

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

>>10AM-11.00PM (Eastern European Time EET)

PREVIEW SCREENINGS OF EUROPEAN FILMS – SEE THE PROGRAMME

FRIDAY 29TH NOVEMBER 2024 (MORNING)

Participants will be offered the choice of two events:

>>10.30AM-12.30PM (EET)

FOCUS ON THE “BALTIC COUNTRIES” SESSION – STRONG AND RESILIENT TOGETHER! (PLENARY SESSION, ALPHA HALL)

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

Moderated by Dr. Martin BLANEY (Journalist, Screen International, DE)

Eda KOPPEL (Industry @Tallinn & Baltic Event Project Manager, Tallinn Black Nights Film Festival, EE) - *Keynote*

Miglė MORKŪNAITĖ (Head of Theatrical Marketing and Distribution, ACME Film Baltics, LT)

Gintaras PLYTNIKAS (CEO, Forum Cinemas Lithuania, LT)

Kristi PORILA (Head of cinema & programmer, Thule Kino, EE)

Maris PROMBERGS (Director, Kino Bize, LV)

Algirdas RAMAŠKA (CEO of Vilnius International Film Festival & Kino Pavasaris Distribution, LT)

>> 9.00AM-12.30PM (EET)

9.15AM – SCREENING OF *LOVEABLE (NO, 101 MIN)* – CINEMA SKALVIJA – SEE THE PROGRAMME

11.15AM - PRESENTATION OF TRAILERS IN PARTNERSHIP WITH EUROPA INTERNATIONAL – CINEMA SKALVIJA

FRIDAY 29TH NOVEMBER 2024 (AFTERNOON)

>>12.30 -2.00PM (EET)

WELCOME COFFEE (RADISSON BLU HOTEL)

>> 2.00-2.30PM (EET)

OPENING OF THE 23RD EUROPA CINEMAS NETWORK CONFERENCE (PLENARY SESSION, ALPHA HALL)

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.

Mathias HOLTZ (President, Europa Cinemas, FR)

Simonas KAIRYS (Minister of Culture of the Republic of Lithuania, LT)

Lucia RECALDE (Deputy Director Media Policy & Head of Unit Audiovisual Industry and Media Support Programmes, DG CONNECT, European Commission, BE)

Fatima DJOUMER (CEO, Europa Cinemas, FR)

>> 2.30-4.00PM (EET)

SESSION 1 - GREAT EXPECTATIONS: WHO ARE TODAY'S AUDIENCES AND WHAT DO THEY WANT? (PLENARY SESSION, ALPHA HALL)

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?

Moderated by Michael GUBBINS (Consultant, Sampo Media, GB)

Ben LUXFORD (Director of UK Audiences, BFI, GB)

Unnur SANDE (CEO, Vega Scene, NO)

Frank GROOT (Programmer & Financial Director, KINO Rotterdam, NL)

Giuliana FANTONI (President, FICE – Federazione Italiana Cinema D'essai, IT)

>>4.00-4.30PM (EET)

COFFEE BREAK

>>4.30-6.00PM (EET)

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

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?

Moderated by Michael GUBBINS (Consultant, Sampo Media, GB)

Christof PAPOUSEK (CFO, Constantin-Film & Cineplexx Group, AT)

Stephanie SILVERMAN (Executive Director, The Belcourt Theatre, US)

Ramiro LEDO CORDEIRO (Director of the Duplex Cinema and the Atalante distribution company, ES)

Sylvie PRESA (Director & Programmer, Studio 43, FR)

>>6.00-6.30PM (EET)

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

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.

Moderated by Metka DARIŠ (Director, Kinodvor, SI)

Asta MARTINONYTĖ (Kino Pasaka, LT)

Laurent CALLONNEC (Cinema L'Ecran, FR)

Eva DEMETER (TISZApART Cinema, HU)

Jan VAN DEN BRINK (Verkadefabriek, NL)

Bozena PERSKA (Kino Kosmos, PL)

Kim FOSS (Grand Teatret, DK)

Yuliia ANTYPOVA (Zhovten, UK)

>> 6.45-8.00PM (EET)

DINNER (RADISSON BLU HOTEL)

>> 8.00-8.30 (EET)

TRANSFER TO FORUM CINEMAS (BUS TRANSFER)

>> 9.00-11.30PM (EET)

PRESENTATION OF THE EUROPA CINEMAS AWARDS

(Forum Cinemas, Auditorium, accessible only upon presentation of your Conference badge)

EUROPEAN FILM PREVIEW SCREENING – *THE MOST PRECIOUS OF CARGOES* (FR, 81 MIN)

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 (EET)

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

WORKSHOP 1 - MAKING A SUCCESS OF SUBSCRIPTION MODELS (ALPHA HALL, 9.30-11.00AM EET)

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?

Moderated by Michael GUBBINS (Consultant, Sampo Media, GB)

Samir AZRIOUAL (Managing director, Cineville BV, NL)
Mirjam HAAS (Project Coordinator, Cineville Germany, DE)
Katrina MATHSSON (Marketing manager, Cineville Sweden, SE)
Anna HARTWEGER (Assistant to the management, KIZ RoyalKino, AT)

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

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.

