

EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB

BUILDING INCLUSION & REACHING OUT TO NEW AUDIENCES

CINETECA DI BOLOGNA

SATURDAY 24 JUNE – WEDNESDAY 28 JUNE 2017

Simultaneous translation in two languages (English and Italian) will be provided during the five days of the seminar.

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

Taking place at the inspiring **Il Cinema Ritrovato Film Festival**, dedicated to ‘rediscovering’ lost or forgotten cinema, the lab is led by **Madeleine Probst** (Vice-President of Europa Cinemas and Cinema Producer, Watershed, United Kingdom) together with **Mathias Holtz** (Programming Manager, Folkets Hus och Parker, Sweden), **Daniel Sibbers** (Marketing Director, Yorck Kinogruppe, Germany) and **Hrvoje Laurenta** (Manager, Kino Europa, Croatia and Europa Cinemas Awards 2016 – Best Programming winner), with a special guest contribution from social media expert **Marco Odasso** (Marketing Director, Ventuz, Germany).

The focus is on inclusive and forward-thinking approaches to audience development in-venue and online, in particular in relation to younger generations of digital natives that perhaps haven’t grown up with the idea that cinema is for everyone.

The Lab will look at ways of better understanding barriers to engagement, from simply getting lost in the multitude of content and experiences available to pricing, accessibility and discoverability issues. We will also reflect on the role that cinemas and images can play in creating and shaping our individual and collective memories, also a central theme for Il Cinema Ritrovato.

SATURDAY 24 JUNE 2017

3:00pm

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to **Sala Cervi**)

3:30 – 3:45pm OPENING WELCOME

Claude-Eric Poiroux (General Director, Europa Cinemas)

Gian Luca Farinelli (General Director, Cineteca di Bologna)

3:45 – 4:00pm INTRODUCTION & MEET THE LAB LEADERS

Madeleine Probst (Cinema Programme Producer, Watershed, United Kingdom and Vice-President of Europa Cinemas)

Mathias Holtz (Programming Manager, Folkets Hus och Parker, Sweden)

Daniel Sibbers (Marketing Director, Yorck Kinogruppe, Germany)

OPEN DISCUSSION: Designing our community: Purpose & Values - **Madeleine Probst** (Watershed, UK)

4:00 – 5:15pm WHO ARE WE? HOW CAN WE COLLABORATE?

Getting to know each other

Launch The Bologna Cinema Task

A point of view on the Bologna context - **Elisa Giovannelli** (Cineteca Di Bologna)

5:15 – 5:30pm SHARING OUR STORY

#ECBoLab2017 and launch of the Memory of the Day Challenge

7:00pm

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to the welcoming dinner)

7:30pm WELCOMING DINNER

Venue: **Ristorante Da Cesari**, via de' Carbonesi 8, Bologna

9:15pm

Departure from the restaurant for Piazza Maggiore

9:45pm OPENING SCREENING of Il Cinema Ritrovato

L'Atalante (Jean Vigo, France/1934, 89')

preceded by *À propos de Nice* (J. Vigo, B. Kaufman, France/1930, 25')

Venue: Piazza Maggiore

SUNDAY 25 JUNE 2017

9:30 – 10:00am PRESENTATION “Thinking of opening a new cinema?” Daniel Sibbers (Yorck Kinogruppe, Germany)

10:00 – 10:45am THE BOLOGNA CINEMA GROUP TASK 1 – FIND THAT SPOT

SESSION 1:

10:45 – 11:15am Case Studies: Building Inclusion - Accessibility

Introduction by Madeleine Probst (Watershed, UK)

Margaret Smith (Glasgow Film Theatre, UK) – Visible Cinema

Mathias Holtz (Folkets Hus och Parker, Sweden) – Blind/Visual Impaired App

Toki Allison (The Courtyard, UK) – Dementia friendly screenings

11:15 – 12:00am Case Studies: Building Inclusion – Reaching Out

Introduction by Mathias Holtz (Folkets Hus och Parker, Sweden)

Stephanie Silverman (Belcourt Theatre, US) – I See Me

Stefania Medda (Spazio Odissea, Italy) – Condominio Urbano

Renske Diks (Filmtheater Cinecenter, The Netherlands) – Cine Expat

12:00am – 1:00pm THE BOLOGNA CINEMA GROUP TASK 2 – INCLUDE ME

1:00 – 2:00pm LUNCH

Venue: **Buffet Lunch in front of Sala Cervi**

SESSION 2:

2:15 – 2:45pm Conversation with Bill Morrison hosted by Film Critic and Curator Tara Judah

2:45 – 3:15pm Case Studies: Discover something else

Introduction by Madeleine Probst (Watershed, UK)

Guest speaker: Nick Varley (CEO, Park Circus Group) – It’s All About Movies

Sofie Mercier (Sphinx Cinema, Belgium) – Film in Zicht

Mathias Holtz (Folkets Hus och Parker, Sweden) – New ways of hooking audiences

3:15 – 3:45pm GROUP TASK: THE BOLOGNA CINEMA GROUP TASK 3 – DISCOVER SOMETHING ELSE

3:45 – 4:00pm Coffee Break

4:00 – 4:30pm OPEN SLOT SESSION

Share a problem you need help with the lab

Pitch an idea to the lab

Share highlights/learnings from an initiative/approach that you think the lab can benefit from

