

MIFF INDUSTRY

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market

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post script & direct

MIFF **37°South's PostScript&Direct (PS&D)** enables screenwriters-directors-content creators to meet with screen producers, and major production company development executives, to expand their contacts and generate interest in their work and skills via bespoke diaries of curated meetings, talks & networking events. *Victorian practitioner **Luke Rynderman**, who had his script optioned at **PS&D**, recalls his experience and offers tips for future applicants.*

### **What did you hope to get out of PS&D and was it what you had pictured?**

Yes, I **thoroughly enjoyed the experience** and the big hope was that my script was going to get picked-up. I guess, without sounding too hyperbolic, the experience was literally what ultimately got the script over the line in getting it in front of people who had the capacity to get it optioned. And teaching us to **pitch succinctly**.

### **What did you learn about pitching your work?**

I learnt how to sell the work through succinct communication, and also how to anecdotally sell the work. **Producers love ideas**. They love anecdotes and to hear where the ideas come from, that it's something that you are passionate about or have experienced. If you love your idea, you should be able to enthusiastically and confidently talk about it.

**Don't read from notes**, talk about it as though you're telling your friends about it.

Sounds corny but trust me it works. I came from a graphic design background so I would always sell ideas visually through image research. We showed images to producers when talking about our idea and it was a very successful method of getting them to visualise the world, let them see what the tone and what you want the film to look like.

### **What tips do you have for future applicants?**

Go in knowing what you want to get out of it. Have fun (again sounds corny) and be proud and confident of your product. If you don't love it then they won't.

**Practice your pitch and be prepared.**

It's not just about a log line or one paragraph (although important), it's being able to

**talk about your film like it is the only film that is worth them giving their time to**

### **What were the three main things you took away from the experience?**

- The **contacts** – we made contacts with producers who didn't option our film but now act as mentors who I speak to regularly for advice.
- The Film **Option** – obviously speaks for itself.
- **Being on the radar** of people like Film Victoria, Screen Australia, producers, directors and other writers.