

TEN TIPS TO HELP YOU HAVE
A FUN AND FULFILLING TIME
AT THE INTERNATIONAL WILDLIFE FILM FESTIVAL

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1. Write down five goals you have for IWFF

What are your expected outcomes? What results do you want? What areas do you want to focus on? Do you want to find work? Raise money? Find a business partner? Find a writer? Watch films and learn from them? Sell a film idea? Learn a skill? Further a campaign? Get advice and help? Meet a key person? Get support for your film? Start a new film company? What else? Be specific.

2. Make a plan based on your goals

What will have to happen by the end of this festival on Saturday afternoon for you to feel satisfied with your time and investment in it? Scan the schedule and zero in on people, films and sessions that will help you meet your goals.

3. Meet new people, especially people relevant to your goals

Network, network, network! Scan the list of delegates and identify people you want to meet. If you feel at all shy (as we all do at times), act confidently despite your fears. Make it a point to meet new people so you can learn and grow. Sit with people you don't know at meals. Exchange business cards. Form relationships that are meaningful. Show genuine interest.

4. Identify successful people who can help you meet your goals

Identify successful people, both VIPs and the not-so-famous, whom you want to meet for advice, ideas, inspiration, information, money and deals. Go out of your way to meet them. Ask them specific questions. Find ways to offer help and assistance.

5. Be warm, generous and sincere

When you meet someone, be warm, generous and sincere, especially if they are “lower on the totem pole” than you. Smile, use their name, ask questions, focus on their concerns, make eye contact and give a firm handshake. Invite delegates you don’t know to join you and your friends for meals. Go out of your way to introduce new friends to old friends. We are all colleagues and need to support each other.

6. Talk with passion when you talk about your film, your dreams, your work, your projects or your ideas

Prepare and plan an “elevator” speech.

7. Don’t compare yourself to others

Throughout IWFF you will meet, observe and talk with a lot of people. Don’t waste time and energy fretting over someone else who may be having more success. We all go through ups and downs. Just concentrate on becoming the best you can be.

8. Take good notes

Be a sponge and soak up as much learning as you can. Be sure to take good notes so you don’t forget essential information and ideas.

9. Develop an action plan to follow IWFF

At the end of IWFF on Saturday afternoon, write down the action items and ideas that you are going to work on to improve yourself and further develop your career. What web sites, books, articles, organizations and people are you going to follow up with? What thank you notes can you send to key people you've met? In those letters, can you suggest ways you might be able to help each other and work together? What offers can you make that raise new possibilities for people? Don't let the possibility of rejection stop you from creating new ideas and offering them in the marketplace.

10. Don't forget to have fun over the next five days!

Smile, be happy (or at least act happy) and spread joy and goodwill.

THANKS FOR PARTICIPATING IN THIS WORKSHOP!

REMEMBER THE NAMES OF ALL THE PEOPLE YOU HAVE MET!