

FILMTALKZ

PODCAST

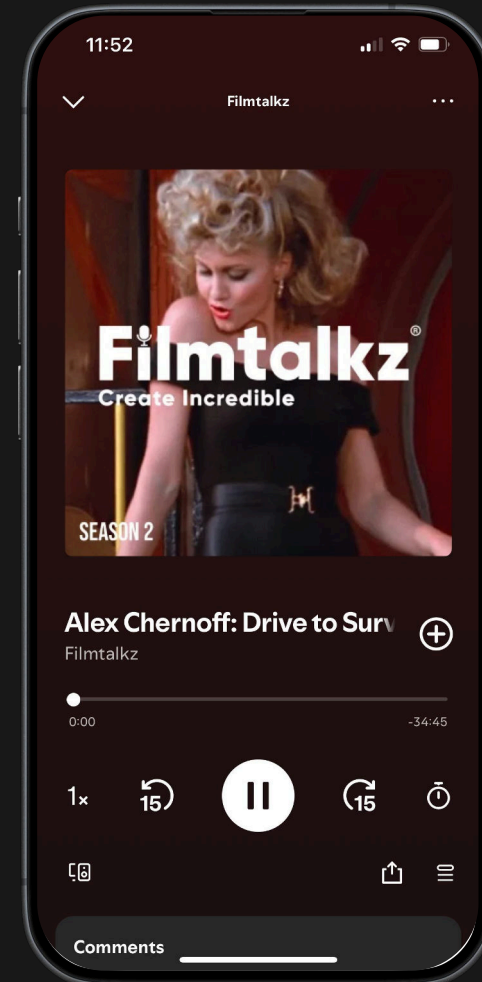


OVERVIEW

Filmtalkz began as a way for us to connect with our community. 26 episodes later, it's grown into something bigger. A place where the film and production industry comes to life—from the minds of programmers to the vision of producers. Every story, every voice, all in one place.

DESCRIPTION

Filmtalkz brings you exclusive insights from the visionaries behind the lens — filmmakers, editors, and creatives who've shaped the world of film and TV. Discover the stories, the craft, and the innovation that make it all possible.



OUR GUESTS



Alex Chernoff: Drive to Survive with Nucoda

Alex Chernoff, lead colorist at Pictureshop, works on top Netflix sports docuseries like Formula 1: Drive to Survive, which has boosted racing viewership by over 50%. Forbes calls it the "Real Housewives of Monte Carlo" for its dramatic, behind-the-scenes look at drivers' lives. Alex explains, "They're human stories with sports as the backdrop," and shares how he uses color to enhance drama, image correction techniques, and tips for staying ahead.



Charlotte Dirickx & Caroline Barclay: All Roads Lead Back to Saltburn

Where do you find Mayfair glitz mixed with noughties Notting Hill boho and aristocratic flair? In Saltburn. We talk to Set Director Charlotte Dirickx and Art Director Caroline Barclay about their work on Emerald Fennell's hedonistic, power-driven film. They share how they created mood boards, built fake bathrooms, and made the house itself a character, drawing inspiration from various artists along the way.



Oliver Schmitz: Defying Censorship

Oliver Schmitz, a South African director, rose to fame with Mapantsula (1988), the first anti-apartheid film by and about Black South Africans. The film follows Panic, a gangster caught in the anti-apartheid struggle, and debuted at Cannes to critical acclaim. Filmed under apartheid with a fake script to evade authorities, it is now studied in film schools. Schmitz later directed Shepherds and Butchers and Life Above All, an Academy Award entry. Recently, Mapantsula was restored and shown at the Berlinale.



OUR HOSTS



Sophia Stanford

With a master's in broadcast journalism from City, University of London, Sophia brings not just a commanding presence but also a sharp sense of humor, making her an outstanding podcast host. From interviewing independent filmmakers to attending BAFTA screenings like Saltburn, she's had the chance to meet and engage with some truly incredible people while hosting the Filmtalkz podcast.



Myla Broch

After a year of managing the logistics behind the scenes, Myla made the leap to hosting the podcast, and it couldn't have been a better move. Her passion for conversation and deep understanding of the film industry shine through as she brings challenging yet entertaining questions to her guests, creating engaging and insightful discussions.



You

Here's your chance to step into the spotlight. As a guest host on Filmtalkz, you'll explore the topics you're passionate about, connect with industry leaders, and share your voice and profile with Filmworkz's global audience. It's an opportunity to inspire, engage, and be part of something bigger. Drop us an email to hear more .



FORMAT - GUESTS

PRELIMINARY CALL

Before we record, we'll have a quick chat to discuss the focus of the podcast and what you'd like to cover. This also helps us lock in a recording date that works for you.

RECORDING

Depending on your availability and location, we can record either in person or online. The session lasts around an hour, and don't worry —it's not live! We can fine-tune everything in post-production.