Moderated by Irene MUSUMECI (Marketing Director, Global, MUBI)

Maddy PROBST (Head of Film, Watershed, GB)
Ioana DRAGOMIRESCU (Manager, Cinemas Victoria, Timiș and Studio, RO)
Züleyha AZMAN (Marketing Director, KINO Rotterdam, NL)
Axel SCOFFIER (General Secretary, Unifrance, FR) “My Meta Stories”
Sylvain PICHON (Programmer, Cinéma Le Méliès, FR)

>> 11.00-11.30AM (EET)

COFFEE BREAK

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

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.

Moderated by Irene MUSUMECI (Marketing Director, Global, MUBI)

Ian WILD (Chief Executive, Showroom, GB)
Elise MIGNOT (Director and Programmer, Café des Images, FR)
Daniel SIBBERS (Director of Communications, Yorck Kinogruppe, DE)
Jens LANESTRAND (General Manager, Biografcentralen, SE)
Javier PACHÓN (Executive Director & Head Programmer, CineCiutat, ES)

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

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.

Moderated by Michael GUBBINS (Consultant, Sampo Media, GB)

Joanna STANKIEWICZ (Cinema without Barriers Co-leader, PL)

Jean-Marc LALO (Architect and Professor at the École Nationale Supérieure d'Architecture de Paris la Villette, FR)

Maeve COOKE (Managing director, access>CINEMA, IE)

Verena VON STACKELBERG (Founder, manager and programmer, Wolf Kino, DE)

>> 1.00-2.30PM (EET)

LUNCH (RADISSON BLU HOTEL)

SATURDAY 30TH NOVEMBER 2024 (AFTERNOON)

>>2.30-5.00PM (EET)

>> 2:30-3:45PM (EET)

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

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?

Moderated by Michael GUBBINS (Consultant, Sampo Media, GB)

Wiktoria PELZER (Managing and artistic director, Stadtkino im Künstlerhaus & Admiral Kino, AT)

Eric FRANSSSEN (General manager, Palace, BE)

David KELLY (Film Programmer, Lighthouse Cinema, IE)

Marynia GIERAT (Director, Kino Pod Baranami, PL)

Metka DARIŠ (Director, Kinodvor, SI)

>> 3:45-5:00PM (EET)

SESSION 6 – IS THE FILM ECOSYSTEM READY FOR CHANGE? (PLENARY SESSION, ALPHA HALL)

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?

Moderated by Michael GUBBINS (Consultant, Sampo Media, GB)

Mette SCHRAMM (Manager and CEO, Empire Bio, DK)

Valeska NEU (International Sales Manager, Films Boutique, FR/DE)

Edward FLETCHER (CEO, Curzon, GB)

Christian BRÄUER (Managing Director at Yorck-Kino GmbH, Chairman at AG Kino - Gilde e.V., President of CICAIE, DE)

Algirdas RAMASKA (CEO Vilnius Film Festival and Kino Pavasaris Distribution, LT)

>> 5.00-5.30PM (EET)

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

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.

Moderated by Metka DARIŠ (Director, Kinodvor, SI)

Janeta HENZELE (Kino Bize, LV)

Marco FORTUNATO (Cinemazero, IT)

Ryan KEATING & Jaroslava KOLIBAČOVÁ (Edison Filmhub, CZ)

Cenk SEZGIN (Cinemarine, TR)

Hrönn SVEINSDÓTTIR (Bio Paradis, IS)

Juergen LUETZ (ODEON Lichtspieltheater, DE)

Sigrid BUTLERS (Elektriteater, EE)

>> 5.45-7PM (EET)

GET TOGETHER: COFFEE & DRINKS (RADISSON BLU HOTEL)

SUNDAY 1ST DECEMBER 2024 (MORNING)

>>10.00-11.00AM (EET)

SESSION 8 – OPEN SLOT: CASE STUDIES (PLENARY SESSION, ALPHA HALL)

Moderated by Javier PACHÓN (Executive Director & Head Programmer, CineCiutat, ES)

Andres KAUTS (Managing director, Kinola, EE)

Toni ESPINOSA (Co-Founder and manager, Cinemes Girona, ES) & **Beatriz PATRACA** (PhD in Social and Cultural Anthropology from the Autonomous University of Barcelona, ES)

Giacomo CALDARELLI (Co-Founder, PostModernissimo, IT)

Thierry BAUJARD (Co-Founder, Spielfabrique, FR-DE)

Baris AZMAN (Head visual artist & editor at KINO Rotterdam, KINO Rotterdam, NL)

>> 11.00-11.30AM (EET)

SESSION 9 – SUMMARY OF THE CONFERENCE & NEXT STEPS (PLENARY SESSION, ALPHA HALL)

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.

Moderated by:

Michael GUBBINS (Consultant, Sampo Media, GB)

Irene MUSUMECI (Marketing Director, Global, MUBI)

>> 11.30AM-12.00PM (EET)

CONCLUSIONS OF THE CONFERENCE & FUTURE PERSPECTIVES (PLENARY SESSION, ALPHA HALL)

Mathias HOLTZ (President, Europa Cinemas, FR)

Alessandra LUCHETTI (Deputy Director of the European Education and Culture Executive Agency EACEA and the Head of Department for Creativity, Citizens, EU Values and Joint Operations, European Commission, BE)

Miila NORROS (Coordinator Training Boot Camps, Europa Cinemas, FR)

Fatima DJOUMER (CEO, Europa Cinemas, FR)

>> 12.00-1.30PM (EET)

LUNCH AND END OF THE CONFERENCE