4:30pm MEMORY OF THE DAY

MONDAY 26 JUNE 2017

9:00am

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to **Sala Cervi**)

SESSION 3:

9:30 – 10:15am – Case Studies: Building Relationships

Lazaros Boudakidis (Olympion, Zannas, Tornes, Cassavetes, Greece) – We love Cinema

Daniel Sibbers (Yorck Kinogruppe, Germany) – Kinoabo and Yorck-Karte

Madeleine Probst (Watershed, UK) – 24 & Under & RIFE

10:15 – 10:30am BRAINSTORMING TASK: Building Relationships - What works & what doesn't

SESSION 4:

10:30 – 10:45am – DIY CHALLENGE - **Jen Skinner** (Screen Tiree, UK) & **Madeleine Probst** (Watershed, UK)

10:45 – 11:30am - PRESENTATION/CASE STUDIES – Building inclusion: young people

Jen Skinner (Screen Tiree, UK) – Tiree Young Audience Programmes

Emese Erdos (Tabán, Kino Cafe, Toldi, Puskin, Művész, Corvin, Hungary) – Puskin Kucko

Elisa Giovannelli and **Simone Fratini** (Cineteca Di Bologna) – Engaging teens through making

11:30 – 11:45am Coffee break

11:45 – 12:30am THE BOLOGNA CINEMA GROUP TASK 4: BUILDING INCLUSION - YOUNG PEOPLE

Introduction by Madeleine Probst

12:30 – 2:00pm - LUNCH

Venue: **Da Bertino**, via Lame 55, Bologna

SESSION 5:

2:15 – 2:45pm CASE STUDIES: Building your staff & organisation's capacity

Madeleine Probst (Watershed, UK) – Making the Case for Investment

Stephanie Silverman (Belcourt Theatre, US) – Fundraising & organisational development

Hrvoje Laurenta (Kino Europa, Croatia) – Sector Development in the context of a network

2:45 – 3:15pm BRAINSTORMING TASK: What works & what doesn't work in building your staff & organizational capacity?

3:15 – 3:30pm Coffee Break

3:30 – 4:30pm OPEN SLOT SESSION

Share a problem you need help with the lab

Pitch an idea to the lab

Share highlights/learnings from an initiative/approach that you think the lab can benefit from

4:30pm MEMORY OF THE DAY

OPTIONAL ACTIVITY: Visit to Modernissimo cinema - register to participate!

TUESDAY 27 JUNE 2017

9:00am

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to **Sala Cervi**)

SESSION 6:

9:30 – 11:30am SOCIAL MEDIA CRASH COURSE by Marco Odasso

11:30 – 11:45am Coffee break

11:45 – 12:15am Dos & Don'ts to facilitate web accessibility and discoverability

12:15am – 1:00pm THE BOLOGNA CINEMA GROUP TASK 5: Design a Social media and web campaign for the cinema opening

1:00 - 2:00pm - LUNCH

Venue: **Buffet Lunch in front of Sala Cervi**

2:15 – 3:00pm Building a strategy your web presence

3:00 – 3:45pm CASE STUDIES

Hrvoje Laurenta (Kino Europa, Croatia) – Building a community with Facebook

Guest speaker: Duncan Carson (ICO, UK) – ICO's social media strategy

Matteo Lollini (Cineteca Di Bologna) – Building a successful Instagram account

3:45 – 4:15pm WEB / SOCIAL MEDIA SURGEY SESSION

Share a problem you need help with or highlights/learnings from an initiative/approach that you think the lab can benefit from. Open surgery led by Marco Odasso.

4:15pm MEMORY OF THE DAY

(Overnight task: MY RETURN STRATEGY)

WEDNESDAY 28 JUNE 2017

9:30am

Meeting in the entrance hall of the **Zanhotel Europa**

LAB DEBRIEF & RETURN STRATEGY

10:00 - 11:30am – Present your overall cinema project

Led by **Madeleine Probst, Mathias Holtz and Hrvoje Laurenta**

Reflect on key learnings / challenges

11:30 – 12:30am – LAB DEBRIEF AND RETURN STRATEGY

Led by **Madeleine Probst, Mathias Holtz and Hrvoje Laurenta**

SMALL 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.

12:30am – 2:30pm CLOSING LUNCH

Venue: **Da Bertino**, via Lame 55, Bologna

OPTIONAL SESSION:

2:45 - 4:15pm - Sala Auditorium - piazzetta Pasolini 2/b

Round Table about Restoration "35MM VS DIGITAL"

Speakers : **Gian Luca Farinelli** (Cineteca di Bologna), **Katie Trainor** (MoMA), **Celine Ruivo** (Cinémaèque Française), **Jon Wengstrom** (Svenska Filminstitutet), **Albino Alvarez Gomez** (UNAM), **Dave Kehr** (MoMA), **Davide Pozzi** (L'Immagine Ritrovata), **Jose Manuel Costa** (Cinematheca Portuguesa), **Nicola Mazzanti** (Cinémaèque Royale de Belgique), **Christian Richter** (Kodak), **Mariann Lewinsky** and the film directors **Jonathan Nossiter** and **Bill Morrison**.

Moderator : **Ehsan Khoshbakht**