EPISODES

Each episode runs about 30-40 minutes. To ensure a smooth recording process, we schedule 1.5 hours for the session.

FORMAT

After our call, we'll send over a list of questions for your review. While the conversation may evolve naturally during recording, we'll stick to the topics we've agreed on.

LAUNCH

Once recording wraps, the episode goes to post-production for sound checks and edits. You'll get the final cut for approval before it's shared across all our platforms and sent to our audience.



FORMAT - HOSTS

CHOOSING A GUEST

Once your Filmtalkz episode is confirmed with us, as the host, you have the flexibility to choose your own guest—whether it's someone from your network or an industry expert you'd love to interview. If you need help, Filmworkz can connect you with a guest, ensuring a great match for the episode's theme.

FORMAT CONFIRMATION

After the preliminary call, it's your responsibility to create a list of topics for the episode. We recommend choosing 4 main topics, each with 3-5 sub-questions to keep the conversation focused and engaging. While you'll guide the discussion, be prepared for the conversation to evolve naturally—just make sure it stays on-topic and engaging for the audience.

LAUNCH

Once the recording is complete, the episode will go through Filmworkz for post-production - sound and edits. You'll review the final version, ensuring it meets your expectations before we launch it on all platforms.

EPISODES

Plan for each episode to be around 30-40 minutes, but allocate at least 1.5 hours for the full recording process, including any prep or adjustments.

PRELIMINARY CALL

As the host, you'll set up a preliminary call to discuss the episode's focus and key topics with the guest. This is also your chance to make sure both you and the guest are aligned on the flow of the conversation.

RECORDING

Coordinate with the guest to schedule the recording, either in person or online. During the session, your role is to lead the conversation, keeping it flowing while making the guest feel comfortable. Don't worry about perfection—it's not live, and edits can be made later.



AUDIENCE AND REACH

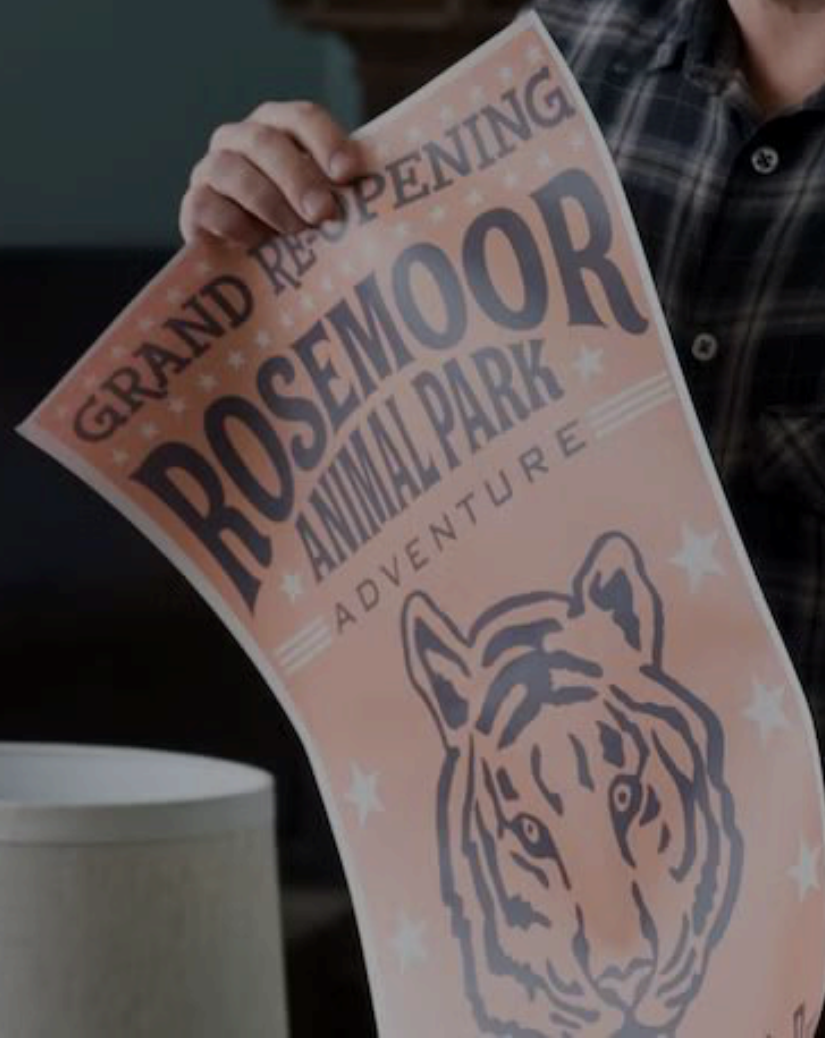
Filmtalkz is designed for creators of all kinds, with a special focus on filmmakers, post-production professionals, and film enthusiasts. Its behind-the-scenes approach resonates with a broad audience, offering unique insights that appeal to both industry insiders and passionate film buffs alike.

