

EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB

GETTING INTO THE GENERATION Z MINDSET

CINETECA DI BOLOGNA

SATURDAY 22 JUNE – WEDNESDAY 26 JUNE 2019

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 **Daniel Sibbers** (Director of Marketing, Yorck Kinogruppe, Germany) and **Hrvoje Laurenta** (Manager, Kino Europa, Croatia). It is a great opportunity to share current thinking and practical solutions.

The focus of this year’s Lab is on Generation Z. Gen Zers, the post-millennials born between 1997 and 2010 into a digital culture they did not create, are already reshaping society and our understanding on how people interact on and offline. Take for example, green icon Greta Thunberg whose call for action on climate change has inspired people all over the planet.

What can we learn from them and how can we make sure our offer remains relevant to this mix of hyper connected, self-conscious and socially aware generation? How might we re-invent cinema going culture and venue brands with the insights and help of Gen Zers? Whether that’s developing opportunities that connect with their search for personal growth and informal learning; building authentic “personal” brands on and offline; being inclusive and “safe” spaces; or just joining forces with them to make the world a more sustainable and fairer place, the time for action is now! We need to understand and respond to the growing demand for this new generation of socially aware digitally connected consumers and makers.

SATURDAY 22 JUNE 2019

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 (Programme Producer, Watershed, UK and Vice-President of Europa Cinemas)

Hrvoje Laurenta (Manager, Kino Europa, Croatia)

Daniel Sibbers (Marketing Director, Yorck Kinogruppe, Germany)

OPEN DISCUSSION: Our Lab's Purpose and Values

4:00 – 5:15pm WHO ARE WE? WHAT DO WE NEED HELP WITH?

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

5:15 – 5:30pm SHARING OUR STORY

#ECBoLab2019 and launch of the Post of the Lab 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

9:00pm

Departure from the restaurant to Piazza Maggiore

9:45pm OPENING SCREENING of Il Cinema Ritrovato

Film *Miracolo a Milano*, Vittorio De Sica (Italy / 1951, 100')

Venue: Piazza Maggiore

Please note that there are no reserved seats for the Lab participants

SUNDAY 23 JUNE 2019

9:00am

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

SESSION 1: GETTING INTO THE GEN ZERS MINDSET

9:30 – 10:00am – Laura Rothwell (Tyneside Cinema and Crystallised, UK) – Introduction on Generation Z

10:00 – 10:30am – Laura Rothwell (Tyneside Cinema and Crystallised, UK) – X-Culture Pilot

10:30 – 11:30am – Meet some of Bologna's Gen Zers

Reflections & Sharing Back

11:30 – 11:45am Coffee break

SESSION 2: CREATING SPACE FOR A SELF-CURATING GENERATION

11:45am – 12:30pm – Case Studies:

Veerle Snijders (Rialto, Netherlands) – LA RIOT

Renato Buic (Art-Kino, Croatia) – Co-creation of Festival Toboggan and Cinema Day

Živa Jurančič (Kinodvor, Slovenia) – Kinotrip

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

1:00 – 2:00pm LUNCH

Venue: Buffet Lunch next to Sala Cervi

SESSION 3: RE-IMAGINING OUR BRANDS WITH GEN ZERS IN MIND

2:15 – 2:35pm – Daniel Sibbers (Yorck Kinogruppe, Germany) – Introduction about Brands & Values

2:35 – 3:15pm – Case Studies:

Daniel Sibbers (Yorck Kinogruppe, Germany) – Evolving our brand

Jaroslav Perduta (DCF, Poland) – Rebranding the cinema

Lana Velimirovic Vukalovic (Kino Gaj, Croatia) – Building a brand from scratch

3:15 – 4:00pm – Workshop: A problem shared is a problem halved...

4:00 – 4:30pm Return strategy

MONDAY 24 JUNE 2019

9:00am

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

SESSION 4: UNDERSTANDING THE BARRIERS TO ENGAGEMENT

9:30 – 10:30pm – Case Studies:

Moira McVean (BFI Film Audience Network, UK) – Research findings for a 16-30 ticketing scheme

Madeleine Probst (Watershed, UK) – 24 & Under Ticket Offer

Dylan Skolnick (Cinema Arts Centre, US) – Young Film Fans membership & Youth Advisory Board

SESSION 5: CALL TO ACTION

10:30 – 11:30am – Case Studies:

Hrvoje Laurenta (Kino Europa, Croatia) – “Ne damo Kino Europa” campaign

Heather McIntosh (Independent Cinema Office, UK) - Britain on Film: Protest!

Emma Leicher (Kino International, Germany) – Grünes Kino

Geert Op de Beeck (Filmhuis Mechelen, Belgium) – Green-screen series & Open screen

11:30 – 11:45am Coffee Break

11:45am – 12:45pm – Workshop: Re-imagining our spaces – fit for Gen Zers

12:45 – 2:00pm LUNCH

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

SESSION 6: WHY EVENTISING MATTERS

2:15 – 2:45pm – Case Studies:

Dylan Skolnick (Cinema Arts Centre, US) – Cult Café and Retro Picture Show

Samuele Picarelli Perrotta (Filmstudio 90, Italy) – Filmhub 90

Gintare Pranarauskaite (Kaunas Cinema Centre „Romuva”, Lithuania) – A Week Against Bullying

2:45 – 3:15pm Workshop: A problem shared is a problem halved...

3:15 – 4:15pm – Let’s go where Gen Zers are (outdoor visit)

4:15 – 4:30pm – Reflections & Sharing Back

TUESDAY 25 JUNE 2019

9:00am

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

SESSION 7: COMMUNITY BUILDING THROUGH SOCIAL MEDIA

9:30 – 10:00am

Barak Epstein (Texas Theatre, US) – Keynote speech “How to slay on social: targeting a new generation of movie goers”

10:00 – 10:45am – Case studies:

Daniel Sibbers (Yorck Kinogruppe, Germany) – Yorck’s evolving social media strategy

Aiga Stengrevica (Splendid Palace, Latvia) – Involving influencers in Youth Film Academy

Madeleine Probst (Watershed, UK) - RIFE Magazine

10:45 – 11:15am – Surgery Slot: Communication with Gen Zers

11:15 – 11:30am Coffee break

11:30am – 12:45pm – Workshop: A problem shared is a problem halved...

12:45 – 2:00pm – LUNCH

Venue: BUFFET LUNCH next to Sala Cervi

SESSION 8: WHY INCLUSION MATTERS

2:15 – 3:00pm – Case Studies:

Silke Bomberna (Sphinx Cinema, Belgium) – Generations

Madeleine Probst (Watershed, UK) – Inclusion policy & working group

Landee Bryant (Maiden Alley Cinema, US) – Diversity & Inclusion Committee

3:00 – 4:00pm – Workshop: Working towards inclusion

4:00 – 4:30pm SURGERY SLOT

(Overnight task: MY RETURN STRATEGY)

5.00 – 6.30pm GET TOGETHER & DRINKS

WEDNESDAY 26 JUNE 2019

9:30am

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

LAB DEBRIEF & RETURN STRATEGY

10:00 – 11:30am – Reflect on key learnings / challenges

Led by **Madeleine Probst, Daniel Sibbers and Hrvoje Laurenta**

11:30am – 12:30pm – **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.

12:30 – 2:30pm CLOSING LUNCH

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