

ADAPTING TO THE SHIFTING CINEMA LANDSCAPE THROUGH SHARED INNOVATION

FROM THURSDAY 28th NOVEMBER TO SUNDAY 1st DECEMBER 2024 (RADISSON BLU HOTEL, VILNIUS)

Simultaneous interpretation: English-French-German-Italian-Spanish (plenary sessions and workshops).

THURSDAY 28TH NOVEMBER 2024

>> 11AM-11.00PM

PREVIEW SCREENINGS OF EUROPEAN FILMS

FRIDAY 29TH NOVEMBER 2024 (MORNING)

Participants will be offered the choice of two events:

>> 10.30AM-12.30PM

FOCUS ON THE “BALTIC COUNTRIES” SESSION – STRONG AND RESILIENT TOGETHER!

Overview of the production, distribution and exhibition markets in the Baltic states & future prospects.

>> 9.00AM-12.30PM

PREVIEW SCREENING OF A EUROPEAN FILM

PRESENTATION OF TRAILERS IN PARTNERSHIP WITH EUROPA INTERNATIONAL

FRIDAY 29TH NOVEMBER 2024 (AFTERNOON)

>> 1.00-2.00PM

WELCOME COFFEE (RADISSON BLU HOTEL)

>> 2.00-2.30PM

OPENING OF THE 23RD EUROPA CINEMAS NETWORK CONFERENCE

The Europa Cinemas Network has grown by nearly a quarter over the last decade and is now represented in 783 towns and cities. But those impressive numbers do not tell the whole story. Much of the expansion includes dynamic new members representing an emerging generation of cinema exhibitors with fresh perspectives, energy and commitment, and an openness to innovation. The latest Network Survey revealed that 83% of members see audience development innovation as essential to success. The 2024 Network Conference will focus on the driving factors for a new era for cinema.

>> 2.30-4.00PM

SESSION 1 - GREAT EXPECTATIONS - WHO ARE TODAY'S AUDIENCES AND WHAT DO THEY WANT?

A consistent theme in the Europa Cinemas Network Survey was that audiences have become more demanding than ever. They expect fast, reliable and personal service from cinemas and they expect their needs to be understood and met instantly. The challenge for network members is to identify and engage audiences in a world where fierce competition for consumer time is growing every day. Cinemas are finding fresh ways to build on their strengths but are also looking at new tools and innovation to support their cause.

- How are cinemas managing changing audience demands?
- Meeting the needs of a hyper-social young generation.
- Smart Data to improve the cinema-going experience.
- Designing experiences for niche audiences on and offline.
- Can digital tools help build consumer connections?

>> 4.00-4.30PM

COFFEE BREAK

>> 4.30-6.00PM

SESSION 2 – RE-ENERGISING YOUR BUSINESS MODEL: INVESTMENTS, BRAND IDENTITY AND PROGRAMMING CHOICES (PLENARY SESSION)

The cinema business model has always been about more than a commercial transaction for an individual film. It is about building and nurturing a personal relationship between audiences and theatre. The cinema experience is a trusted and valued point of consistency for European films and for the communities they serve. But the cinema experience has not stood still but has itself been constantly evolving. This panel looks at how cinemas are “reinventing” their business model to offer new services and attract new audiences.

- Investing in cinema spaces and places.
- Building a sustainable brand through partnerships.
- Raising the profile of venues and films through innovative campaigns.
- The importance of local cinemas to communities and social cohesion.
- New models for long-term customer engagement.
- How do cinemas respond to an over-supplied offer?

>> 6.00-6.30PM

SESSION 3 – 20/20 EUROPA CINEMAS ARTHOUSE TALES / PART 1 (PLENARY SESSION)

With 20 slides of 20 seconds each, cinemas across the network from single-screen and small-town venues to more established cinemas in big cities will offer insights into how they run their venues and engage with their audiences.

>> 7.00-8.30PM

DINNER (RADISSON BLU HOTEL)

>> 8.30-9.00PM

TRANSFER TO CINEMA

>> 9.00-11.30PM

**PRESENTATION OF THE EUROPA CINEMAS AWARDS
EUROPEAN FILM PREVIEW SCREENING**

SATURDAY 30TH NOVEMBER 2024 (MORNING)

You have a choice of two sessions in the morning culminating in a broader debate in the afternoon.

Each panel discussion kicks off with a 7/7 open slot, a chance to hear from network members and professionals about new developments in their cinema or companies in just 7 slides in 7 minutes. The session will introduce the tools and resources available to you as well as sharing examples of good practice.

>> 9.30AM-1.00PM

SESSION 4 – RE-IMAGINING THE CINEMA EXPERIENCE: NEXT STEPS (Choice of 4 workshops - 90 mins each)

WORKSHOP 1 - MAKING A SUCCESS OF SUBSCRIPTION MODELS (9.30-11.00AM)

Subscription and loyalty schemes have been shown to have a positive impact on admissions and audience development. Europa Cinemas members have pioneered subscription models in their countries. Creating new schemes and sustaining the success of existing ones can be challenging. This session will offer insights into successful schemes and offer a practical guide to the opportunities and pitfalls of subscription models. The workshop will also address the issue of training and skills development for cinema staff.