Our goal is to reach a global audience, and our growth strategy is built to expand our reach and inspire creatives worldwide.



DISTRIBUTION STRATEGY

We're committed to delivering Filmtalkz to a global audience, making sure each episode reaches the right listeners, sponsors, and advertisers through a powerful distribution strategy.



KEY DISTRIBUTION CHANNELS

Global Database: Access our database of over 10,000 industry contacts for direct outreach and engagement.

Social Media: Promote each episode across Instagram, TikTok, LinkedIn, and YouTube. Our strategy leverages video snippets, trailers, and guest highlights (especially for in-person recordings) to create buzz and draw in both new listeners and our dedicated Filmworkz community.

Streaming Platforms: Filmtalkz is available on major platforms, including Spotify and Apple Podcasts, offering seamless access to a global audience.

SOCIAL MEDIA

Our content strategy is designed to drive engagement and build excitement. Short, dynamic video clips showcasing expert insights and behind-the-scenes moments. Engaging posts tailored for each platform to keep our followers anticipating every new episode. Consistent interaction with our community to amplify reach and increase visibility for our guests, sponsors, and advertisers.

WEB

Every episode gets its own dedicated web page, complete with an in-depth article tied to the podcast's topic. You'll receive detailed analytics after a month, including exposure and reach. Our website recently garnered 117,000 impressions in the last 90 days, showcasing the strength of our online presence.

WHAT THIS MEANS FOR YOU

As a guest, a host, sponsor, or advertiser, you'll benefit from our multi-channel strategy, giving you the opportunity to connect with a highly engaged, global audience and elevate your profile within the film and creative industries



GROWTH STRATEGY

We're focused on growing Filmtalkz by connecting with the right listeners, attracting top sponsors, and expanding globally through a smart growth strategy that delivers engaging, repurposable content across multiple channels.



INSTAGRAM

CURRENT PERFORMANCE

Right now, we're posting on Instagram 3 times a week and engaging with client content daily. In the past 90 days, we've seen a solid 55% increase in accounts reached.

GROWTH PLANS

Post Frequency

We'll be sharing 2 - 4 reels each week, featuring dynamic visuals and snippets from the podcast. The focus will be on key insights and guest highlights to keep the content engaging.

Engagement

Instagram Stories will show case behind-the-scenes content, polls, and Q&A sessions with upcoming guests. We'll also encourage more community interaction through comments and DMs.

Hashtags

We'll optimize our hashtag strategy, using high-engagement tags related to podcasting, filmmaking, and the entertainment industry to expand our reach.

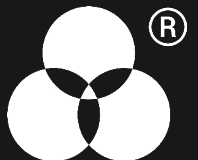
Content

Expect more behind-the-scenes posts, visual breakdowns, and mini-interviews that spotlight industry expertise and give our audience valuable insights.

Collaborations



INSTAGRAM EXAMPLES



TIKTOK

CURRENT PERFORMANCE

We've been working on building our TikTok following, and this new podcast growth initiative will be our big push to really make an impact on the platform.

GROWTH PLANS

Post Frequency

We'll be posting 3-5 short, high-energy clips each week, focusing on standout moments from the podcast interviews to keep viewers hooked.

Trends & Challenges

We'll tap into TikTok trends and challenges to give the podcast a fun, relatable twist. Using popular sounds and memes will help us engage viewers while still highlighting key content.

Captions & Hashtags

Captions will be short and punchy, using humour or curiosity to spark interaction. We'll also optimize with hashtags like #podcastclips, #behindthescenes, and #filmmaking to reach the right audience.



YOUTUBE

CURRENT PERFORMANCE

We're currently posting on YouTube about twice a month, but we're looking to increase that, especially by filming podcast recordings in person. Over the past 90 days, we've had 40,000 impressions on our content.

GROWTH STRATEGY

Video Types

Full Episodes: Post entire podcast episodes that dive deep into technical filmmaking and post-production topics.

Highlights (5-10 mins): Share key takeaways and actionable insights from each episode.

Shorts (<1 minute): Create quick, engaging clips with behind-the-scenes facts or pro filmmaking tips to capture attention.

SEO

Optimize titles and descriptions with relevant keywords like "color grading," "VFX workflows," or "post-production tips" to boost visibility. Include clear calls to action to encourage subscribing and engaging with the filmmaking community.

Calls to Action

End each video with a strong CTA, prompting viewers to subscribe, like, and share.

Cross-Promotion

Repurpose YouTube clips for Instagram reels and vice versa, ensuring a consistent brand presence across platforms.



WANNA GET INVOLVED?

Ready to be part of something extraordinary? Whether you're a guest, host, advertiser, sponsor, or partner, Filmtalkz is where stories come to life and connections are made. Join us on the journey.

For all enquiries, contact: Myla.broch@filmworkz.com

Connect with us: @wearefilmworkz

