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It's a Brave New Social-Media-Connected World

In a radical shift from traditional marketing, Western Sydney screen producers will learn how to build an audience before they have even started their projects, at a new digital media workshop being held in Parramatta later this month.

Chair of Screen Central NSW and Western Sydney (Screen Central), Tracey Callinan, said Thomas Mai, an internationally recognised expert in new digital media, will deliver a digital / social media workshop at the Information and Cultural Exchange centre (ICE) in Parramatta on Friday, 20 April 2012.

"As the world moves away from the old ways of marketing and audience-building, digital / social media 'savvy' is a must-have for screen producers," she said

"Thomas will unlock the secrets of building a screen project's online presence - how to connect with your audience before, during and after you have made your project, including how to secure funding, create merchandise and distribute directly, cutting out the expensive middleman," said Ms Callinan.

Thomas Mai, a former international film sales agent and feature film producer, has delivered workshops in more than 35 locations worldwide on the new 'digital / social media connected world'.

"This is the first workshop the new Screen Central NSW and Western Sydney program is holding in Parramatta. Hopefully the first of many. The venue at ICE is sensational and it will be a great opportunity for networking," said Kate Barker of Screen Central.

The workshop will run from 9:30am –4:30pm and costs only \$30 per head with a special rate of \$25 per head if participants provide their contact details for the Screen Central industry database to receive advice on future events and workshops. RSVP by 16 April to Kate Barker on 02 6331 9246 or kate@screencentral.com.au

The workshop has been made possible with funding from NSW Trade & Investment. Screen Central NSW and Western Sydney has been funded by Screen NSW. For more information about Screen Central please go to their website at www.screencentral.com.au or follow them on Facebook.

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