

## *The Norwegian Film Tourism Conference*

*Lillehammer, 7<sup>th</sup> and 8<sup>th</sup> of February 2012.*

*Ian Brodie , bestselling author of **The Lord of the Rings Location Guide Books**, will be our Key Note speaker at **The Norwegian Film Tourism Conference**, Lillehammer, 7<sup>th</sup> and 8<sup>th</sup> of February 2012.*

*Ian Brodie is one of many international celebrities within the field who will attend the conference. Join our guests together with film and TV producers, investors, tourist organisations, students and film aficionados.*

Ian Brodie is a household name in New Zealand. The 54-year-old Matamata man is widely recognised as a 'Middle-earth' guru, and author of three best-selling books, *The Lord of the Rings Location Guide* (volumes 1 and 2) and *The Lord of the Rings Location Guide Extended Edition*.

As the Location Guidebooks quickly became a phenomenal success, the New Zealand media, Tourism New Zealand, Air New Zealand and NZ Trade and Enterprise all saw him as exceptional talent, across print, radio and television, and made good use of his enthusiasm, knowledge, passion, and excellent communication skills. He rapidly became the 'go-to' person for media handling the surge in publicity and international interest in the movie trilogy. As a result, his associated 'Lord of the Rings' role grew rapidly, and he became Air New Zealand's Lord of the Rings ambassador for Middle-earth .

In 2006 he released *A Journey Through New Zealand Film*, showcasing New Zealand's films and their locations, along with comments from national and international directors and actors, such as Tom Cruise, Kate Winslet, Peter Jackson and Roger Donaldson.

Ian is now working as Media and Communications Manager for **Hobbiton Movie Set and Farm Tours** , one of the leading long-term LoTR tourism ventures and the only existing location film set for the upcoming Hobbit Movies, directed by Sir Peter Jackson. The shooting is starting this autumn on location in Matamata. Ian Brodie is now , through his relations with Jackson and The Hobbit Movies, in a unique position to be able to help promote New Zealand as a tourist destination.

**Sign up for the conference through our website NOW !**

[www.filmturisme.no](http://www.filmturisme.no)

