

Conference Programme

EMPOWERING CINEMA-GOING CULTURE IN A HYPER-CONNECTED WORLD

Corinthia Hotel Lisbon

THURSDAY 21 NOVEMBER 2019

11.30am-11.00pm
Preview Screenings of 15 European Films (Cinemas Alvalade & Ideal)

FRIDAY 22 NOVEMBER 2019

Participants will be offered the choice of two events:

9.15am-12.45pm
Preview Screenings of 2 European films (Cinema Ideal)

9.30-12.30am
“Overview and Development Perspectives of European Film Circulation in Portugal” (Corinthia Hotel)

Presided by **Luis Chaby Vaz** (President, Instituto do Cinema e do Audiovisual, Portugal)
Moderated by **Nuno Fonseca** (International Affairs Advisor, Instituto do Cinema e do Audiovisual, Portugal)

1.00-2.00pm
Welcome Coffee (Corinthia Hotel)

2.00-2.30pm
Opening of the 21st Europa Cinemas Network Conference

Nico Simon (President, Europa Cinemas)
Nuno Artur Silva (Secretary of State for Cinema, Audiovisual and Media, Ministry of Culture, Portugal)
Gabriele Bertolli (Policy Officer, Creative Europe MEDIA, European Commission)
Claude-Eric Poiroux (General Director, Europa Cinemas)

2.30-6.00pm
SESSION 1
RE-IMAGINING THE CINEMA EXPERIENCE (plenary session)

Moderated by **Michael Gubbins** (Partner, Sampo Media, UK)

Panel 1
2.30-4.00pm
Investing in our Future: Innovation, Diversity, Communities

— Strategic investments, brand identity and programming choices.
— Reshaping cinema spaces, creating places. Building a sustainable and ethical brand
— Raising the profile of films and venues through innovative campaigns.
— The importance of local cinemas to communities and social cohesion.

Valerio Carocci (President, Association Piccolo America, Italy)
Ramiro Ledo Cordeiro (Exhibitor, Numax/Duplex Cinema, Spain)
Suzanne Bos (Head of Marketing, Focus Arnhem, Netherlands)
Pedro Borges (Exhibitor/Distributor, Cinema IDEAL/Midas Filmes, Portugal)

4.00-4.30pm
Coffee Break

4.30-6.00pm
Panel 2
Next Generation of Cinema-goers: More than Just Films

— More than just films: meeting the needs of a hyper-social and always-on generation.
— Adapting pricing policies: from subscription schemes and flexible reservations to ticket-sharing apps.
— Listening to, collaborating with and learning from teenagers to extend the traditional cinematic experience.
— Providing opportunities to make and play with content rather than simply consuming it.

Penny Mills (Consultancy Director, The Audience Agency, UK)
Daniel Sibbers (Head of Marketing, Yorck Kinogruppe, Germany)
Jaëla Arian (Founder of LA RIOT, Rialto, Netherlands)
Matthieu Bakolas (Exhibitor, Quai 10, Belgium)

6.00-6.30pm
SESSION 2
EUROPA CINEMAS ARTHOUSE TALES: PART 1 (plenary session)

Moderated by **Madeleine Probst** (Managing Producer, Watershed Cinema, UK)

7.00-8.30pm
Dinner (Corinthia Hotel)

8.30-9.00pm
Transfer to UCI Cinemas

9.00-11.30pm
Presentation of the Europa Cinemas Awards & Film Preview

EUROPA CINEMAS AWARDS 2019
(UCI Cinemas, Av. António Augusto de Aguiar 31)

Best Programming
Kinodvor Ljubljana, Slovenia
Best Young Audience Activity
Cinéma Lux Caen, France
Café des Images Hérouville-Saint-Clair, France
Entrepreneur of the Year
Yanaki and Christo Dermendjiev - Lucky Cinema Home Plovdiv, Bulgaria
Film Preview
It Must Be Heaven, Elia Suleiman (EU/2019, 97’)



SATURDAY 23 NOVEMBER 2019

9.30am-1.00pm
SESSION 3
ADAPTING TO THE SHIFTING CINEMA LANDSCAPE

Choice of 4 workshops

9.30-11.00am
Workshop 1
Smart Data & Smart People

Moderated by **Michael Gubbins** (Partner, Sampo Media, UK)

— Big Data vs Smart Data: using data to improve the cinema-going experience.
— Making the most of data in a standalone independent cinema.
— Turning social media followers into active cinema-goers.
— Dynamic membership schemes and ticketing deals.

Ben Johnson (CEO, Gruvi, Denmark)
Ida Thoren (Exhibitor, Fyrisbiografen, Sweden)
Wouter Timmermans & Frank Groot (Exhibitors, Filmhallen/Kino Rotterdam, Netherlands)
Oliver Fegan (CEO, Usheru, Ireland)

9.30-11.00am
Workshop 2
Digital Marketing Strategies: How Do Films and Venues Stand Out and Get Noticed?

Moderated by **Irene Musumeci** (Film Marketing Manager/Exhibition, Curzon Artificial Eye, UK)

— Promoting independent films through collaboration: joint exhibitor/distributor campaigns.
— Designing experiences for niche audiences on and offline.
— Learning from young activists to build awareness on and offline.
— From projectionist to influencer: get your team involved in your social media strategy.

