



# TEASING THE AUDIENCE

## The Strategy of Movie Trailers

Monday, December 17, 2007 at 6:30 p.m.  
Kodak Screening Room, 360 West 31<sup>st</sup> St., New York, NY



Come, celebrate the come-on! **Joe Yranski** presents silent trailers that started it all. **Sam Bryan** screens sound trailers that astounded audiences. **Charlie Sadoff** of Mighty Pictures highlights the rules of making an effective trailer. **Phil Daccord** of Giaronomo Productions talks about testing trailers. **Richard Eigen** of The Weinstein Company shows how hard it is to make a good trailer. And **Ryan Krivoshey** will have more trailer surprises!

R.S.V.P. by Dec. 14<sup>th</sup> to NYFVC hotline: (212) 330-0450  
Seating is limited. Members will be given priority before guests.  
Become a member today!



[www.nyfvc.org](http://www.nyfvc.org)

### NYFVC COMING ATTRACTIONS:

January 8, 2008: Picturing Dance in 3D with Gerald Marks

January 11, 2008: The Zen of Fundraising with Morrie Warshawski