

Señal News



STAY TUNED

24 ABR 2020

SPECIAL CONTENT

CONECTA FICTION TRANSFORMS ITS 2020 EDITION INTO A HYBRID EVENT

THE FOURTH EDITION OF THE FICTION CO-PRODUCTION EVENT HAS CHANGED ITS FORMAT DUE THE COVID-19 PANDEMIC AND WILL FEATURE A VIRTUAL PROGRAM OF ACTIVITIES IN JUNE AND AN ON-SITE EVENT IN SEPTEMBER 2020.



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Conecta **FICTION** adapts to the context of events canceled by the COVID-19 pandemic and for the first time will have a hybrid edition. The fourth edition of the co-production TV fiction event between America and Europe was renamed as Conecta FICTION Reboot and will take place in two different areas of interaction: virtually and on-site.

April 24, 2020. Señal News: <https://senalnews.com/en/stay-tuned/conecta-fiction-transforms-its-2020-edition-into-a-hybrid-event>

The program of activities will open in virtual format with several sessions during the week of June 15, the month in which the fourth edition of the international event was originally to be held -, while , **the on-site event moves to September 2 and 3** in the Baluarte Conference Center in Pamplona and will include the pitching sessions of the projects selected in the different call for projects of Conecta FICTION 4.



Conecta FICTION's organization is true to its spirit of serving as a connection point for professionals; however, they are also very aware of the current difficulties. Therefore, they have surveyed industry executives who participated in previous editions of the event. Once the results have been analyzed, they have decided to celebrate a hybrid event to open the possibility to attend Conecta FICTION to both professionals who can meet in Pamplona, as well as professionals who will participate virtually due to their current company or country security protocols, to whom the only alternative would be connecting via online.

Géraldine Gonard, Director of the event affirmed that *"It hasn't been an easy decision, but it has been necessary"* and that it is aligned with the measures taken by those responsible for other international events such as *Series Mania*, *Sunny Side of the Doc* or *MIFA*. *"During these weeks, we have received hundreds of supporting messages from friends and professionals from all over America and Europe. They know we have been working in Conecta FICTION 4 since the previous edition ended. They know this because our work is the reflection of the magnificent collaboration we have with producers, television channels, investors, the Fundación SGAE, who has supported us from the first edition and, of course, the institutions from Navarra,"* she said.

"We want Conecta FICTION Reboot to offer a real opportunity for a professional reunion where talent and new co-productions will regain their place, and we all resume little by little a path towards the recovery of the international industry that we cannot and must not lose. We would also like to highlight the proactiveness and agility of the Navarra Government and their associated entities when reacting to a changing scenery, showing a great example of the good operation of the Public Administrations," added.

To celebrate the on-site event, NICDO, a manager governmental entity of the Baluarte, Congress Center and Auditorium of Navarra, the main venue of the event, and of the Navarra Film Commission, among other infrastructures and programs, **will assure the presence of all the security and cleaning measures** established by the sanitary authorities of the Navarra Government.