



DOC NYC Announces Winter Line-Up of DOC NYC PRO Events

DOC NYC PRO returns with an exciting slate of online events for filmmakers at all stages of their career. Kicking off February 23rd, these panels and workshops are designed with a global audience in mind.

NEW YORK, Feb. 9, 2022 - DOC NYC, America's largest documentary film festival, announced its winter line up of DOC NYC PRO educational programming for filmmakers and people interested in learning about the documentary industry. After an exciting online slate and successful in-person conference in 2021, DOC NYC PRO's new season of events will cover a wide range of topics—from digital marketing to graphic design and working with music—designed to educate and empower the doc community and available to participants around the world. Season passes and individual program tickets are now on sale.

“The success of the November DOC NYC PRO conference demonstrated our desire for togetherness, while DOC NYC PRO's popular 2021 online events showed us the powerful reach that virtual programming can have,” said Malikkah Rollins, DOC NYC's Director of Industry and Education. “We embrace hybrid programming as the future and will offer both online and, in the coming months, in-person events (at the famed IFC Center in New York City). DOC NYC PRO welcomes emerging, midcareer and veteran filmmakers and lovers of documentaries from all over the world with programming that encapsulates what is best about our industry.”

The online Winter 2022 season of DOC NYC PRO features experts from Fever Content, Trailblazer Studios, Looky Looky Pictures, Orange Static and other industry leaders. Most events take place on Wednesdays as standalone, 75-minute sessions. A special two-part workshop on social impact campaigns, including interactive elements and opportunities for feedback on filmmakers' materials, will be held in two 90-minute sessions on March 14 and 15. See below for more details.

All registrants may participate in the live session, and will also receive access to the recorded event, a written transcript, and a copy of the slide presentation after the livestream. Tickets are non-refundable.

If you have questions about registration, please email ticketing@docnyc.net. For questions about accommodations and accessibility, including requests for live ASL interpretation, please email accessibility@docnyc.net.

Ticket Information

Tickets for the Winter 2022 season are on sale now at <https://www.docnyc.net/events/>. Single session tickets are \$19 (\$14 for IFC Center members) each, while two-part workshop tickets are \$59 (\$49 for IFC Center members). A Season Pass, offering access to all three single sessions and the two-part workshop, is available for \$99 (\$80 IFC Center members).

DOC NYC PRO Winter 2022 - Program Details and Schedule

Note: Additional guests and program details for the Winter 2022 season will be announced in the coming weeks at <https://www.docnyc.net/events/>.

Wednesday, February 23 12-1:15 pm EST (online)

Digital Marketing for Your Documentary

Ready to take your marketing game to the next level? Award-winning digital marketing director **Daniel Kaplan** from **Fever Content**, an LA-based digital marketing company that's worked with DOC NYC through two festivals and multiple online events, will lead us in a crash course to market your film from festival submission through release. He'll discuss best practices for: marketing your film on social media; tactically planning, monitoring, and adjusting your digital ad strategy; building relationships with online communities that will support your film; converting your network into marketing ambassadors; and amplifying the online buzz around your film. You'll come away with tangible next steps to build and run a successful marketing campaign for your documentary, armed with digital marketing tips and tricks so your project finds the audience it deserves.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** [HERE](#)

Wednesday, March 9 12-1:15 pm EST (online)

The Art of Music for Documentaries

Music is an extremely essential (and often costly) element of your film/series so you want to be sure to set your composer up for success while also avoiding any music licensing pitfalls. Join **Trailblazer Studios'** SVP of Sound and Engagement **Eric Johnson** and Music Supervisor/Executive Producer **Aurelia Belfield** for a deep dive into the world of music for feature docs and docuseries, with additional insights from composer **Paul Brill** (*Rise Again*:

Tulsa and the Red Summer, Joan Rivers: A Piece of Work, Bobby Kennedy for President). Among the topics they'll explore is the advantage of starting to collaborate with your sound team even before production begins—which can save time, money, and help materialize your creative vision at the highest possible level.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** [HERE](#)

Monday, March 14 and Tuesday, March 15 12-1:30pm EST (note: two consecutive days, online)

Real Talk: Impact Campaigns

You have big ambitions for how your film will impact the world, but only a vague sense of how to make that happen. In this interactive two-part workshop, **Ani Mercedes**, impact producer and founder of **Looky Looky Pictures** (*And She Could Be Next, Through the Night, Missing in Brooks County*), will debunk the 6 most common myths about film impact campaigns, share behind-the-scenes examples, walk you through an impact audit to help you identify what you can do to confidently move forward with your film's impact at any stage of production, and include breakout groups so you can connect with other impact-minded filmmakers. If you wish you had a cohesive impact strategy, are seeking helpful guidance, and want a community you could turn to, then this is for you.

Tickets (\$59 general public/\$49 IFC Center members) **on sale** [HERE](#)

Wednesday, March 23 12-1:15 pm EST (online)

Creating the Perfect Pitch Deck

Visual materials are more and more important in securing backing and support for documentary projects. But what should go into a pitch deck? And how do you make sure your visuals are appealing and tell a cohesive story? Your graphic materials are the calling card for your film so they have to look fabulous and communicate the right story. **Olivia Klaus** of **Orange Static**, award winning filmmaker and graphic designer (and the creative force behind the look of DOC NYC's 2021 festival graphics), will provide a step by step roadmap for how to create a winning pitch deck.

Tickets (\$19 general public/\$14 IFC Center members) **on sale** [HERE](#)

A Season Pass (\$99 general public/\$80 IFC Center members, good for admission to all four Winter 2022 DOC NYC PRO events), is available [HERE](#).

For press and media inquiries, please contact:

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About DOC NYC:

DOC NYC, New York's documentary festival, takes place annually in November; the 13th edition will be held November 9-17, 2022. The 2021 festival showcased over 250 films and events with more than 1,000 filmmakers and special guests in person. In addition to premiering feature-length and short documentaries, the festival's highlights also include DOC NYC PRO—a

series of in-depth panels and case studies that also take place throughout the year—and the Visionaries Tribute awards ceremony that honors major figures in the field of nonfiction film. DOC NYC's filmmaker and industry programs include the Storytelling Incubator, Documentary New Leaders, 40 Under 40 and Industry Roundtables for works-in-progress. DOC NYC is produced and presented by IFC Center, a division of AMC Networks.