



**EUROPA CINEMAS ONLINE  
AUDIENCE DEVELOPMENT &  
INNOVATION LAB**

**TURN ON THE LIGHTS –  
RE-OPENING STRATEGIES!**

*Tuesday 7th July - Thursday 9th July 2020  
(3:00pm-6:00pm)*

## TURN ON THE LIGHTS – RE-OPENING STRATEGIES!

TUESDAY 7TH JULY 2020 (3:00PM-6:00PM)

Join in this Europa Cinemas Online Lab entitled "TURN ON THE LIGHTS - RE-OPENING STRATEGIES!" inviting you to spend some quality Zoom time with 15 European exhibition practitioners (for each session) to get some perspective on your own context and exchange expertise about how to cope with these unprecedented times.

The focus for these three sessions of the Online Lab will be on sharing approaches to re-opening cinemas and reflecting on experiences during the closure covering topics such as:

- re-designing the cinema experience for reopening
- staying in touch with audiences during closure working towards reopening
- devising programming strategies for reopening in-venue and online

Expect practice-based insights from exhibitors that have re-opened as well as opportunities for smaller group discussions. The sessions will be facilitated by **Madeleine Probst** (Programme Producer, Watershed, UK) with **Metka Daris** (Director, Kinodvor, Slovenia) and **Simon Blaas** (Director, Cinema Middelburg, The Netherlands).

### SCHEDULE OF THE SESSION:

- From 2.45pm: Opening of the Zoom session
- 3.00pm-3.10pm: Welcome & introduction of the Lab Facilitators
- 3.10pm-3.30pm: Short introduction of each participant  
Very briefly introduce yourself and tell one challenge you are facing in the reopening process
- 3.30pm-3.45pm: **Metka Daris** (Kinodvor, Slovenia) "*Re-opening, Re-thinking*" + Q&A
- 3.45pm-4.00pm: **Simon Blaas** (Cinema Middelburg, The Netherlands) "*Trust yourself, you offer something positive*" + Q&A

COFFEE BREAK 5 mins - room left open

- 4.05pm-4.55pm: Introduction and small group discussions, facilitated by Madeleine Probst, Metka Daris and Simon Blaas  
Group topics based on the questionnaire's choices

COFFEE BREAK 5 mins - room left open

- 5.00pm-5.40pm: Feedback of each group and highlights of discussion / Identify challenges that still feel unresolved.
- 5.40pm-6.00pm: Discussion among participants about key takeaways and wrap up of the session
- 6.00pm-6.30pm: Online Aperitivo (optional)

**TURN ON THE LIGHTS – GET READY TO RE-OPEN!**

**WEDNESDAY 8TH JULY 2020 (3:00PM-6:00PM)**

Join in this Europa Cinemas Online Lab entitled "TURN ON THE LIGHTS - RE-OPENING STRATEGIES!" inviting you to spend some quality Zoom time with 15 European exhibition practitioners (for each session) to get some perspective on your own context and exchange expertise about how to cope with these unprecedented times.

The focus for these three sessions of the Online Lab will be on sharing approaches to re-opening cinemas and reflecting on experiences during the closure covering topics such as:

- re-designing the cinema experience for reopening
- staying in touch with audiences during closure working towards reopening
- devising programming strategies for reopening in-venue and online

Expect practice-based insights from exhibitors that have re-opened as well as opportunities for smaller group discussions. The sessions will be facilitated by **Madeleine Probst** (Programme Producer, Watershed, UK) with **Ewa Kujawinska** (Director, Kino Palacowe, Poland) and **Mustafa El Mesaoudi** (Director, Cinema and Rex Filmtheater, Germany).

**SCHEDULE OF THE SESSION:**

- From 2.45pm: Opening of the Zoom session
- 3.00pm-3.10pm: Welcome & introduction of the Lab Facilitators
- 3.10pm-3.30pm: Short introduction of each participant  
Very briefly introduce yourself and tell one challenge you are facing in the reopening process
- 3.30pm-3.45pm: **Mustafa El Mesaoudi** (Cinema and Rex Filmtheater, Germany) "*Your Cinema misses you*" + Q&A
- 3.45pm-4.00pm: **Ewa Kujawinska** (Kino Palacowe, Poland) "*Hybrid model of the cinema: will the cure be worse than the disease?*" + Q&A

COFFEE BREAK 5 mins - room left open

- 4.05pm-4.55pm: Introduction and small group discussions, facilitated by Madeleine Probst, Mustafa El Mesaoudi and Ewa Kujawinska  
Group topics based on the questionnaire's choices

COFFEE BREAK 5 mins - room left open

- 5.00pm-5.40pm: Feedback of each group and highlights of discussion / Identify challenges that still feel unresolved.
- 5.40pm-6.00pm: Discussion among participants about key takeaways and wrap up of the session
- 6.00pm-6.30pm: Online Aperitivo (optional)

## TURN ON THE LIGHTS – RE-OPENING STRATEGIES!

THURSDAY 9TH JULY 2020 (3:00PM-6:00PM)

Join in this Europa Cinemas Online Lab entitled "TURN ON THE LIGHTS - RE-OPENING STRATEGIES!" inviting you to spend some quality Zoom time with 15 European exhibition practitioners (for each session) to get some perspective on your own context and exchange expertise about how to cope with these unprecedented times.

The focus for these three sessions of the Online Lab will be on sharing approaches to re-opening cinemas and reflecting on experiences during the closure covering topics such as:

- re-designing the cinema experience for reopening
- staying in touch with audiences during closure working towards reopening
- devising programming strategies for reopening in-venue and online

Expect practice-based insights from exhibitors that have re-opened as well as opportunities for smaller group discussions. The sessions will be facilitated by **Madeleine Probst** (Programme Producer, Watershed, UK) with **Javier Pachon** (President, Cineciutat, Spain) and **Wiktoría Pelzer** (Programmer, Stadtkino im Künstlerhaus, Austria).

### SCHEDULE OF THE SESSION:

- From 2.45pm: Opening of the Zoom session
- 3.00pm-3.10pm: Welcome & introduction of the Lab Facilitators
- 3.10pm-3.30pm: Short introduction of each participant  
Very briefly introduce yourself and tell one challenge you are facing in the reopening process
- 3.30pm-3.45pm: **Javier Pachon** (Cineciutat, Spain) "*Quarantine Diaries*" + Q&A
- 3.45pm-4.00pm: **Wiktoría Pelzer** (Stadtkino im Künstlerhaus, Austria) "*#kinoliebe and #Curtainrace – stay in touch with & broaden your audience*" + Q&A

COFFEE BREAK 5 mins - room left open

- 4.05pm-4.55pm: Introduction and small group discussions, facilitated by Madeleine Probst, Javier Pachon and Wiktoría Pelzer  
Group topics based on the questionnaire's choices

COFFEE BREAK 5 mins - room left open

- 5.00pm-5.40pm: Feedback of each group and highlights of discussion / Identify challenges that still feel unresolved.
- 5.40pm-6.00pm: Discussion among participants about key takeaways and wrap up of the session
- 6.00pm-6.30pm: Online Aperitivo (optional)