

## 10 HINTS how to organize a KinoKabaret

by Dave Lojek ([KinoBerlino](#))



0. Start with several months of **regular open screenings** where you whet the appetite of local film people and fans, media and sponsors with perky programs of works from everywhere in the Kabaret world. (Be my guest to copy my [personal archives, nice collections](#)). Gather your team at these public screenings! Always announce or show trailers for your upcoming Kabarets in Europe, so you can send emissaries who spread the word and flyers! Have a charismatic person moderate the screenings and explain the concept. From the beginning you invite filmmakers to produce and present their own works with your logo for the monthly screenings to instigate their loyalty and spread the word of fun, freedom, trash, art, methods, cooperation - absence of competition. Make sure you point out the exceptional status of these quickly made no-budget productions: USP (unique selling propositions) like the international kino community, open non-censored genres, testing grounds...

1. Create a stable and enthusiastic **team** of 6 to 10 good **friends**, some of which should have seen other Kabarets and have filming experience. They should be young local (pro, semipro, amateur) directors, producers, students, actors, musicians, writers, cooks, sound-guys, editors, festival organizers and have enough time for regular organizational meetings and be completely available during the event for lab shifts, transport, support, screening tech emergencies. Responsibility, reliability, hospitality, honesty, creativity are the main character traits you should consider when picking the team. At least one or two core members should be control freaks and always abstain from drugs or alcohol and be able to guide or even command the others due to seniority, wisdom, presence, aura, genius, patience. This ensures safety, order, and minimal discipline. Parents should have baby sitters.

1a. Create a **registered society** to be able to handle funding, sponsorship, insurance and money in general! Be clear about the hierarchy from the beginning as to quench any anarchy in its sparks. Delegate the tasks according to expertise! Events like this inevitably pose high risks for health, nerves, and equipment. You will be responsible for this chaotic kindergarten. Think about insurance, backup plans, and train your back-up personnel. Have mediators and softeners in the group (usually girls), just in case the ideas go quicker than light and the discussions overheat. A healthy mix of high and low profile egos would be perfect, but perfectionism is seldom attained. **Create a good website** and a facebook group + fb page + fb event + twitter + linkedin + vimeo page and **update them constantly**.

2. A free, nice, clean, big enough and safe **location** for the event incl. fridge, toilets, main hall for the smoke-free **kinolab**, recreation area, safe lockable tech room, bar, kitchen. A good idea are also

separate sound studios, sleeping hall, makeshift green screen studio (ask Synes and Horni from Kino5), outdoor areas for shooting, smoking area outdoors. WiFi, DSL, tables, props, chairs, cuttlery, catering etc. are nice and needed.

3. A real **cinema** for the screenings: big enough, clean, free of charge or covered by sponsor money, close to the kinolab. Backup plans for emergencies with projectors!

4. A good **date** for the event which does not overlap with other European or Montreal Kabarets. Most groups stay on their fixed date, notably: Manchester, Dresden & Brussels – April; Vienna - May, Hamburg - June, Mainz - August; Berlin, Trouville & Jena - September. Check Kino Managua, Cuba or other American groups for co-operations and schedule! Create an **online registration form!**

**Announce the event at least 4 months in advance** in person (while visiting other Kabarets) and online though newsletters, facebook groups, blogs and mailing lists. [www.planetekino.com](http://www.planetekino.com)  
Announce a Kabaret loud and long enough in advance to the film and acting schools and such.

5. Enough **film and sound equipment**: DSLR Cameras, pro cameras, focus rigs, camcorders, projectors, PAs, tripods, gimbals, lights, mics, recorders, computers, cables, batteries (all with nametag stickers). Fixed tested formats (mp4) for smooth projections and deadlines for movie productions.

6. A fixed **entry fee** (ca. 10 to 20 € per day per person), sponsored beverages & drinks (the other main source of revenue). Calculate the cost of the event and make enough profit to finance the next.

7. The willingness of local members and participants to **host international guests** at home for one week: Hospitality, location scouts, maps, couch surfing. **Foreigners need hosting urgently.**

8. Any kind of material or fiscal private or municipal **sponsorship** plus gadgets, pens, lanyards, t-shirts, cars, dollies, glide cams, flip charts, markers, band aids, office material... make your own wish list.  
Ensure **press and media coverage**, co-op, broadcast, hubub through const-neutral logos, stickers, website design, online films. Get the films broadcast on small local TV channels.

9. A balanced mix of participants: enough actors, directors, musicians, sound engineers, editors, writers, photographers, make up and costume artists, production managers, gaffers, helpers.

10. A reknown as power Kinoïte. A feeling for the needs of film people and [festivals](#). Read the [guide!](#)

## 20 REASONS TO ATTEND AN OPEN KINOBERLINO SCREENING

1. **POPCORN:** We provide a real cinema atmosphere in Germany's oldest movie theater Moviemento with the freshest and daring films for entertainment.
2. **FREEDOM:** Every director may screen their self-made shorts of any genre up to ten minutes on a big screen – we censor nobody.
3. **QUALITY:** No technical problems with the film files (due to secure online submission: [http://j.mp/submit\\_kb](http://j.mp/submit_kb)). We test the files beforehand and provide full HD high-end DCP projection quality.
4. **INTERACTION:** Fun Q & As with a very experienced award winning director and moderator allow you to improve your style and learn from audience reactions.
5. **DEVELOPMENT:** Start new film-projects and begin networking by pitching the story!
6. **ABUNDANCE - TRAVEL & LEARN:** The KinoKabaret community is biggest independent filmmaking movement in the world with over 70 member cities. Pick your teams where you shoot!
7. **MINGLE:** Fascinate a colourful international audience and build a fan base.
8. **CREATIVITY BURST:** The screenings are connected to the biggest annual filmmaking event of Berlin: our KinoKabaret in September.
9. **VITAMIN B:** Each event is hosted by the president of the Berlin film association, key figure of Germany's largest short film society with dozens of festivals and 3000 members.
10. **EXPOSURE:** We provide the possibility for directors to be spotted by film festival programmers to enhance the career of their works.
11. **CASTING:** Actors might be cast for new projects right after the screenings. This way they will refresh their demo material and directors will grow their filmography.
12. **CREW BUILDING:** Discover new talents (DoPs, musicians, artists) and pick them!
13. **FEEDBACK:** Use your chance to test-screen a new short film for your crew in a safe environment and get direct audience responses!
14. **TECH UP:** Gather with experienced filmmakers who own equipment to ignite the next production!
15. **GROWTH:** Get first-hand inside information about local short film festivals, international film workshops, equipment rentals, and industry events.
16. **REGULARITY:** Save the date for every last Thursday of the month in Kreuzberg.
17. **INSPIRATION:** Pick a new theme in our lottery to energize your screenwriting talent.
18. **EXCITEMENT:** Fuel your artistic drive by experiencing audience reactions.
19. **EGALITY:** We consciously avoid juries and awards, because we believe in cooperation instead of competition. The Kino short film culture defies stardom and fame.
20. **SURPRISE:** Each month we curate a new program, make sure to return to us.