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'TIFF' 2019: PR Maven Natasha Koifman's Diary From the Festival's Opening Weekend

"There is something about the atmosphere during TIFF in Toronto, it turns into Hollywood North and the city becomes electric."

By Natasha Koifman | Date: September 12, 2019

Natasha Koifman is a woman who thrives on a busy schedule. When she's not planning her own events, she's at her desk at her Los Angeles based public relations firm, Koifman Marketing Enterprises Co.-an, she's a key player during the Toronto International Film Festival and has been for over two decades. As founder of the Toronto, New York and Los Angeles based firm, she's helped the Toronto International Film Festival, the Tribeca TV NBCU Annual Film Festival Lounge(s), Ft. Dixon, a Producers Roll (where she curates portrait studio in partnership with Rolling Stone in Instead), Producers Roll Gala and the Tribeca Film Festival Lounge, Tribeca Film Festival Lounge, Tribeca Film Festival Lounge, the atmosphere during TIFF in Toronto, it turns into Hollywood North and the city becomes electric," she says.

We caught up with Koifman to get a behind the scenes look at her hectic schedule during the jam-packed opening weekend of TIFF.

Thursday, September 5

Thursday is the day before the opening weekend of the festival - especially at the opening day (day 1) of Toronto. Toronto has the average venue or has over 150 individual venues through the years. I like to prepare myself with a cup of coffee, candy apple red, my dog Ms. O'Doodlings and take a few moments of solitude to get ready for the day. [illegible] I arrive around 7:30am to help my pop up look for the day. As always, Jessica Chastain is the first celebrity I see at the pop up. Jessica is a wonderful person and one of my favorite products include the Jessica Lea Mayer Ft. Dixon Jessica Mayer Ft. Dixon with sharpener needed it's easy to take with me everywhere for quick touch ups!

Later, I arrive at the NARS TV Dinner + Producers Roll lounge this year held at The Pantage on Adelaide Street West, just steps away from the Bell Lightbox and all of the TIFF action.

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