

Apr 25th, 6:00 PM - 6:15 PM

OWU's First Asian Horror Film Festival

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OWU'S FIRST ASIAN HORROR FILM FESTIVAL

KAITIE WELCH

THE SELECTION PROCESS

- Rating
- The Criteria
 - Scary
 - Good Storyline/Plot
 - How well the cinematography worked with the story
 - Variety of Origins

FILMS THAT MADE THE CUT

- The Complex (Japan, Hideo Nakata, 2013)
- Ghost of Mae Nak (Thailand, Mark Duffield, 2005)
- The Ghost (South Korea, Kim Tae-Kyeong, 2004)
- The Tag-Along (Taiwan, Cheng Wei-Hao, 2015)



THE PLANNING

- Set personal deadlines to meet
- Figure out dates that don't conflict
- Complete marketing and PR work
- Finding a consistent location
- Find speakers
- Picking corresponding snacks
 - Where to shop from?
- Making informational handouts
 - What to talk about?



MARKETING

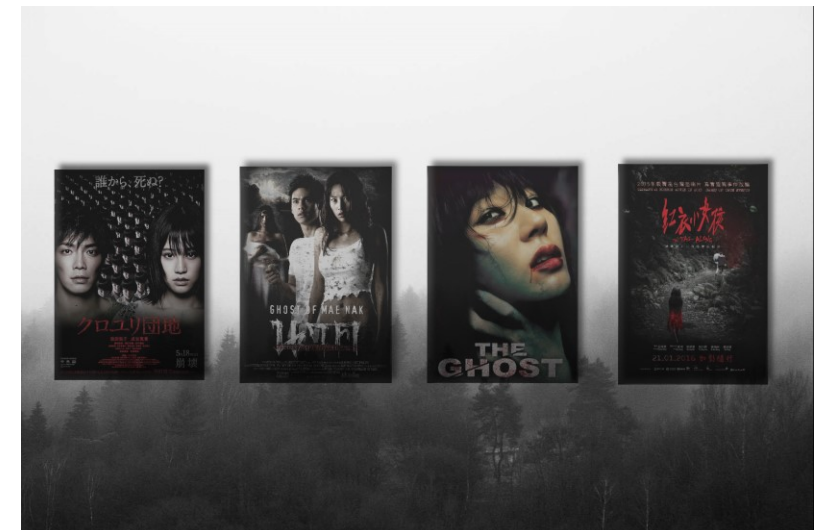
- What type of marketing was done?
 - What was the process?
- What was successful?

ASIAN HORROR FILM
FESTIVAL

Prepare to be spooked at OWU's first Asian Horror Film Festival! The films shown are from Japan, Thailand, South Korea, and Taiwan, and will be accompanied by discussions, snacks, and informational handouts. We hope to see you there!

			
Japan "The Complex"	Thailand "Ghost of Mae Nak"	South Korea "The Ghost"	Taiwan "The Tag-Along"
Merrick 301 2.25.19 6:00 pm	Merrick 301 2.27.19 6:00 pm	Merrick 301 3.4.19 6:00 pm	Merrick 301 3.6.19 6:00 pm

Email kmwelch@owu.edu with any questions/concerns



SPEAKERS

- Failed first attempt
- Incentives
- How I acquired speakers

THE AUDIENCE

- Average Audience
 - Why did they attend?
 - How responsive were they?
 - Overall reactions

IN HINDSIGHT

- New marketing ideas
- Branching out with speakers
- Different genres
- Different incentives

THE FILMS

- The Asian horror genre
- Similarities between films
- Differences between films



AMERICAN HORROR VS ASIAN HORROR

- The overall goal(s)
- Typical components
- Types of horror
- Similarities

