

JI Zian: From Classroom Policy to Real-World Festival

As a MACMI graduate set to enroll in 2025, I was honored to participate in an internship at the Macau International Childrens Film Festival. Throughout this internship, I served as the head of the Film Selection and External Relations Department and was involved in both the preliminary preparation and on-site execution of the press conference for the Macau International Childrens Film Festival scheduled for July 2026. My preliminary tasks primarily included drafting invitation emails in both Chinese and English, assigning tasks to team members, gathering information from film producers, organizing the submitted film materials, and maintaining daily communication with the film producers. Subsequently, I undertook preparatory work at the press conference venue, drafting and revising numerous press releases, while also participating in the on-site coordination and management of the event, an experience that proved highly rewarding. Under the guidance of Mr. Pei and Mr. Wang, this marked my first in-depth engagement with the operational aspects of a film festival.

Before I became part of the pre-event planning team for this film festival, during my studies at MACMI, the Programme faculty invited LI-Yamei from the Taipei International Film Festival to share her expertise in marketing strategy. This experience sparked my keen interest in how film festivals are operated – and it was one of the reasons I later applied for an internship at this festival. Through her sharing of the Taipei International Film Festival's marketing practices, I gained a more comprehensive understanding of how film festivals are run. Previously, I had viewed film festivals primarily as mere entertainment events and found it difficult to comprehend the underlying commercial activities involved. Driven by this curiosity, I joined the internship program at the Macau International Childrens Film Festival. As I gradually became more involved in the various aspects of the work, I began to understand the intricate details of how these festivals operate. A film festival is, in many ways, not just a *festival* but a complete project. It encompasses essential elements such as investment, collaboration, commercial sponsorship, marketing strategies, and creative concepts. The participants still need to promote and sell their products through various channels. In essence, running a film festival is quite similar to selling a product – the only difference lies in the way the two are presented.

For me personally, on one hand, I gained firsthand experience of how film festivals are operated through my professional work experience; on the other hand, I transitioned from being a student to a professional (even if only as an intern). Moreover, this internship has profoundly shaped my way of thinking—no longer passively absorbing information, but actively learning and engaging with unfamiliar concepts. I am fortunate to have met colleagues who have grown alongside me, as well as Mr. Pei and Mr. Wang, who have patiently guided us in our work, and Ms. Wang Yue, the project manager. The most significant takeaway is that I have learned how to respond quickly to unexpected situations—for example, when encountering sudden issues such as malfunctioning lighting or disruptions in the workflow on-site, I can immediately assess the situation and take decisive action to resolve it. When faced with such challenges, there is often no time to vent emotions; instead, I have learned to always approach the next step with a

problem-solving mindset. I appreciate everyone's trust in me, and I will do my utmost to deliver excellence.



Acting as the director on the red carpet



the presentation PPT I prepared.



Witness the ribbon-cutting ceremony at the launch event with my own eyes!



Participated in drafting and overseeing the script for hosting materials. Rehearsal the night before the press conference

If I were to give some advice to future students participating in internships, I would say to maintain your curiosity and thirst for knowledge. These will serve as your primary motivation at work; curiosity will drive you to keep exploring. When tackling problems, always prepare alternative solutions in advance. If you encounter unexpected issues or make mistakes, don't be afraid or resist them – simply face them calmly and trust in yourself.

During my year at MACMI, I experienced a unique sense of sincerity—its professors always enthusiastically supported every student. Thanks to this exceptional human-centered care, studying at MACMI was a truly rewarding experience; no matter what challenges arose, the professors always generously offered help and advice. Here, I had the opportunity to genuinely learn about and engage with every aspect of the creative media industry, as well as to connect with outstanding professionals from various fields, which helped me identify the areas that truly interested me. I would also like to thank the program's curriculum design, which allowed me to systematically study East Asian film culture policies and analyze film policies across different historical periods from both academic and historical perspectives. During my internship at this film festival, I gained firsthand, practical insight into how government policies influence the cultural industry. I was responsible for coordinating document submissions and various official correspondence with the Macau government; the moment I sent the email, I truly felt the sense of accomplishment that comes from applying what I had learned. At this moment, my academic journey at MACMI came to a truly fulfilling conclusion. (Next page)

Overall, first and foremost, I would like to thank the MACMI Programme for providing me with this platform and opportunity to gain insight into the operational dynamics of a film festival. Secondly, I would like to thank the China (Macau) International Childrens Film Festival (CMICFF) for embracing me and guiding me as I grew into a seasoned intern, enabling me to put what I had learned into practice during this experience. Finally, I would like to thank myself—for even in an unfamiliar field, I persevered in thinking calmly, learning actively, and unlocking my full potential.