAM
SPANISH

SOCIAL MEDIA ACTIVITY

One of the **main goals of our marketing campaign** this year was again to strengthen our online presence and increase the impact and the followers of our social media channels. To acheive this, we have mainly used the same strategy as last year. However, there has been a clear shift from a focus on Facebook to a **focus on Instagram**, due to our increasing followers and the general popularity of the medium. We have done our best to keep our audience interested with **new posts every week**, so we don't loose our viewers awareness of the existence of the upcoming festival.

We also generated **successful publicity** with our Social Media activity. Our guests, sponsors and partners have shared multiple posts with their huge audiences. Some of them, like **Paco León** or **Dora** have Instagram accounts with **thousands of followers**!

ASFF SPONSORED POSTS

SOCIAL MEDIA

We also have invested in promoting inside our own social media platforms, to reach an audience already in touch with ASFF. The focus has been on paid Instagram advertisements. The three posts that we boosted have had a great response and engagement, and have greatly helped our ticket sales, website visits and online presence.

See here how many accounts were reached with each sponsored post.

ASFF SPONSORED POSTS

SOCIAL MEDIA

ASFF SPONSORED POSTS

SOCIAL MEDIA

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

SOCIAL MEDIA

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

TWITTER

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

TWITTER

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

TWITTER

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

INSTAGRAM

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

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PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

INSTAGRAM

Amsterdam Spanish Film Festival

van woensdag 5 t/m zondag 9 oktober in Eye, LAB111 en OBA Oosterdok

Ontdek de beste Spaanstalige cinema tijdens de achtste editie van het Amsterdam Spanish Film Festival (ASFF). Ook dit jaar vind je bij ASFF vijf dagen lang gloednieuwe films, waaronder Las Bestias, Rainbow en Girasoles silvestres. Met je Cinevillepas kun je dit jaar naar alle voorstellingen in Eye, LAB111 en OBA Oosterdok.

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

INSTAGRAM

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

INSTAGRAM

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

INSTAGRAM

PARTNERS SOCIAL MEDIA ACTIVITY & CROSS PROMOTION

INSTAGRAM

ASFF GUESTS SOCIAL MEDIA ACTIVITY

SOCIAL MEDIA

Following

Alauda Ruiz de Azúa

@AlaudaRuiz Follows you

Director "Cinco lobitos" (Lullaby) 2022

Joined January 2022

450 Following **2,218** Followers

Followed by Raphaëlle Pérez, Film Madrid, and 46 others you follow

ASFF GUESTS SOCIAL MEDIA ACTIVITY

SOCIAL MEDIA

ASFF GUESTS SOCIAL MEDIA ACTIVITY

SOCIAL MEDIA

ASFF GUESTS SOCIAL MEDIA ACTIVITY

SOCIAL MEDIA

ASFF GUESTS SOCIAL MEDIA ACTIVITY

SOCIAL MEDIA

SPONSORS AND FUNDERS

During this edition of our festival, we partnered again with different **public and corporate organizations**.

We have elaborated a **sponsor pack** where potential sponsors could choose their level of involvement in the festival. In return, they would receive a certain **exposure** for their brand. Like this, we assure the **placement of their logo** on online and offline publications, a display of the logo on the photocall, showing their **commercial** in the cinema venues and several other ways of **exposure**.

The placement of the company logo in our trailer ensures a very strong **brand visibility**, as the trailer is showcased all over the country and reaches more than **40.000 people**.

We also offer the option of **cross promotion** on social media, where we establish worthy **collaborations** with other cultural organizations and festivals.

The strong **brand enhancement** at the festival is expanded by showcasing banners, posters, flyers and brochures at the entrance of the cinemas and the VIP room.

As a festival, we always try to pay cautious attention to this brand visibility and **product placement**, as without our sponsors this festival simply would not have been possible.

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CAVA BARCELONA
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AirEuropa
You decide
Vlieg met de meest duurzame vliegtuigen.
Boeing 787 Dreamliner.
2E BALKON
ZAAL 4.5.6
GESLOTEN

Join us and learn a language!
TAAL HUIS
¡Bienvenidos!
Learn Spanish
POPCORN

CINCO ESTRELLAS
1890
Mahou
CERVEZA PREMIUM
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FIVE STAR TASTE

TERDAM
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THE STUDENT HOTEL
MAY THE STUDENT IN YOU NEVER DIE
THE STUDENT HOTEL

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FESTIVAL PROGRAM

ASFF 2022 FESTIVAL PROGRAM

From 5-9th October, ASFF returned for our annual celebration of Spanish cinema. Over a period of five days, we will experience an exciting and heartwarming journey together and celebrate Spanish cinema through remarkable stories.

