



FILMS AND COMPANIES Film Festival to Screen the Best of PR Video & Film Productions

First ever PR-focused film festival now accepting entry submissions in 20 categories

Paris, 10th February, 2015 – French PR and events agency Le Public Systeme and Denis Harnois – author, filmmaker and co-president of La Compagnie des Reals – have teamed up to launch a new film festival dedicated to recognizing the best in public relations produced videos and films. Called FILMS AND COMPANIES, the film festival will hold its inaugural edition in the coastal town of La Baule, France, from 27th to 30th May 2015.

FILMS AND COMPANIES invites public relations professionals to submit their best video and film work for consideration to screen at the festival. Offering professionals the unique opportunity to showcase their work “on the big screen” in front of audiences, the festival will recognize winners in over 20 categories. Seminars, master classes, and panel discussions on promoting communication initiatives through the art of video and film will also take place during the festival.

The FILMS AND COMPANIES festival was created to meet the increasing demand by communications professionals for a high-level event focusing solely on video and film production. The expectation that a public relations professional is proficient in writing, filming and executing engaging film and video content has skyrocketed with constant leaps in audio-visual technology, increased distribution channels and the public's appetite for content.

The festival will be chaired this year by Xavier Couture, who will also serve as president of the jury. The former journalist, publicist, audio-visual mogul, and advisor to the President of telecoms giant Orange commented: “I am delighted to chair the first FILMS AND COMPANIES film festival, as it represents an event our sector has been sorely lacking. The festival offers a unique platform for companies and their visual communication efforts to shine both in France and internationally.”

Frederic Bedin, Founder and CEO of the Public Système Hopscotch group, commented: “By bringing together public relations professionals, directors, producers and creators of new online and digital content, we can collectively share ideas, innovations and best practice to help grow the corporate film market. We can't wait to welcome our festival guests to La Baule in May.”

Denis Harnois added: “Rewarding the best in video and film productions helps us to share and promote the best ideas that can work for all businesses – in order to improve efforts in the sector, we must share and exchange ideas amongst all companies and institutions.”

One of the festival's aims is to encourage young people to get involved in the corporate audio-visual industry, and to promote innovative training projects for companies and communities. The festival actively encourages the participation of students, schools and training organizations, with a competition and an award ceremony dedicated to young adults under the age of 25. Open to both professionals and the general public, the festival will promote dialogue and interaction between the creators and consumers of corporate videos.



All communications professionals, agencies, production companies and independent filmmakers are welcome to participate in the festival. It is also possible to submit one or more films for consideration.

Submission details and more information are available at www.filmsandcompanies.com

For more information :

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