

## PROGRAMME

### 19<sup>th</sup> EUROPA CINEMAS NETWORK CONFERENCE

FRIDAY 27 - SUNDAY 29 NOVEMBER 2015 (*INTERCONTINENTAL HOTEL, PRAGUE*)

### ***THE FILM THEATRES IN THE HEART OF ALL NETWORKS***

*Simultaneous translation: English – French – German – Italian – Spanish (plenary sessions and workshops)*

Friday 27 November 2015

13.00-14.00 WELCOME COFFEE (Intercontinental Hotel)

14.00-14.30 OPENING OF THE 19<sup>th</sup> EUROPA CINEMAS CONFERENCE

14.30-18.30 **SESSION I – DEVELOPING THE AUDIENCE FOR A DIVERSE CINEMA (plenary session)**

#### ***Panel 1 – Cinema: A 21<sup>st</sup> Century Art Form***

The missing link in the debate about the future of film is often the art form itself. Cinema is not just a platform; film is not just an audiovisual format, or merely 'content'. Film is a unique and powerful storytelling form, the cinema space is a unique audience environment. This session will look at the cinema experience, how it might evolve, and the power of art in a changing world.

- *The perspective of film-makers on the key role of cinema.*
- *Innovative cinema/festival relationships to magnify film festivals' success.*
- *Does Cinephilia need reinventing?*

#### ***Panel 2 – Cinemas: The Audience Creators***

The second panel will look at how cinemas retain their place as the pre-eminent creators of demand for film. It will look at the data that demonstrates how essential cinemas are to the life of European films. It will also consider innovations that are enhancing the power of demand creation.

- *What is the potential for investing in new exhibition models to drive demand?*
- *Taking film beyond traditional cinema: Innovation in improving and growing the cinema experience.*
- *Cinemas as curators: how the trusted brand of cinema can guide audiences to innovative contents.*

### ***Panel 3 – Customizing Cinema***

Cinemas are very unusual in the film industry in being recognisable and trusted brands. Close relationships with audiences and huge experience and knowledge means that they are valued as curators, for their programmes and distinct choices.

- *Is there a future for a more audience-responsive cinema offer?*
- *What relationships might cinemas have with other platforms?*
- *The potential to build producer/director-to-cinema links.*

19.00-20.30 RECEPTION and DINNER (Intercontinental Hotel)

21.30-23.30 PRESENTATION OF THE EUROPA CINEMAS AWARDS AND PREVIEW OF A EUROPEAN FILM

Saturday 28 November 2015

Day Two is split into 2 parallel workshops in the morning and one plenary session in the afternoon. Each session explores different aspects of the conference core themes.

***Creating Demand:*** How can cinemas improve and enhance their work, to increase the diversity of audiences and to build demand for European film?

***Extending Demand:*** How can cinemas enhance and extend their work within and beyond the theatrical window? That might include Cinema On Demand, pop-up services, etc... but it means the relationship between Cinema and VOD.

Each session will begin with a presentation of the core ideas, led by a moderator. It will also look at the results of the questionnaire sent before the conference. The workshop will bring in speakers to explain different aspects of the tasks. Delegates will be asked to engage in the debate through social media hashtags, as well as questions on the day.

Each session will identify up to 10 core objectives for further consideration by Europa Cinemas and the industry more widely.

9.30-13.00 **SESSION II - WORKSHOP 1 – RENEWING OFFER AND AUDIENCES**

- *Is the current system of distribution flexible enough to allow cinemas to respond to audience demand?*
- *What approaches and services will allow cinemas to engage the next generation?*
- *How can cinemas extend their community reach and create active and diverse communities?*
- *How can social media and new forms of marketing can help extend audiences and build loyalty to the cinema brand?*
- *Are we collecting and analysing the right data in the right way?*

9.30-13.00     **SESSION II - WORKSHOP 2 - EXTENDING DEMAND**

- *Is audience generated programming a viable proposition for cinema?*
- *How far can digital technologies allow cinema to extend the reach of films through different kinds of experience, e.g. pop-up events?*
- *Dynamic membership schemes: how customer lists are being turned into active communities.*
- *Are there ways in which cinemas and other platforms co-operate more closely?*
- *Can cinemas capitalise on their brand recognition and audience relationships beyond their core theatrical offer? Are individual platforms viable? How might that affect business models and windows?*

14.30-16.30     **SESSION III – WHERE DOES CINEMA FIT INTO A CHANGED ECO-SYSTEM? (plenary session)**

In this plenary session, we will hear back from each workshop session and address the following questions with a panel of leading practitioners:

- *How to keep the momentum behind cinema going culture?*
- *How does the changing digital landscape and audience consumption affect countries with little or no cinema provision?*
- *What is the potential for investing in new exhibition spaces and models to drive demand?*

16.30-18.00     GET TOGETHER (Intercontinental Hotel)  
PREVIEW OF EUROPEAN FILM TRAILERS

Sunday 29 November 2015

10.00-12.00     **CONCLUSIONS OF THE WORKSHOPS AND NEXT STEPS**

This final session rounds up the debates and discussions on and offline with reflections on next steps for cinemas. That will include not just the workshops and panels but also the questionnaire and the social media hashtags.

12.00-13.00     **SESSION IV - EUROPA CINEMAS AND THE FILM INDUSTRY IN CREATIVE EUROPE**

13.00-14.00     CLOSING LUNCH (Intercontinental Hotel)