We are honoured to introduce a **new festival venue**, LAB111, another fantastic cinema house adding to our existing ones: Pathé Tuschinski, Eye Filmmuseum and OBA Amsterdam Public Library.
We are proud to announce a programme primarily made up of **Dutch premieres** selected for the most **prestigious film festivals**, and which also highlights the talent of **female directors**. Most of the selected films are directed by women, supporting female Spanish talent.

To select our movies, we follow a series of **guidelines**:

- Films that demonstrate certain **social trends** and highlight a social theme.
- Films that offer an **insight** to Spanish or Latin American culture.
- Films that have an **international impact** or have already had an international impact in other festivals in the last year.
- A **diverse program** where different genres are covered, such as drama, thriller, comedy and documentary.

Like this, we have been able to assamble a varied program organised in **different sections**, which will be mentioned hereafter.

AMSTERDAM
SPANISH

CORE PROGRAMME

A carefully-honed selection of some of the most exciting recent Spanish films from a variety of genres, reflecting the dynamism and creativity of Spanish Cinema today.

PROGRAM SECTIONS

In keeping with our commitment to introducing some of the greatest talent of the **current Spanish film industry**, we were delighted to bring directors and actors to Amsterdam to personally share their work with you. We were very happy to welcome director and actor **Paco León** and actress and singer **Dora**, who presented the opening film: **Rainbow**, a free version inspired by the literary classic "The Wonderful Wizard of Oz".

In this year's edition, our audience discovered the inspiring true story of **Un Año, Una Noche**, an intensely empathetic work that recently premiered at the **Berlinale official competition** this year with stand-out performances. The film's director, **Isaki Lacuesta**, with a film career that has been distinguished at numerous festivals, has become one of the most singular filmmakers in the Spanish film scene today, and he joined us for a Q&A.

Director **Alauda Ruiz de Azúa** also attended the festival to introduce her sensitive and direct debut feature film, **Cinco Lobitos**, an intimate look at the emotions that exist within families. The film was selected at the Berlinale this year.

Furthermore, we have been able to showcase a **unique selection** of Dutch premieres throughout our four festival locations of this edition. On the next page it is mentioned which movies formed part of the **Core Program** of ASFF 2022.

CORE PROGRAM

DUTCH PREMIERES

RAINBOW

CINCO LOBITOS

LAS BESTIAS

GIRASOLES SILVESTRES

LIBERTAD

UN AÑO, UNA NOCHE

HISTORIAS PARA NO CONTAR

ASFF CARES

Section that aims to use film as an advocacy tool to raise awareness and promote debate on human rights & social issues across the globe.

ASFF CARES: LGBTQIA+

To celebrate the heritage, culture and contributions of lesbian, gay, bisexual, transgender, queer and intersex groups. Raising awareness and advancing education on matters affecting the LGBTQIA+ community.

ASFF does not want to be simply a cultural event where films about gender and sexuality are screened, but a place through which the political lives of LGBTQIA+ persons become intelligible.

ASFF CARES

ALCARRÁS

LA VOLUNTARIA

LGBTQIA+ FOCUS

MI VACIO Y YO

LGBTQIA+ FOCUS

VENENO

SPANISH CINEMA WITHOUT FEAR

Women-Made Films: *The Brave Gaze*
in collaboration with Instituto Cervantes.

The Brave Gaze presents two recently produced feature films directed by women, which belong to Spanish cinema with artistic confession and informative goodwill, playing with the boundaries of fiction and documentary.

This section also includes a session that brings together three **winning short films**: a fiction film, a documentary and an experimental piece, which testify to the richness and stylistic, thematic and tonal diversity of **female cinematographic creation** in the short films format. Through the journey proposed by these three short films, we will reflect on **gender identity and sexual orientation** during adolescence and the place of friendship throughout these processes, as well as the precariousness of academic work, especially for women, and sexist violence. The presence of these themes among the selected pieces shows the interest of filmmakers in continuing to reflect through audiovisual creation on many of the debates that **feminism** has brought to the table.

