



PROGRAMME OF THE 22<sup>ND</sup> EUROPA CINEMAS NETWORK CONFERENCE

**THE BIG SCREEN: RESILIENCE, RECOVERY AND RENEWAL**

FROM THURSDAY 1<sup>ST</sup> TO SUNDAY 4<sup>TH</sup> DECEMBER 2022 (NOVOTEL PARIS TOUR EIFFEL HOTEL)

*Simultaneous translation: English-French-German-Italian-Spanish (plenary sessions and workshops)*

**THURSDAY 1<sup>ST</sup> DECEMBER 2022**

10.30pm-11.00pm

**PREVIEW SCREENINGS OF EUROPEAN FILMS**

These screenings take place at **Cinéma L'Entrepôt** - 7 Rue Francis de Pressensé, 75014 Paris.

**FRIDAY 2<sup>ND</sup> DECEMBER 2022 (MORNING)**

Participants will be offered the choice of two events:

9.30am-12.30pm

**PREVIEW SCREENINGS OF EUROPEAN FILMS**

These screenings take place at **Cinéma L'Entrepôt** - 7 Rue Francis de Pressensé, 75014 Paris.

9.30am-12.30pm

**FOCUS FRANCE SESSION - CULTURAL EXCEPTION: THE FRENCH TOUCH?**

Moderated by LAURENT COTILLON (Executive Director, LFF MEDIA, France)

**PANEL 1 - OVERVIEW OF THE PRODUCTION, DISTRIBUTION AND EXHIBITION MARKETS IN FRANCE (9.30am-11.00am)**

Keynote Speakers:

ERIC MARTI (General Director, Comscore France)

SYLVAIN BÉTHENOD (CEO, Vertigo Marketing Research, France)

Speakers:

LIONEL BERTINET (Executive Director in charge of Cinema, CNC, France)

CÉCILE GAGET (Head of Film Group, Wild Bunch, France)

MARIE MASMONTEIL (Producer, Elzevir Films, France)

**PANEL 2 - FUTURE PROSPECTS (11h00am-12h30am)**

RICHARD PATRY (Exhibitor and President of the French Cinema Association)

HÉLENE HERSCHEL (General Delegate, Fédération Nationale des Editeurs de Films, France)

JÉRÉMIE KESSLER (Head of European and International Policy Unit, CNC, France)

YOANN UBERMULHIN (Territory Manager for Austria/Germany, Unifrance)

MARGUERITE HITIER (Head of Media and Cinema Division, French Ministry of European and Foreign Affairs)

**FRIDAY 2<sup>ND</sup> DECEMBER 2022 (AFTERNOON)**

1.00-2.00pm

**WELCOME COFFEE (NOVOTEL PARIS TOUR EIFFEL HOTEL)**

2.00-2.30pm

**OPENING OF THE 22<sup>ND</sup> EUROPA CINEMAS NETWORK CONFERENCE**

Europa Cinemas is celebrating its 30<sup>th</sup> Anniversary in 2022 – three decades of growth and expansion to today's Network of around 3000 screens in 44 countries around the world. Those years have been among the most challenging in the history of cinema and European film. The Conference will be a chance to celebrate the Network's achievements but more importantly an opportunity to reflect on the lessons of those first 30 years and look at how collaboration, innovation, diversity and green strategies will be at the heart of future growth.

NICO SIMON (President, Europa Cinemas)

METKA DARIS (Director, Kinodvor, Slovenia)

LUCIA RECALDE (Deputy Director and Head of Unit Audiovisual Industry and Media support programmes DG Connect)

OLIVIER HENRARD (Deputy General Manager, CNC, France)

CLAUDE-ERIC POIROUX (General Director, Europa Cinemas)

2.30-6.00pm

**SESSION 1 – BEYOND RECOVERY: THE CHALLENGE AHEAD (PLENARY SESSION)**

Moderated by MICHAEL GUBBINS (Consultant, Sampo Media)

**PANEL 1 – HOW TO MANAGE THE IMMEDIATE PATHWAYS TO RECOVERY (2.30-4.00PM)**

This panel will look at key challenges, from shifting film eco-system to changing audience habits, distribution models, supply of films and driving demand for the Big Screen. And it will look at potential sustainable solutions and opportunities, with a particular emphasis on cooperation, collaboration and innovation.

