

EUROPA CINEMAS INNOVATION DAY LAB

„Cinemas As Vital Artistic, Cultural And Community Hubs“

Sunday 13th August 2017 – 9:30am - 5:00pm

Hotel Europe - Vladislava Skarića 7, Sarajevo

(Morning session: Screening Room 2 - Afternoon session: Atrium)

9:30am – Registration & Welcome

10:00am – INTRODUCTORY SESSION: AUDIENCE DEVELOPMENT

- Cinemas: vital community and cultural hubs
- Audience development means CINEMA = FILM + AUDIENCE
- Renewing marketing & communication mindsets and strategies: How to promote cinema venues and films to different audiences?

11:30am – Coffee Break

11:45am – SESSION 1: AUDIENCE & PROGRAMME DIVERSITY

- Diverse programming as key approach to audience development
- Kinodvor – City Cinema for all generations
- Young audience activities & film education: How to attract and engage young people?

1:00pm – Lunch

3:00pm – SESSION 2: PROMOTING AND MARKETING CINEMA CULTURE

- Cinema popularization projects: How to develop a cinema-going culture?
- Building strategic programme and brand identity partnerships
- Importance and impact of networking
- Curating and creating trusted and relevant cinema brands

- *Workshop Exercise: How to be trendsetters*
- *Workshop Exercise: Cinemas of tomorrow*

4:30pm - 5:00pm – WRAP UP & Q&A