

# MEDIMED Forum 2025 Guidelines

MEDIMED Doc Market & Pitching Forum is open to filmmakers with new documentary projects, decision-makers and experts, observers and other professionals.

Producers with a new documentary project can apply for access to MEDIMED Forum in two different ways:

- Applying to pitch a project in public and have *priority* access to meetings with decision-makers (pitch teams).
- Applying for access to meetings with decision-makers without pitching (Speedy Pitch & Anti Pitch)  
Both of these options are subject to a selection based on a project application, which must be submitted by the project deadline. Professionals involved in selected projects must subsequently register for accreditation to MEDIMED Forum by the accreditation deadline. The number of seats will be limited and access is only available with MEDIMED Forum accreditation.

## Project Eligibility

To be eligible the documentary project must:

- qualify as an independent production
- qualify as an European or Mediterranean production with the main production company being from the European Union, Israel or from the MENA countries
- be supported with credible financial backing from a national, international or regional financier. Documentation may be requested. Producers' or any other personal investment should be excluded
- be supported by a commissioning editor from a national or regional film fund or broadcaster, who has committed to be present to pitch the project along with the producer at MEDIMED Forum (not a requirement but strongly recommended). MEDIMED Forum is also open to series.

## Project Application

A complete project application should be submitted online by the project deadline. Please have all the material listed here in the guidelines ready before you begin. All materials must be in English.

### Application requirements:

- A completed application form filled in online. Required information:
    - o working title
    - o logline (English, max. 50 words)
    - o screening format, shooting format
    - o anticipated duration
    - o production start, production status, expected release
    - o total budget in EURO
    - o decision-maker committed to backing the project at the pitch (recommended)
    - o production company: address, contact info, VAT no
    - o producer: contact info, filmography with max. 3 selected titles
    - o director: contact info, year of birth, gender, and filmography with max. 3 titles
    - o finance in place (responsible financier, institution/company, amount in €)
    - o sales company (if you have one): address, contact info, territories covered
    - o has the project been pitched before at other forums
  - **A pdf-file** containing five A4 pages without page numbers *ready for print in color* (with room for margins) including:
    - o a synopsis
    - o a presentation of the production company, the producer and director
    - o a top line budget in EURO (summary budget with the main headings such as development, equipment, travel & accommodation, post production, music & archive etc.)
- For projects selected for pitch, the 5-page pdf will be printed in the Project Catalogue distributed to all participants. Applicants are encouraged to include visual material in the 5-page pdf.

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- **Trailer or clip** to be presented to the selection committee. If the project is selected, the trailer/clip will be made available before the forum in order for decision-makers and experts to request meetings with projects of their choice and for participants to prepare  
Max 3 minutes, English subtitles or English versioned
- **A still photo** representing the project. *Jpeg or Tiff*
- **Outreach/impact strategy** applicable for projects planning to work with outreach or impact (max 1 page pdf)
- Projects applying to pitch should preferably have secured an **agreement with a commissioning editor who has committed to pitch** the project along with the producer at MEDIMED Forum. The commissioning editor must be from a national or regional film fund or broadcaster. This agreement should preferably be made *before* submitting the application. Documentation may be requested.

**Please note: the form will not be saved before it is completed.** Depending on the size of your uploads and your internet connection, the upload may take several minutes.  
If the submission of a project application is successful, the sender will receive a confirmation e-mail. Incomplete applications will not be considered.

## Project Selection – Pitch

A selection for the pitch will be made from the applications. The primary selection criteria will be the estimated potential of the project to travel and an assessment of the project's financial feasibility. Priority will be given to projects that have not been pitched at other events before  
Applying projects will be notified no later than **10 September**.

If the project is selected, the project fee includes full access for up to two pitch team members who must register for accreditation to MEDIMED Forum by the accreditation deadline. Additional accreditations for project related professionals can be applied for. Projects pitched at MEDIMED Forum are requested to credit the **MEDIMED logo** in their final credits. If selected the still photo and basic production information will be profiled on our catalogue and potentially on our social medias. It is the production company's (or person responsible for the submitted project) responsibility to have secured rights for the images submitted with the project application. Feedback is not guaranteed if your application is unsuccessful.

