

GREENWICH INTERNATIONAL FILM FESTIVAL

Going Virtual with the Greenwich International Film Festival



While many of us at home discover new and different ways to spend our days, it's remarkable how we all have been able to respond and adapt. Not only in the way we work, but the way we find new ways to connect and enjoy experiences with others safely.

Our Greenwich Private Bank team recently saw that successfully experiencing social and cultural events is still possible, and even helped deliver some much-needed levity and entertainment in the process. J.P. Morgan this year sponsored the Greenwich International Film Festival (GIFF), a production nearly a year in the making - which in a feat of adaptation made a very quick six-week pivot from live festival to virtual.

"GIFF is an annual partnership that our Private Bank clients look forward to joining us for each year. We were so impressed at the speed and creativity that GIFF handled the execution of this year's festival with. It was a remarkable experience for our clients," said Ian Dilts, Head of Investments for the Greenwich Private Bank.

The first virtual festival from GIFF featured over 50 events including 29 films from eight countries, a spotlight on American filmmaker Matthew Heineman (*Cartel Land*, *A Private War*), and 21 live Q&A

discussions for festival guests and speakers on digital platforms like Zoom.

As a leading sponsor and presenter of the JPMorgan Chase Audience Award, given to documentary "*A Peloton of One*", the Greenwich team was able to support this interactive audience choice-award during a unique virtual experience.



"At the Private Bank, we understand that the arts and culture are connectors. Through our sponsorship of the Greenwich International Film Festival, we were able to join our clients in finding common ground, exploring new themes and stories through these films and discussions - apart, but still sharing the experience," added Alison Davis, Senior Banker for the Greenwich Private Bank and a GIFF Board Member.

The first virtual GIFF was lauded by *The New York Times*, *Variety*, *ABC* and *Yahoo!*, among others. More than 10,700 viewers attended the festival from the U.S. and around the world.

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