

The never-ending coffee break dream...

- Recurring theme in interviews:
desire to continue the Europa Cinemas conference experience...
(particularly the coffee breaks!)
 - Sharing experiences
 - Discussing hot topics
 - Debating issues
 - Meeting like-minded individuals
 - Collaborating, creating and innovating

But HOW do we do this?... I invite your input because I'm still trying to understand what's most useful for independent exhibitors.

A blank canvass

- I am here to ask a question of you. What do YOU need?

SyIC Hub

Step 1: realised the lack of a comprehensive central 'information centre' for this emerging, exponentially expanding niche area of interest:

- Using social / digital / new media to drive audiences to local independent cinemas

supportyourlocalcinema.com

- First steps towards a solution
- Work in progress – sneak preview at supportyourlocalcinema.com. Will continue to be a work in progress – a playground – to be shaped by YOU
- Inspired by 38minutes.co.uk and ffilm.co.uk in the UK – existing working models

Immediate term

- focus on Specialised Cinema and Social Media.
 - resources, headlines, information, food for thought
 - Case Studies
 - Statistics
 - Guidance and advice
 - Potential for cinema-specific social network: post-Europa Cinemas groups. Cinema specific social network – is this a good idea or not? An opportunity or a dead end?
 - Information regarding SyIC Apps and products

Short - Medium Term

Move towards an editorially driven schedule of output.

- Offering analysis of comments and debates taking place on existing cinema social media sites to maximise on 'buzz' before the fact!
- Multi-lingual! (FR, DE, EN, ES)
- Invite guest bloggers
- Scheduling of virtual and/or live events with partners eg. at Berlinale
- Introduce monthly themes...

Areas to consider

- Digital Media and the built environment (CAVs, Secret Cinema, maximising the offer of your space)
- Festivals, societies and clubs
- Crowd sourcing and the future of programming (Digital transition, the opportunity to offer open run programming thanks to new technology)

Long Term

- Who knows....?!
- That's up to you.

Wiki White Paper

Analysis of the contemporary landscape at the apex where arthouse cinema meets social media

- Examining:
 - the changing face of cinema
 - the changing face of the audience
 - the changing face of filmmaking
 - the new opportunities emerging from the offer of social media and how to take advantage of this!
- Our research and analysis
- Case studies, statistics, predictions
- Signposting existing interesting, relevant research

Such enthusiasm, interest, emerging research, blank canvass that makes best sense to publish as a wiki and invite contributions

[supportyourlocalcinema.com /](http://supportyourlocalcinema.com/)
[@supportylcinema](https://twitter.com/supportylcinema)



FEEDBACK WELCOMED!

- Please let us know your thoughts!
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 - lea@moviepilot.com
 - [Twitter.com/SupportyICinema](https://twitter.com/SupportyICinema)
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