

# Consultancy Benefits

## by Lee Lanier

Having a thorough knowledge of animation, short film production, and the film festival circuit and the factors that determine success, I place a strong emphasis on:

- Keeping up to date with technological and aesthetic trends in the animation and film festival industries
- Traveling to and participating with a wide array of film festivals, allowing me to witness various strengths, weaknesses, tastes, and preferences of diverse events
- Watching hundreds of short films each year, thus viewing the good, the bad, and the ugly of the art form
- Tracking down the year's best short films, both animated and live-action, to ensure that I see what other audiences consider the best
- Writing books, articles, tutorials, and lesson plans on 3d animation, thus keeping my communication skills on the subject matter sharp
- Seeking opportunities to speak before organizations, classrooms, film festival audiences, television cameras, and radio microphones, which forces me keep my knowledge relevant and timely
- Discussing animation and short films with animators and filmmakers and every reasonable opportunity, allowing me to hear what concerns and barriers might impede their artistic pursuits
- Discussing film festival management with other festival organizers, thus learning about common pitfalls and clever workarounds

