

EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB

RECONNECTING AND REBUILDING CINEMA COMMUNITIES THROUGH COLLABORATION

CINETECA DI BOLOGNA

SATURDAY 25 JUNE – WEDNESDAY 29 JUNE 2022

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 **Metka Daris** (Director of Kinodvor, Ljubljana, Slovenia) together with **Matthias Damm** (Director of Casablanca, Nuremberg, Germany). It is a great opportunity to share current thinking and practical solutions.

This year the Bologna Lab will focus on future-oriented strategies for audience development, collaboration & networking and programming, as well as how to deal with the evolving cinema landscape and new audience habits. The sessions will give participants the opportunity to share approaches to bringing audiences back to the cinemas, finding new ways to engage them, as well as how to make cinema spaces welcoming and attractive in a post-Covid era. The Lab will cover topics such as: how to regain the audience's trust, collaborative projects to attract new audiences, digital marketing, green and inclusive initiatives.

SATURDAY 25 JUNE 2022

2:30pm

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

3:00–3:15pm OPENING WELCOME

Claude-Eric Poiroux (General Director, Europa Cinemas)

Davide Pietrantoni (Deputy Director, Cineteca di Bologna)

3:15–3:30pm INTRODUCTION & MEETING THE LAB LEADERS

Metka Daris (Director of Kinodvor, Ljubljana, Slovenia)

Matthias Damm (Director of Casablanca, Nuremberg, Germany)

OPEN DISCUSSION: Our Lab's Purpose and Values

3:30–4:45pm WHO ARE WE? WHAT DO WE NEED HELP WITH?

Getting to know each other: every participant states their name, cinema and city – and shares in one sentence a positive take away (if any) and the biggest challenge for the future

7:00pm

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

7:15pm WELCOME DINNER

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

9:00pm

Departure from the restaurant to Piazza Maggiore

9:45pm OPENING SCREENING of Il Cinema Ritrovato

Film *Il conformista*, by Bernardo Bertolucci (1970, 1h50min)

Venue: Piazza Maggiore

Please note that there are reserved seats for the Lab participants arriving by 9.15pm.

SUNDAY 26 JUNE 2022

9:00am

Meeting in the entrance halls of the **Zanhotel Europa & Palace Hotel** (walk together to **Sala Cervi**)

Greetings & Welcome by Gian Luca Farinelli (General Director, Cineteca di Bologna)



YouTube Live Streaming

MODULE 1: DIVERSIFYING AND RESHAPING AUDIENCE DEVELOPMENT STRATEGIES



9:30–9:45am

Metka Daris (Kinodvor, Slovenia) – Cinema on my mind

SESSION 1: BRINGING IN NEXT GENERATION



9:45–10:30am – Case Studies:

Madeleine Probst (Watershed, United Kingdom) – Reimagining Watershed's talent development

Emese Erdős (NFI – Film Archive, Hungary) – Klassz programme - Classics in the Classroom

Natália Ostrihoňová (Kino Film Europe, Slovakia) – Reaching next generation through interesting and awareness raising content

10:30–10:45 – Group discussion

SESSION 2: EVENTISATION FOR AUDIENCE DIVERSIFICATION



10:45–11:30am – Case Studies:

Valentina Damiani (Cineclub Nickelodeon, Italy) – Cineversity

Indre Mikelaityte (Kaunas cinema centre "Romuva", Lithuania) – Cinema as Therapy

Stella Karagiannidou (Olympion, Greece) – Festival all year round

11:30–11:45am – Coffee break

SESSION 3: IN-VENUE VS. ONLINE



11:45am–12:30pm – Case Studies:

Ola Starmach (Kino Pod Baranami, Poland) – E-Kino Pod Baranami - First virtual cinema in Poland

Léa Giorgi (Sauvenière, Belgium) – Cinépilou

Paula Berzina (Kino Bize, Latvia) – Home Cinema

12:30–1:00pm – Group task: A problem shared is a problem halved ...

1:00–2:00pm – LUNCH

Venue: Buffet Lunch next to Sala Cervi

SESSION 4: ENGAGING AUDIENCES THROUGH DIGITAL MARKETING



2:00–2:30pm

Züleyha Azman (Kino Rotterdam; Netherlands) – KINO's digital marketing strategy

2:30–3:15pm – Case Studies: 

Paweł Panfil (Pałacowe Cinema, Poland) – Building community through social media – what is next?