The women filmmakers of this section invite us, with strength, commitment and creative freedom, to **immerse ourselves** through a “non-normative” and indomitable gaze into intimate and essential spaces of delicate and rough access.

SPANISH CINEMA WITHOUT FEAR

PANTERES

QUEBRANTOS

PRECARITY STORY

QUE HICIMOS MAL?

BREATHE

EDUCATION

Every year ASFF offers the very best in contemporary Spanish and Latin American cinema to schools with the aim of introducing students to the language and cultures of this territory. ASFF offers this selection to school audiences, from elementary school to high school. A programme of several feature and shorts films, accompanied by educational records, is offered to the teachers.

Family screenings, open to the general public, are also offered in this section.

OUR EDUCATIONAL PROGRAMME IS OFFERED THANKS TO THE COLLABORATION WITH INSTITUTO CERVANTES UTRECHT, OBA AMSTERDAM, FILMEDUCATIE & FILMOTECA MAEC.

The Educational Program of the festival takes place one week before the actual program and this year it consisted of **two screenings** at the theatre of OBA Oosterdok. The movie **Libertad** was aimed at secondary schools and the movie **Yuli** was aimed at primary school audiences. In total both screenings together drew an audience of around **300 students**.

Apart from the Educational Program ASFF pays special attention to **family screenings** during their festival. This year the movies **Campeones** and **El Libro de Lila** were proyected, with the intention of making Spanish cinema an experience suitable for the entire family.

Finally, ASFF has collaborated this year with the **Film of the Month** program, that is an initiative led by SchoolTV, the Netherlands Film Festival, NPO Start and Netwerk Filmeducatie. Like this, the Film of the Month of the month October was a Spanish film called **Cloudmaker**, aimed at Secondary School audiences. We have contributed to the activities that schools can download in relation to this movie.

EDUCATIONAL SCREENINGS

EL LIBRO DE LILA

CAMPEONES

CLOUDMAKER

LIBERTAD

YULI

10:09

14
30
Respuestas
En Cali
En Cataluña
En Madrid
En Mallorca
kahoot.it PIN de juego: 830639
5/16

AMSTERDAM
SPANISH
LIBERTAD
Mira el car
¿Cómo se
¿Qué es "
¿De qué cr
Reflexiona
minutos.

SPECIAL EVENTS

OPENING NIGHT

Our opening night welcomed everybody to celebrate excellence in all these cinematic achievements that ASFF has brought to Amsterdam, starting with the première of Rainbow. Filmmaker Paco León and actress and singer Dora presented a free version inspired by the literary classic “The Wonderful Wizard of Oz”. Dora, the leading actress of the film, performed some fragments from the original soundtrack after the premiere. A unique experience which was followed by Spanish drinks and ham.

PACO LEÓN

DORA

DUTCH PREMIERE

CINCO LOBITOS

Screening of one of the Spanish favorite films of the year followed by a Q & A with the very talented director Alauda Ruiz de Azúa. The film was the directors first feature film and it premiered for the first time in the Netherlands during the festival. Cinco Lobitos has received many awards in Spain. Due to ASFF, this movie was able to reach a much broader audience. Spanish drinks followed the screening to celebrate Spanish Cinema.

ALAÚDA RUÍZ DE AZÚA

DUTCH PREMIERE

UN AÑO, UNA NOCHE

We were happy to welcome the internationally recognized film-maker Isaki Lacuesta, who presented his latest film “Un Año, Una Noche”, selected in the Official Competition Berlinale this year. You might know him from “La Leyenda del Tiempo” and “Entre Aguas”. There also was a Q&A after the screening at Eye.

ISAKI LACUESTA

DUTCH PREMIERE

LGBTQ+ NIGHT OUT

We spent the evening to celebrate love, diversity and LGBTQIA+ awareness. First, the audience had the chance to meet Adrián Silvestre, who visited us in Amsterdam to present his film “Mi Vacío y Yo” (“My emptiness & I”). He was accompanied by actress and scriptwriter Raphaëlle Pérez, who also attend the exclusive Q&A. The audience was able to enjoy a complimentary drink and after that get ready for the next LGBTQIA+ film: “Veneno”, the story of a struggling transgender woman, who rose to fame in the 1990s and captured the public with her charms and unique view of the world.

