

Talks

**MAKING A TRAILER... AND THE BEAUTY
OF NOT TELLING IT ALL**

Marta Longás

WHAT CAN A FILM OFFICE DO FOR YOU?

Pepa Jordá



“Making a trailer... And the beauty of not telling it all.”



Marta Longás

TRAILER
FILM EDITOR

TALKS

Marta Longás will describe the process of making a trailer, from the first moment that she receives a phone call to offer the project, until the last day when you send the final deliveries, with real examples of her own work.

She will also touch on the importance of promotional video material used during the different stages of a film marketing campaign, such as: teasers, spots and promos, etc.

Lastly, she will share the ingredients of what-in her opinion- makes a good trailer.

Link to her trailers, film teasers and spots:

<https://vimeo.com/user135703006>

Marta is an award-winning freelance video editor based in Madrid. She specializes in editing trailers and other videos which are part of a movie marketing campaign. After graduating in Media studies at Complutense University in Madrid, she moved to London, where she worked in different postproduction companies. In 2013, she founded her own company 'Pocket Rocket Films' together with Andrea Barrionuevo. Two years later she returned to Spain and also worked for three years in Trailers Caravana. This year she received the Best Trailer Award during the Feroz Awards for 'Cerdita' (Carlota Pereda, 2022), and continues to actively work for film and TV Series.

TALKS

“What can a film office do for you?”



Pepa Jordá

HEAD OF VALÈNCIA
FILM OFFICE

TALKS

What is a film office? What can they do for filmmakers? What role do they play in the development of a production? Specifically, Pepa will focus on where and how to request the most common permits to film in Valencia. She will also share the actions and initiatives launched from the Valencia Film Office to attract and facilitate filming in Valencia, and will present specific examples of series or films that have been shot in the city.

Head of Valencia Film Office since 2015. Participates in both national and international markets, organizes familiarization visits to Valencia to attract filming and advises production companies on permits.

Valencia Film Office is integrated into the Visit Valencia Foundation, a municipal tourism promotion entity. Its goals: attract, facilitate, promote and make filming profitable in the city of Valencia.

valenciacinematografica.org