

Twenty years on

A review of the independent film and video sector in London

Since the 1960s, the independent film and video sector has grown increasingly economically and culturally significant.

Twenty Years On takes a detailed look at the sector in London today. It contains a directory of the many different groups working in London, an analysis of what they do and a review of problems and developments in the sector.

These publications are available from

IFVPA
79 Wardour Street
London W1V 3PH
Tel: 01-439 0460

or

Recreation and Arts Group
LSPU
20 Vauxhall Bridge Road
London SW1V 2SB

LONDON
STRATEGIC



POLICY UNIT

IFVPA

Two new
film & video
publications

Off the shelf

Off The Shelf is a marketing guide designed for community video groups, independent video groups, or anyone involved in making a non-broadcast video tape.

Whether you want to reach a particular target audience, or whether you want simply to increase sales or hires of a video, the guide provides practical help and advice.

Off The Shelf deals with all aspects of marketing and promotion, and applies these skills and techniques specifically to video. Above all, it confirms the *importance* of marketing and promotion, in using video as an *effective* communication device. A video tape left on the shelf is, after all, an invisible video.

The video marketing workbook

A practical workbook has been designed to accompany the guide. The workbook provides practical information and examples to help you organise your promotion. It comes in a loose-leaf file, enabling you to add your own information and ideas.

The OFF THE SHELF guide and the loose-leaf workbook are available from the IFVPA (see over) for £5.00. The guide, on its own, costs £1.50. Make cheques payable to IFVPA. Twenty Years On is available free from the IFVPA or the LSPU (see over).