ADRIÁN SILVESTRE

RAPHAELLE PEREZ

DUTCH PREMIERE

PANEL DISCUSSION

The philosopher, film critic & curator Dana Linssen and Jan Pieter Ekker, inspired and empowered society through a panel discussion just after the screening of “La Voluntaria’’ and the short film: “Zahra”. The focus was on human rights and humanitarian perspective with an emphasis on migration.

JAN PIETER EKKER

DANA LINSSEN

DUTCH PREMIERE

CLOSING NIGHT

ASFF felt honored to have been able to celebrate this 8th edition with our amazingly dedicated audience. To thank them all, we created a night to remember with the exclusive première of “Historias Para No Contar” wrapping up the festival. Spanish drinks and ham were served before and after the premiere to festively close yet another festival edition!

DUTCH PREMIERE

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SPECIAL GUESTS

PACO LEÓN

Actor, director, producer, and screenwriter from Seville. His big break comes with the critically acclaimed televised comedy show Homo Zapping and the comic sitcom Aída which garnered a lot of international attention, especially in Latin America. He debuts as a director and screenwriter with the critically acclaimed film Carmina, earning the best new director nomination at the prestigious Goya awards. Rainbow is his fourth feature film.

DORA

Born 18 years ago into a family with a long-standing artistic tradition, Dora started to show a natural talent for music at an early age. At the age of 11, her unique artistic sensitivity amazed thousands of listeners on her YouTube channel. Dora began to compose her own songs at 13. Throughout 2022, Dora has participated in international festivals and she was nominated as the best new talent in Europe. Rainbow is her acting debut, where she plays the part of Dora.

SPECIAL GUESTS

ALAÚDA RUÍZ DE AZÚA

Alauda Ruiz de Azúa (Barakaldo, 1978) studied Audiovisual Communication and English in the Basque Country. After graduating, she moved to Madrid where she graduated in Film Direction from ECAM in 2005. After graduating, she worked as an assistant director and continuity person until she made the leap to directing commercials in 2007. Cinco lobitos, her first feature film as a writer and director, has been selected for the Panorama section of the Berlinale (2022).

ISAKI LACUESTA

Isaki Lacuesta (1975). After completing a Master's degree in Creative Documentary at the Pompeu Fabra University, he released his first feature film in 2002, entitled Cravan vs Cravan. His following films like La leyenda del tiempo (2006), have received awards at various international film festivals. In 2011 he won the Concha de Oro award at the San Sebastián Film Festival with Los pasos dobles.

SPECIAL GUESTS

ADRIÁN SILVESTRE

He studied Audiovisual Communication, Film Direction, and Contemporary Art History in Madrid, Rome, and Havana. In his film projects, he explores the limits between reality and fiction, staging real people alongside professional performers, and taking on artistic practice from the analysis of their life experiences. My Emptiness and I is his third feature film. All his movies have won numerous awards.

RAPHAELLE PEREZ

Raphaëlle Perez is a multidisciplinary artist. Originally from France, she studied fashion design in Barcelona where she still lives today, an inspiring city where she discovered a true passion for writing and where she performs her stories in queer literary events. Adrián Silvestre's "My Emptiness And I" is her second work as a scriptwriter and actress, which earned her different awards for best performance

SPECIAL GUESTS

JAN PIETER EKKER

Jan Pieter Ekker is the head of the art section of the Amsterdam-based newspaper Het Parool. Besides he is co-curator of the Critics' Choice programme at the International Film Festival Rotterdam.

DANA LINSSEN

Dana Linssen is a film critic (de Filmkrant, NRC Handelsblad), writer, thinker, and lecturer from the Netherlands. She is the founder of the Slow Criticism Project and with Jan Pieter Ekker, co-curator of the Critics' Choice at the International Film Festival Rotterdam. Currently, she is working as a "quarter master" for FilmForward, a new talent and skills development institute in the Netherlands.

TERDAM SPANISH
M FE VAL 20

CONCLUSION

GOALS & ACHIEVEMENTS

We were very happy to be able to organize a new edition of the festival without the pressing concern of the pandemic surrounding the planning. Finally, we were able to receive everyone again **without restrictions**.