- What are the key steps in establishing a subscription scheme?
- Building strong and sustainable relationships with partner cinemas and distributors.
- Turning filmgoers into long-term subscribers.
- How to build a dynamic marketing and communication strategy?

WORKSHOP 2 – NEW TRENDS IN AUDIENCE DEVELOPMENT: RETHINKING PROGRAMMING AND EVENTS (9.30-11.00AM)

More than 70% of network members are planning to increase the number of events in the next five years. Events are seen as a particularly key tool in attracting new audiences, in particular the younger ones. But how can the event audience be turned into long-term cinema customers? How do we build effective audience development strategies today, and what tools are emerging to help? This session will draw on the experience and great ideas created within the network. And it will offer a practical guide to programming for the 'experience economy'. The workshop will also address the issue of training and skills development for cinema staff.

- Strategic use of events to grow audiences and create long-term value.
- Creating a sense of community and exclusivity through curated film programmes and events.
- Understanding the viewing habits and interest of the younger generation.
- The New wave of interest in repertory cinema.

>> 11.00-11.30AM

COFFEE BREAK

WORKSHOP 3 – UPDATING AND UPGRADING COMMUNICATION AND MARKETING STRATEGIES (11.30AM-1.00PM)

Audience communication and effective marketing remain among the biggest challenges for every network member. Audience expectations are changing, costs of traditional comms have been rising, and skills requirements are constantly shifting. The most effective communication strategies have to be responsive and agile but that can be tough in the current business environment. This session explores new options for comms and practical advice on creating an affordable and effective approach. The workshop will also address the issue of training and skills development for cinema staff.

- How has social media changed for different demographic groups?
- Using audience data - the opportunities and challenges.
- Building a strong cinema brand to connect with audiences: The potential of new services and approaches.
- The potential of AI in supporting cost-effective marketing.

WORKSHOP 4 – THE INCLUSIVITY AND SUSTAINABILITY CHALLENGE: COMMITMENTS AND ACTIONS (11.30AM-1.00PM)

The 2022 conference made a commitment through a charter to make diversity, inclusivity and sustainability a key part of the network's mission. But what does that mean in practice? And how can the commitment be maintained with rising costs and pressure on resources? This session will look at the positive benefits of effective inclusion and greening actions, with best practice ideas from members. And it will offer some practical tips on making measures more efficient and effective. The workshop will also address the issue of training and skills development for cinema staff.

- Strategies to foster growth and value through diversity and inclusion.
- Innovations and new practice in working with audiences with disabilities.
- Underserved communities: Improving access to screenings of European films.
- Practical and affordable lessons from best-practice green projects.

>> 1.00-2.30PM

LUNCH (RADISSON BLU HOTEL)

SATURDAY 30TH NOVEMBER 2024 (AFTERNOON)

>> 2.30-5.00PM

>> 2:30-3:45PM

SESSION 5 – NO LOOKING BACK: A VISION FOR THE FUTURE OF CINEMA (PLENARY SESSION)

More than 70% of cinemas in a recent network report said they expected to « survive and thrive » over the next few years. For many, thriving does not mean looking to the past but rather it is about grasping the opportunities of a changing world, particularly in audience development. But what are the key factors in the evolution of cinema that might lead to a new era of cultural and economic importance.

- Is there a clear vision of where cinema is going?
- What is changing - or has to change - to achieve our goals
- Did the pandemic change the rules of the game? And how?
- How do we measure success in tomorrow's business?
- Are cinemas equipped for change in terms of business culture, skills and knowledge?

>> 3:45-5:00PM

SESSION 6 – IS THE FILM ECOSYSTEM READY FOR CHANGE?

This conference will highlight the positive ideas and practices that can drive cinema forward. But cinemas exist within a film ecosystem and its progress depends on factors beyond its control. This panel will be a frank and honest exchange about how the broader industry needs to evolve.

- Is European distribution broken? Can the distribution model be reformed and redefined?
- Who are the key partners in a change agenda and how can we work better together?
- 93% of cinemas say more public funding is needed for exhibition but where would it have the greatest impact?
- Should cinema's growing data and audience development expertise influence film development?
- How will a renewed cinema interact with the streamers?

>> 5.00-5.30PM

SESSION 7 – 20/20 EUROPA CINEMAS ARTHOUSE TALES / PART 2 (PLENARY SESSION)

With 20 slides of 20 seconds each, cinemas across the network from single-screen and small-town venues to more established cinemas in big cities will offer insights into how they run their venues and engage with their audiences.

>> 5.30-6.30PM

GET TOGETHER: COFFEE & DRINKS (RADISSON BLU HOTEL)

SUNDAY 1ST DECEMBER 2024 (MORNING)

>> 10.00-11.00AM

SESSION 8 – OPEN SLOT: CASE STUDIES

>> 11.00-11.30AM

SESSION 9 – SUMMARY OF THE CONFERENCE & NEXT STEPS

The final session will be focused on a presentation of Saturday's workshops and a reflection on the ideas and practices shared over the first two days of the conference working towards a coherent action plan for the Network.

>> 11.30AM-12.00PM

CONCLUSIONS OF THE CONFERENCE & FUTURE PERSPECTIVES

>> 12.00-1.30PM

LUNCH AND END OF THE CONFERENCE