

Europa Cinemas Audience Development & Innovation Lab

BUILDING SUSTAINABLE GROWTH THROUGH INCLUSIVE & DATA DRIVEN APPROACHES

BOLOGNA – SATURDAY 22nd TO WEDNESDAY 26TH JUNE 2024

The Lab is directed by **Madeleine Probst** (Head of Film, Watershed, United Kingdom) and **Mustafa El Mesaoudi** (Managing Director, Cinema & Rex Filmtheater Wuppertal, Germany).

Venue: Cineteca di Bologna, Sala Cervi – Via Riva di Reno 72

SATURDAY 22nd JUNE 2024 - DAY 1 - OPENING

2:30pm

Meeting in the entrance hall of your hotel (walk together to **Sala Cervi**)

3:00–3:15pm

WELCOME WORDS

Fatima Djoumer (CEO, Europa Cinemas)

Gian Luca Farinelli (CEO, Cineteca di Bologna)

3:15–3:30pm

INTRODUCTION & LAB PURPOSE AND VALUES

Madeleine Probst & Mustafa El Mesaoudi, Lab Leaders

Megan Mitchell (Producer, Matchbox Cine, United Kingdom), Lab Social Media and Blog Coordinator

Züleyha Azman & Baris Azman (Kino Rotterdam, Netherlands), Cinematic Days

Thibault Desmoulin, Mathilde Narros & Adrian Preda (Europa Cinemas)

3:30–5:00pm

GETTING TO KNOW EACH OTHER

Each participant states their name, cinema and city and shares in one sentence something they are proud of and something they want to improve about their cinema

7:15pm

WELCOME DINNER (Ristorante Da Cesari, Via de' Carbonesi 8, Bologna)

9:45pm


OPENING SCREENING OF IL CINEMA RITROVATO (Piazza Maggiore, Bologna)

Film: The Searchers, John Ford. Presented by Wim Wenders and Alexander Payne

SUNDAY 23rd JUNE 2024 - DAY 2 - COMMUNICATION, BRAND BUILDING, MARKETING


9:00am

Meeting in the entrance hall of your hotel (walk together to **Sala Cervi**)

9:30–9:35am 


INTRODUCTION TO DAY TOPICS & TASKS

Madeleine Probst and **Mustafa El Mesaoudi**

9.35–10.00am 

GETTING CREATIVE WITH CONTENT CREATION AND MARKETING

Züleyha Azman & Baris Azman (Kino Rotterdam, Netherlands) *"The cinema as the place to be: captivating audiences with custom-made content & special programming"*

10.00 - 11.00am 

PRESENTATIONS & SURGERY SLOT

Maria Salomia (Victoria, Romania) *"Cinefil de Timișoara: Creating community through shared identity"*

Sébastien Capette (Quai 10, Belgium) *"Innovating and connecting through exclusive media content"*

Mariano Soto Baeza (Cines Embajadores, Spain) *"Proximity cinema and its potential new audiences"*

11:00–11:15am


COFFEE BREAK

11.15 - 12.00am

MINI WORKSHOP ON HOW TO PLAN & CREATE CONTENT IN COMMUNICATION

12.00-12.15am

DEBRIEF OF THE MINI WORKSHOP

12.15-12:45pm 

STORY TELLING, SELLING & BRAND BUILDING

Verena Stackelberg (Wolf Kino, Germany) *"The story of Wolf (how to tell and sell your story - the analogue way)"*

Megan Mitchell (Matchbox Cine, United Kingdom) *"Who, Why, How: Time-poor but sincerity-rich digital outreach"*

Rianne Demmers & Guus Blenke (Concordia, Netherlands) *"A film theater's perspective on Cineville"*

12:45-2:15pm


LUNCH

2.15-2.30pm

DEBRIEF OF THE MORNING SESSION

2.30 - 4.00pm 

DIVERSIFYING YOUR AUDIENCE THROUGH COMMUNITY BUILDING & PARTNERSHIPS

2.30 - 3.00pm 

COMMUNITY BUILDING THROUGH PARTNERSHIPS (PART 1)

Mustafa El Mesaoudi (Cinema & Rex Filmtheater Wuppertal, Germany) *"Von der Heydt Museum"*

Natalie Meeusen & Joyce Palmers (De Cinema, Belgium) *"Collaborating with various partners for unique collective experiences"*

Sylvie van Dijk (Filmhuis, Alkmaar) *"New Image Makers"*

3.00 - 3.30pm 

LET'S EVENTISE! (PART 2)

Andy Sellitto & Anna Caterina Dichio (Luminor, France) *"From an act of resistance to an event-driven philosophy"*

Anna Ramzerová (Kino Aero, Czech Republic) *"How to get young audiences back to cinemas: (re)freshing the film canon"*

Anca Caramelea (Arta, Romania) *"Turning a screening into an event"*

3.30-4.00pm
OPEN DISCUSSION

4.00 - 4.30pm
INTRODUCING THE RETURN STRATEGY

MONDAY 24th JUNE 2024 - DAY 3 - SPACES, EXPERIENCES & AUDIENCES

9:15am


Meeting at 9.15, Ufficio ExtraBO, Piazza del Nettuno 1/b.