## Project Selection – Speedy Pitch & Anti Pitch (*rough-cuts*)

A selection will be made from the applications. The primary selection criteria will be the estimated potential of the project to travel and an assessment of the project's financial feasibility. Applying projects will be notified no later than **10 September**. If the project is selected, it should be represented by at least one project related professional. The project fee includes full access for one participant who must register for accreditation to MEDIMED Forum by the accreditation deadline. Additional accreditations for project related professionals can be applied for. If selected the still photo and basic production information will be profiled on our catalogue and potentially on our social medias. It is the production company's (or person responsible for the submitted project) responsibility to have secured rights for the images submitted with the project application. Feedback is not guaranteed if your application is unsuccessful.

## Accreditation

All participants must register or apply for access to MEDIMED Forum by filling in the online accreditation form by the accreditation deadline. Notification about participation in MEDIMED Forum will be given as soon as possible after the deadline and no later than **15 September**.

To secure a granted MEDIMED Forum seat the participation fee must be paid before the deadline. Participation is binding and fees will not be refunded. If a granted seat is not paid by the final payment date, the seat may be offered to someone else. No refunds.

To be eligible for an **Observer Seat** as a producer or director, you must be an audiovisual professional. The number of forum seats is limited and access to the forum is only available with MEDIMED Forum accreditation.

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## Catalogue

The projects selected for pitching will be presented in a printed catalogue with the material submitted for the application. The catalogue offers an extensive presentation of the projects, providing production facts, a summary budget, a synopsis, a company profile as well as presentations of the producer and the director. The catalogue also contains the programme and pitching schedule, practical information, decision-maker profiles and a delegate list including contact information for all participants.

## Pitching Forum

Pitching sessions will take place during two days of the forum on Friday afternoon and Saturday until lunch. The pitching sessions will be conducted in English. Each pitch team has a maximum of 7 minutes to pitch their project together with the involved commissioning editor. Visual material should be used for the presentation. The pitch will be followed by a short discussion of maximum 7 minutes with a panel of decision-makers moderated by one moderator. Pitch teams will have a group meeting with the moderator prior to the pitching session, in order for the moderator to guide the panel discussion in the project's best interest. The moderator meetings will take place online the week before the pitching sessions take place.

## One-on-One Meetings

After the pitching sessions time is set aside for individual meetings between decision-makers/experts and pitch teams or observers+. Individual meetings are scheduled at 15 minutes each. Individual meetings between decision-makers and pitch teams or observers+ are scheduled in advance by the forum staff on the basis of meeting requests received from the decision makers. In addition, the forum staff can add meetings for pitch teams after the pitch, in the event of a favorable response from a decision-maker. Only decision-makers/experts can request meetings. They can submit an unlimited number of requests. The forum staff will try to book as many meetings as possible, but cannot guarantee a certain number of meetings per project.

## Industry Talks

As a MEDIMED Forum participant your accreditation gives access to all seminars and events dedicated to the Industry main concerns.

## MEDIMED Forum Fees

Accreditation fees are exclusive of VAT, bank and administration charges and include:

- Catalogue & MEDIMED accreditation
- Access to all events & cocktails
- Producers Meet Producers (if a seat is granted)
- Dinner party on Saturday 11

### Fees:

- Pitch project Team Member 1: 375 € including full access to all activities
- Additional Pitch Team Member: 265 €
- Speedy Pitch & Anti Pitch projects Team Members: 360 € including full access for one participant
- Additional Team Member: 260 €
- Observer: 250 €

## Deadlines

Submission of projects: **30 June 2025**

- Accreditation: **15 September 2025**

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For any queries, please contact the MEDIMED Forum team: [medimed@apimed.org](mailto:medimed@apimed.org)