Marvin Wiechert (Digital Marketing Manager, Yorck Kinogruppe, Germany)
Thierry Delpit (CEO, Cine Society, France)
Hannah Higginson (Engagement Producer, Watershed Cinema, UK)
Irina Siga & Jens Lanestrand (Exhibitors, Biografcentralen, Sweden)

11.00-11.30am
Coffee Break

11.30am-1.00pm
Workshop 3
Making Cinemas More Open, Inclusive and Sustainable

Moderated by **Irene Musumeci** (Film Marketing Manager/Exhibition, Curzon Artificial Eye, UK)

— Reaching out to communities that are not yet engaging with your space.
— Creating more inclusive spaces and offers.
— Optimising spaces: practical design and architectural ideas.
— Going green through small steps.

Eef De Lombaerde (Audience Officer, Kunstencentrum BUDA, Belgium)
Kristofer Woods (Co-Programmer, Wolf Kino, Germany)
Jean-Marc Lalo (Architect, Atelier Architecture Lalo, France)
Rachel Hayward (Head of Film, HOME, UK)

11.30am-1.00pm
Workshop 4
Getting Into the Mindset of New Generations

Moderated by **Michael Gubbins** (Partner, Sampo Media, UK)

— More than film: targeting younger audiences with new content and experiences.
— From small screens to big screens: developing a taste for films on and offline.
— Experiments in converting festival-goers into cinema-goers.
— Working towards more dynamic relationships with audiences.

Mathias Fournier (Project Coordinator, Cinéma De Contis, France)
Stefana Dragan (MUBI Go Coordinator, MUBI, UK)
Metka Daris (Director, Kinodvor, Slovenia)
Greta Akcijonaite (Coordinator European Film Challenge, Lithuania)

1.00-2.00pm
Lunch

2.00-4.30pm
SESSION 4
THE FUTURE OF INDEPENDENT FILM IN THE STREAMING ERA (plenary session)

Moderated by **Michael Gubbins** (Partner, Sampo Media, UK)

2.00-3.15pm
Panel 1
How Can Cinemas and Streaming Platforms Co-Exist?

— Can films without a theatrical release find their audiences?
— Does the existing value chain need to be adapted and what is the place of cinema?
— Do film festivals represent a new release and business model for independent films?
— How to guarantee film theatres and audiences access to all films?

Dr. Peter Merrington (Research Associate, University of Glasgow, UK)
Jakub Duszynski (Head of Acquisitions, Gutek Films, Poland)
Mira Staleva (Exhibitor & Managing Director, Dom Na Kinoto/Sofia International Film Festival, Bulgaria)
Frédéric Corvez (Sales Agent & Distributor, Urban Distribution International, France)
Jon Barrenechea (VP Marketing, MUBI, UK)

3.15-4.30pm
Panel 2
The Essential Value of Cinema in Film Promotion

— Engaging audiences in films and film culture: cinemas as curators and trusted brands.
— Exploring the potential to build more dynamic relationships between producers/sales agents & cinemas.
— Are there more effective opportunities for cross-promoting films in cinemas and on VOD?
— How do cinemas respond to an over-supplied film market?

Eduardo Escudero (Exhibitor & Distributor, A Contracorriente Films, Spain)
Andrea Occhipinti (Distributor & Exhibitor, Lucky Red / Circuito Cinema, Italy)
Daniela Elstner (Executive Director, Unifrance, France)
Susan Wendt (Managing Director, Trustnordisk, Denmark)

4.30-5.00pm
SESSION 5
EUROPA CINEMAS ARTHOUSE TALES: PART 2 (plenary session)

Moderated by **Madeleine Probst** (Managing Producer, Watershed Cinema, UK)

5.00-5.30pm
PREVIEW OF EUROPEAN FILM TRAILERS (plenary session)

5.30-6.30pm
Get-together: Coffee & Drinks (Corinthia Hotel)

Also Happening Today...

The 7th Europa International Conference will take place on Saturday 23 November from 9:30am to 6:30pm at Corinthia Hotel Lisbon and will focus this year on the selective distribution, the Collection Account Management Agreement and the relationships with festivals. Set up in 2011, Europa International gathers 46 sales companies from all over Europe.

SUNDAY 24 NOVEMBER 2019

10.00-11.00am
SESSION 6
OPEN SLOT: CASE STUDIES

Moderated by **Javier Pachon** (Exhibitor, Cineciutat, Spain)

11 am-12.00pm
SESSION 7
SUMMARY OF THE CONFERENCE & NEXT STEPS

Moderated by **Michael Gubbins** (Partner, Sampo Media, UK)

12.00-1.00pm
Conclusions of the Conference and Future Perspectives
Claude-Eric Poiroux (General Director, Europa Cinemas) and **Nico Simon** (President, Europa Cinemas)

1.00-2.00pm
Lunch and End of the Conference

Simultaneous translation: English, French, German, Italian, Spanish (plenary sessions and workshops)
The speakers' biographies are available online here: <https://europa-cinemas-blog.org/2019/10/30/lisbon-europa-cinemas-network-conference/>