9:15–10:10 am

VISIT CINEMA MODERNISSIMO

10.30 - 10.45am

DEBRIEF OF THE VISIT & DISCUSSION

10.45 - 11.15am 

CREATING INCLUSIVE AND SUSTAINABLE CINEMA SPACES

Uma Van Overberghe (Zebracinema, Belgium) *"Cinema as a destination: Creating a new space from an existing building"*

Miranda van Gelder (Hoogt on Tour, The Netherlands) *"Reinventing a 50-year-old cinema"*

Cathleen Tanti (Spazju Kreattiv, Malta) *"Spazju Kreattiv: A place steeped in history, open to modernity and multidisciplinary"*

11:15–11:30am

COFFEE BREAK

11.30am - 12.30pm


MINI WORKSHOP ON RE-IMAGINING THE CINEMA SPACE

12.30-1.00pm


DEBRIEF OF THE WORKSHOP

1:00-2:30pm

LUNCH

2.30pm - 4.00pm 

HOW DO WE OPTIMISE AUDIENCE ENGAGEMENT ACROSS EXHIBITION AND DISTRIBUTION

2.30 - 3.15pm 

THE EXHIBITORS' VIEW - MAKING FILMS CONNECT WITH AUDIENCES

Mustafa El Mesaoudi (Cinema & Rex Filmtheater Wuppertal, Germany) *"Cinema is everywhere - Achieve more together"*

Caro Raedts (Cinema ZED, Belgium) *"(Re)directing our audiences: the exhibitor as a director"*

Madeleine Probst (Watershed, United Kingdom) *"La Chimera - the Josh O'Connor factor"*

3.15 – 4.00pm 

THE DISTRIBUTORS' VIEW - MAKING FILMS CONNECT WITH AUDIENCES

Irene Musumeci (Marketing Director, MUBI) *"Do not expect too much from the end of the world. Marketing strategies for flexible release models: a case study"*

Vincent Paul-Boncour (Director, Carlotta Films) *"Rediscovering Marcel Pagnol"*

Doug Davis (CEO, Park Circus) *"Park Circus: The Home of Repertory Theatrical Classic"*


4.00 - 4.30pm

INTRODUCING THE RETURN STRATEGY

TUESDAY 25th JUNE 2024 - DAY 4 - CO-CURATION, ACCESS AND INCLUSION


9:00am

Meeting in the entrance hall of your hotel (walk together to **Sala Cervi**)

9:30–9:35am 


INTRODUCTION TO DAY TOPICS & TASKS

Madeleine Probst and **Mustafa El Mesaoudi**

9.35–10.00am 

Ella Kemp (Letterboxd) *"From Online to In Venue: a new wave of cinema goes?"* **by ZOOM**

Discussion with cinemas that have set up Letterboxd HQ accounts

10.00–11.00am 

COMMUNITY DRIVEN PROGRAMMING


Madeleine Probst (Watershed, UK) *"Co-curation and Creation at Cinema Rediscovered"*

Nataša Šimunov (Kino Valli / Pula Film Festival, Croatia) *"Kino 15+: Programming by and for young cinema-lovers"*

Wolfgang Pielmeier (Stadtkino, Austria) *"Setting the stage: Community collaboration programming for cinema & film festivals."*

11:00–11:15am

COFFEE BREAK

11:15 - 12:00am 

INCLUSIVE APPROACHES TO STAFF RECRUITMENT, MANAGEMENT & SKILLS DEVELOPMENT

Aisling O'Brien (Lighthouse, Ireland) *"Going Inside Out! Adding staff picks to your programming mix"*

Sami Abdul-Razzak (Independent Cinema Office, United Kingdom) *"Towards a more inclusive workforce"*


Madeleine Probst (Watershed, United Kingdom) *"A staff culture led by values".*

12:00 - 1:00pm

WORKSHOP

1:00-2:30pm

LUNCH

2.30pm - 4pm 

COLLABORATE TO INNOVATE SESSION (LOCAL, NATIONAL AND INTERNATIONAL LEVEL)

Fatima Djoumer (Europa Cinemas) - Collaborate To Innovate & Boot Camps introduction

Marie Unt (Tartu Elekriteater, Estonia) *"Implementing Kinola from the ticket seller's perspective"*

Aleksandra Szczepaniak-Klukowska (Gdynia, Poland) *"Face to Face with European Cinema"*

3.00 - 4.00pm

COLLABORATE TO INNOVATE WORKSHOP

4.00-4:30pm

DEBRIEF OF WORKSHOP

WEDNESDAY 26th JUNE 2024 - DAY 5 - RETURN STRATEGY

9:30am

Meeting in the entrance hall of your hotel (walk together to **Sala Cervi**)

LAB DEBRIEF & RETURN STRATEGY

10:00–10:30am

Reflection on key learnings / challenges

10:30–11:30pm

GROUP DISCUSSIONS: Actions you plan to take back to your venue; identify obstacles and potential solutions. How might the Europa Cinemas network help you develop your ambitions? Share key learning & obstacles with the rest of the group.

11:30–12:30pm

SHARING RETURN STRATEGY

12:30–2:30pm

CLOSING LUNCH