Blerina Pashollari (Cinema Silvio Pellico, Italy) – How to attract and engage your local audiences:
social media ads and email marketing

Andrea Campinoti (Cinema Stensen, Italy) – Creative film promotion campaigns

3:15–4:00pm – Group task: Solve my problem

4:00–4:30pm – Reporting & Sharing

MONDAY 27 JUNE 2022

9:00am

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

MODULE 2: COLLABORATIONS AND PARTNERSHIP BUILDING

SESSION 5: PROGRAMMING THROUGH COLLABORATION

9:30–10:15pm – Case Studies:

Wouter Greven (Lumière Cinema, The Netherlands) – Co-curation through collaboration with students and student initiatives

Dina Pokrajac (Dokukino KIC, Croatia) – Democracy for Beginners

Gisela Ritzén (Hagabion, Sweden) – Window for independent filmmakers

10:15–10:30 – Group discussion

SESSION 6: EXHIBITORS, DISTRIBUTORS AND SALES AGENTS PARTNERSHIPS

10:30–11:15am – Case Studies:

Natalia Dabrowska (New Europe Film Sales, Poland) – Good practices guide between festivals and sales agents

Tanguy Milin (Reservoir Docs, France) – New blockchain-supported approaches to audience reach

Jane Yao (Fortissimo Films, The Netherlands) – An immersive collaboration between East and West

11:15–11:30am – Coffee Break

11:30am–11.45pm Russ Collins (State & Michigan Theaters, USA) – Partnerships with distributors and festivals in the US 

11.45pm–12:30pm – Workshop: Collaboration initiatives between exhibitors, distributors and sales agents

12:30–2:00pm – LUNCH

Venue: Ristorante da Bertino, via Lame 55, Bologna

SESSION 7: COLLABORATE TO INNOVATE

2:00–2:15pm Presentation of Collaborate to Innovate by Florian Lemaitre (Europa Cinemas)

2:15–3:15pm – Case Studies: 

Marlene Dinhof (Filmcasino, Austria) – Live Stream Collaboration Network

Steven Strik (Schoor Haarlem, The Netherlands) – Hybrid Futures for European Cinemas

Oskar Kobar (Tartu Elektriteater, Estonia) – New collective innovative software for small-size cinemas

Jérémy Monmarché (Studio, France) – Passerelle


3:15–4:15pm – Group Task: Developing a project for Collaborate to Innovate

4:15–4:30pm – Reporting & Sharing

TUESDAY 28 JUNE 2022

9:00am

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

MODULE 3: CINEMA COMMUNITY: SOCIAL AND PHYSICAL SPACE FOR INCLUSION, ACCESSIBILITY, GREEN INITIATIVES 

9:30–10:00am


Madeleine Probst (Watershed, United Kingdom) – Keynote speech on the overall module content: Making time for slow work

Maria Silvia Gatta (Policy Officer, DG CNECT, European Commission) – Strategic objectives of the Creative Europe policy on accessibility, gender balance, inclusion and environmental issues

SESSION 8: GREEN CINEMA 

10:00–10:30am

Matthias Damm (Casablanca, Germany) – Sustainability in cinema

10:30–11:00am – Case studies: 

Gabriela Gusanu (Circuito Cinema Bologna, Italy) – An eco-friendly cinema is possible

Jelena Balabusic (Cadmus Cineplex, Montenegro) – Summer in Cadmus

11.00am–11.15am – Coffee break

11.15am–12.30pm – Workshop: discuss green initiatives that cinemas can develop

12.30pm–1.30pm – LUNCH

Venue: BUFFET LUNCH next to Sala Cervi

SESSION 9: CINEMA – INCLUSIVE, ACCESSIBLE SOCIAL AND PHYSICAL SPACE 


1.30pm–2.30pm – Case Studies:

Louise Nassiri (Panora, Sweden) – Friis Frame

Yuliia Antypova (Zhovten Cinema, Ukraine) – Expanding the boundaries

Indigo Burnett (Filmtheater de Uitkijk, The Netherlands) – Leap of Faith: Running a cinema in a non-hierarchical structure

Chris De Zeeuw (LAB-1, The Netherlands) – Diversity & Inclusion through cinema spaces and content

2.30pm–3.30pm – Presentation of the charters of the green initiatives, gender balance and inclusion focus groups by Michael Gubbins (SampoMedia, United Kingdom) 

Group discussion & feedback on the charters

3.30pm–4:30pm Reporting & Sharing

(+ Assigning overnight task: MY RETURN STRATEGY)

5.00–6.30pm – GET TOGETHER & DRINKS

WEDNESDAY 29 JUNE 2022

9:30am

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

LAB DEBRIEF & RETURN STRATEGY

10:00–10:30am – Reflection on key learnings / challenges

Led by **Metka Daris and Matthias Damm**

10:30am–11:30pm – **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.

11:30am–12:30pm – **SHARING RETURN STRATEGY**

12:30–2:30pm – **CLOSING LUNCH**

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