

EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB

"Building Relationships & Designing Experiences"

Sofia International Film Festival - Thursday, 16th March – Sunday, 19th March 2017

The lab is directed by **Madeleine Probst** (Programme Producer, Watershed in Bristol United Kingdom) together with **Hrvoje Laurenta** (Manager, Kino Europa in Zagreb, Croatia - Europa Cinemas Best Programming 2016 winner) and **Sylvain Chevreton** (Young Audience Coordinator, Le Méliès in Saint-Etienne, France).

Venue: **G8 Cinema**, 8 William Gladstone str.

Thursday 16 March 2017

Arrival of the participants

4.00 - 6.30 pm

OPENING OF THE AUDIENCE DEVELOPMENT & INNOVATION LAB

4.00 - 4.30 pm

OPENING & WELCOME

Mira Staleva (Deputy Director of Sofia International Film Festival)

Madeleine Probst (Vice President, Europa Cinemas)

4.30 - 5.00 pm

MEET THE LAB LEADERS & EUROPA CINEMAS TEAM

Madeleine Probst, Hrvoje Laurenta & Sylvain Chevreton (Workshop leaders)

Fatima Djoumer, Sonia Ragone & Alexandre Tchernookov (Europa Cinemas)

Setting the stage – Designing our community : purpose & values

Post of the day challenge #ECSolab2017

5.00 - 6.00 pm

WHO ARE WE? HOW CAN WE COLLABORATE?

Getting to know each other – strengths, challenges and opportunities for collaboration

6.00 - 6.15 pm

Christo Dermendjiev & Georgi Ivanov ("Lucky" Home of Cinema, Bulgaria) - A point of view on the Bulgarian context

7.50 pm Meeting in the Hotel Lobby & departure all together to the restaurant

8.30 - 10.30 pm WELCOMING DINNER

Venue: Restaurant Pod Lipite, 1 Elin Pelin str.

Friday 17 March 2017

9.00 - 10.00 am

SESSION 1 – Visit of Cinema Lumière

10.00 - 11.15 am

SESSION 2 – LEADING THE DANCE WITH DATA

Insights from a Data Analyst: Martina Berger (Greenlight Analytics, Germany)

Case Study: Leah Byrne (Picturehouse, UK) – Data driven Audience Development

11.15 - 11.30 am Tea / Coffee break

11.30 - 12.15 am

BUILDING RELATIONSHIPS - GIVE ME A REASON

If you ask people about how they might decide to spend an evening, their motivation might not actually be picking the film...

Case Studies:

- **Malgorzata Kuzdra** (Kino Muza, Poland) - Screenings with dogs & Filmic Speed Dating
- **Hrvoje Laurenta** (Kino Europa, Croatia) - Subtitled T-days for foreign audiences
- **Madeleine Probst** (Watershed, UK) - 24 & Under campaign

12.15 am - 1.00 pm

GROUP TASK – Give me a reason

How will you get to know more about potential audiences in the new neighbourhood you are planning to move into?

Open discussion/Questions

1.00 - 2.00 pm

BUFFET LUNCH at G8

2.00 - 2.45 pm

SESSION 3 - BUILDING RELATIONSHIPS – WHEN ARE YOU COMING BACK?

Our business models involves repeat customers – as of course it must – we are also in the business of building relationships...

Case Studies:

- **Christian Braüer** (Yorck Kinogruppe, Germany) - Kinoabo and Yorck-Karte
- **Yvonne Smith** (Filmhouse, UK) - Loyalty card scheme
- **Snežana Andric** (Kupina Bioskop, Serbia) - Young Ambassadors scheme

Small Group Discussions on building customer loyalty

2.45 - 3.30 pm

BUILDING RELATIONSHIPS - INCLUDE ME

Case Studies:

- **Franky Devos** (Budascoop Cinema, Belgium) – Reaching out through CineMAATjes
- **Sylvain Chevreton** (Cinéma Méliès, France) - Ticket Suspendu (solidarity tickets)
- **Hrvoje Laurenta** (Kino Europa, Croatia) – Screenings for the Blind & visually impaired

GROUP TASK: Create an accessible strand for a specific target group in your community?

3.30 - 4.30 pm

SESSION 4 - DESIGNING EXPECTED AND UNEXPECTED EXPERIENCES

Case studies:

- **Kinga Krzeminska** (Kinokawiarnia Stacja Falenica, Poland) - Zombie Express - Express Yourself
- **Jakub Furst** (Kino Aero, Czech Republic) - The Shockproof Film Festival
- **David Deprez** (Lumière Cinema, the Netherlands) - Mr Fantastic

GROUP TASK - Create an unexpected experience at your cinema or linked to your new cinema brand for 16 - 30 age group

4.30 - 5.00 pm

OPEN SLOTS: WHAT CAN WE SHARE & LEARN FROM INNOVATIVE PRACTICE

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

5.00 - 5.30 pm

DEBRIEF OF THE DAY: Reflect on key learnings / challenges

Directed by **Madeleine Probst, Hrvoje Laurenta & Sylvain Chevreton**

Post of the Day Prize

Saturday 18 March 2017

9.30 - 10.30 am

EUROPA CINEMAS/EUROPA DISTRIBUTION JOINT SESSION : BRIDGING THE GAP

Madeleine Probst (New Release Strategy, BFI Film Audience Network, UK)

Panel discussion moderated by **Madeleine Probst**

Hrvoje Laurenta (Kino Europa and Zagreb Film Festival, Croatia)

Joe Kreczak (Curzon Artificial Eye, UK)

Rūta Švedkauskaitė (Kino Pasaka, Lithuania)

10.30 - 11.00 am Discussion

11 .00 - 11.30 am Tea / Coffee Break

11.30 - 12.00 am

SESSION 6 - BUILDING HEALTHY ONLINE COMMUNITIES

Case Studies:

- **Barbara Twist** (Arthouse Convergence, USA) – Tour of best online practice from the US
- **Sylvain Chevreton** (Le Méliès, France) – DIY Content creation & Skype Me If You Can
- **Hrvoje Laurenta** (Kino Europa, Croatia) – Kino Europa’s social media community

12.00 am - 1.00 pm

WEB / SOCIAL MEDIA SURGERY

Share a problem you need help with or highlights/learnings from an initiative/approach that you think the lab can benefit from.

Open surgery followed by small group discussion on best practice in online communications

1.00 - 2.00 pm

BUFFET LUNCH at G8

2.00 - 3.00 pm

SESSION 7 - DEVELOPING YOUR STAFF CAPACITY

Sylvain Chevreton (Le Méliès, France) – Making the most of the people you work with

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

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

Small Group Discussion on staff capacity: What are you missing in your business? What’s working well or not so well with staff?

3.00 - 3.30 pm

GROUP TASK : Develop a crowd funding campaign to help open your new cinema involving your staff & community and thinking about how this might shape up in venue and online.

3.30 - 5.00 pm

Present your overall cinema project

Directed by **Madeleine Probst, Hrvoje Laurenta & Sylvain Chevreton**

Reflect on key learnings / challenges

Post of the Day Prize

[Overnight task: MY RETURN STRATEGY]

5.30 - 6.30 GET TOGETHER DRINKS AT G8

Sunday 19 March 2017

[Overnight task: MY RETURN STRATEGY]

10.00 - 11.30 am

SESSION 8 – WORKSHOP DEBRIEF & RETURN STRATEGY

Directed by **Madeleine Probst, Hrvoje Laurenta & Sylvain Chevreton**

11.30 -11.45 am

NEXT/CHANGE PRESENTATION – Fatima Djoumer

11.45 END OF THE LAB