We are especially happy to have been able to organize the festival for the first time in a **new venue**: LAB111. The reception in this venue has been great: 4 of the six screenings were **sold out** and the other two came very close. Like this, the venue became the second highest box office hit, with a total of 655 visitors.

We are also very glad with the results of working for the first time with **our own ticketing system**, for which we have partnered up with Jewel Labs. This helps us to **professionalize** our festival institution, as we receive more insights about the amount of visitors we receive. By using Jewel Labs as a ticket system provider, we have also been able to sell tickets to Cineville audiences through our own website. We believe this has promoted the festivals v**isibility** and has helped us reach new audiences.

For the work of scanning our own tickets we had to **coordinate** a larger team of **volunteers** than in previous editions. Luckily we could count on the support of many enthusiastic volunteers. We have noticed that the **interest of participating** in the festival is increasing, which excites us.

Marketing wise, we have invited **more influencers** to our opening night, which has led to more promotion and more visibility. Also, we have invested strongly in **digital marketing**, with many posts and collaborations.

GOALS FOR NEXT YEAR

For the **next edition** of the Amsterdam Spanish Filmfestival we have a series of new goals we are hoping to achieve:

- We want to **solidify our team**: less last minute changes and starting to recruite team members at an earlier stage.
- **More visibility** of ASFF between the festival editions: attending and presenting spanish premieres outside of the festival in the Netherlands, being present at events, etc.
- Search for **new collaborations** with other organizations and festivals and also mantaining the ongoing partnerships that we have.
- We aim to **change the festival dates back to spring**, which is when the festival was celebrated originally before the pandemic. This will lead to **less collision with other festivals** (both in the Netherlands and in Spain), makes easier to contact Spanish people, as we will not run into **problems with summer holidays**.
- We strive to **increase our Educational Program**. We have noticed that there is an increasing interest in the Educational Screenings that we are offering. Combining our cinematic expertise and that of the teacher we want to establish a broader program that will also be able to **travel to the schools** itself.

CONCLUSION

The **Amsterdam Spanish Filmfestival** has become and still is a **unique film exhibition initiative** allowing people to engage with the Spanish film industry and culture. Like this, the festival is helping to **enrich the Dutch culture industry** and becoming a **more established** concept with every edition. By screening movies that mostly don't get distributed in the Netherlands putside of the festival, it is really adding an unique value and providing something that is **irreplacable**.

The festival draws a nice mixture of audience that is already familiar with the Spanish film industry and people who are new to it, thus **broadening the audience** who is interested in these kind of topics. It creates a space where people can learn about and **discuss Spanish cinema with eachother**, leading to a more evolved knowledge.

We will continue to **grow and profesionalize our organization** during the coming editions of the festival. We hope to mantain the relationships with actual partners and collaborators, but also adding new partners and making new contacts. Like this, we hope to **increase the spaces for discussion and knowledge** that our festival provides.

By adding a **new festival venue** this year we have reached new audiences. We hope to continue doing this by also increasing our **Educational Program** and reaching out to a younger public. We always do our best to keep ourselves informed about topics that are relevant at the moment and that can help us to further develop our festival.

With the pandemic more in the background we aim to **change the festival dates** back to what they were, as this will help us to improve the organization and make it more feasable.

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THANK YOU!

We want to **thank all our sponsors, collaborators and funds** for the continuous support and feedback that we receive.

Having received grants from **Amsterdams Fonds voor de Kunst, Nederlands Filmfonds, The Spanish Embassy in the Hague, Acción Cultural Española, Prins Bernhard Cultuurfonds and Instituto Cervantes Utrecht** helps us achieve our goals and believe in what we promote.

Thanks also to our private sponsors **The Student Hotel and Air Europa** for hosting and taking care of our guests and helping us bring the audience the most memorable Q & A's and performances. Thanks of course to **Mahou Beers** and **Bodega Cuatro Rayas** who thanks to also **Cava Barcelona** have been able to provide our audience with this unique Spanish experience. Finally. also thanks to **FedEx, GoFilex and Jewel Labs** who have also made this festival possible.

And lastly we want to thank our educational partners **Netwerk Filmeducatie and Taalhuis**, who help us to grow our Educational Program into a broader and more developped concept.

And of course, thanks to **our amazing audience**. Whitout you this wouldn't have been possible. See you next year!

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SEE YOU NEXT YEAR!