



## **WE ALL HAVE SMARTPHONES BUT CAN YOU DO THIS WITH YOURS?!**

Jason van Genderen, founder of the Pocket Film Academy and Filmbreaker movement, will be one of the special workshop presenters at this year's Real Film Festival.

Ten years ago, Jason van Genderen made a film on his smartphone. It went on to win numerous prestigious accolades at film festivals around the globe and kicked off his career in smartphone cinematography.

A long-term presenter at the Festival and with four special workshop events this year, Jason is looking forward to seeing many old and new faces.

"I have a real love of storytelling, it's who I am, and I get a lot of enjoyment coming back to the Festival each year and hearing real narratives from other storytellers." Jason said.

"It's amazing to have such a great festival right on our doorstep in Newcastle. It's a great connective space and I get something new out of it every year."

Jason will be looking at a wide range of topics around pocket films, the latest advances in smartphone accessories for creative and broadcast production, his successes with smartphone films and the importance of storytelling for brands.

At his 'Storytelling Tips, Pro Lenses, Microphones and APPs for iPhone Cinematography' workshop, (9am Friday 26 October) Jason will show you what you can do with optical lenses and filters when filming, using compact rigs for housing smartphones and accessories, pro quality audio solutions for mobile use, and his top 10 iOS APPs for storytellers.

"Phones are a tool these days, not just a toy. They can be used in so many ways to add to the storytelling culture, they are no longer looked at as inferior in filmmaking," he said.

You can watch a Tropfest NY winning film that cost \$57 to make but earned over \$30,000, at Jason's '10 Years of Smartphone Films: an intimate Q+A session' (2pm Friday 26 October). The workshop looks at his most polarising short films, why they were made and what Jason has learned.

'The Rise of the Filmbreaker Movement' (11.30am Friday 26 October) will help you understand what it takes to build a great story, and then how to get make sure it gets seen.

At his one-off Masterclass 'Brand Story Science: Making content that sizzles & sells' (9am Sat 27 October), Jason explains what every business owner needs to know to have ready-content to share their business story on social media. A brand needs to have great content on-tap, all the time. Understand the science of storytelling for brands that want to win. You'll look at mind mapping, story building tools, the best apps for smart content and more.

“Businesses can build their brand in lots of ways, just with a smart phone. The real ‘life’ of a business happens every day so learning to capture that and turn it into great content just by shining your phone on something is amazing!” Jason added.

For each of Jason’s appearances, there will be limited seating and bookings are essential. To book go to [www.realfilmfestival.com.au](http://www.realfilmfestival.com.au)

For media enquiries, contact:

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Real Film Festival (a Screen Hunter initiative)

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