- What does the post-COVID theatrical landscape look like? Key figures, challenges and prospects.
- Getting audiences back to cinemas: adapting to changing trends and audience expectations.
- The role of pricing, membership schemes and ticketing deals.
- Evolving models of film distribution and theatrical releases. Testing new distribution patterns.
- Could shortened theatrical windows and changes to media chronology impact film diversity?

Keynote by LAURENT CRETON (Professor, University Paris III Sorbonne Nouvelle, France)

CHRISTINE BEAUCHEMIN-FLOT (Director, Cinéma Le Select, France)

KATARZYNA ORYSIAK-MARRISON (Head of Marketing, Gutek Films, Poland)

SIMONE GIALDINI (General Director, ANEC, Italy)

JANNICK RAKUSA (Exhibitor, Waystone Film KG, Austria)

4.00-4.30pm

**COFFEE BREAK**

## **PANEL 2 – COMMUNITY CINEMA: ACTING LOCAL, THINKING GLOBAL (4.30-6.00PM)**

The second panel will discuss the vital social and community role of cinemas. It will look at the social, cultural and economic importance of cinema in a fragmented world. It will consider how vital the community experience is to film-makers, in cinemas and festivals, and to European cultural diversity. It will consider the role of public funding in that mission and hear from innovative cinemas working sustainably at the heart of their communities.

- Beyond a film theatre: Cinemas as engines of economic regeneration for towns and cities.
- How can public funding support the cultural and social role of cinemas beyond film screenings?
- Taking European film into communities for social impact and audience building.
- From recovery to renewal: How crisis has created an opportunity for change? Green responsibility in cinema renewal.

VERONICA KAUP-HASLER (City Councillor for Culture and Sciences in Vienna, Austria)

CHRISTIAN LANDAIS (General Manager of the Agency for Regional Development of Cinema, ADRC, France)

CRISTIAN HORDILA (Festival Manager, TIFF Transilvania Film Festival, Romania)

METKA DARIS (Director, Kinodvor, Slovenia)

6.00-6.45pm

### **SESSION 2 – 20/20 EUROPA CINEMAS ARTHOUSE TALES / PART 1 (PLENARY SESSION)**

Moderated by MADELEINE PROBST (Programme Director, Watershed, UK)

With 20 slides of 20 seconds each, cinemas across the network from single-screen and small-town venues to more established cinemas in big cities will offer insights into how they run their venues and engage with their audiences.

ALEXANDER SYLLABA & VIKTORIA SCHABERGER (Director / PR manager, Cinema Paradiso, Austria)

ERIC FRANSEN (Director, Cinéma Palace, Belgium)

MARIO FORTIN (Director, Cinéma Beaubien, Canada)

MUSTAFA EL MESAOUDI (Director, Cinema Wuppertal, Germany)

ADAM TRZOPEK (Director, Muranow, Poland)

NINA MILOŠIČ (Programmer, Mestni kino Ptuj, Slovenia)

LUZ DELGADO (Director, Cines van Dyck, Spain)

7.00-8.30pm

### **DINNER (NOVOTEL PARIS TOUR EIFFEL HOTEL)**

8.15-9.00pm

### **TRANSFER TO CINEMA LE BALZAC**

9.00-11.30pm

### **PRESENTATION OF THE EUROPA CINEMAS AWARDS**

### **EUROPEAN FILM PREVIEW SCREENING**

This event takes place at **Cinéma Le Balzac** - 1 Rue Balzac, 75008 Paris.

## **SATURDAY 3<sup>RD</sup> DECEMBER 2022 (MORNING)**

You have a choice of two sessions in the morning culminating in a broader debate in the afternoon.

Each panel discussion kicks off with a 7/7 open slot, a chance to hear from network members and professionals about new developments in their cinema or companies in just 7 slides in 7 minutes.

The session will introduce the tools and resources available to you as well as sharing examples of good practice.

9.30am-1.00pm

### **SESSION 3 – ROADMAP TO RECOVERY AND RENEWAL (Choice of 4 workshops - 90 mins each)**

#### **WORKSHOP 1 – COLLABORATE TO INNOVATE (9.30-11.00AM)**

Moderated by MICHAEL GUBBINS (Consultant, Sampo Media)

Collaborate to Innovate is among the most significant activities of today's Europa Cinemas, encapsulating the mission to share ideas and practices across borders. It is an exciting opportunity to develop new ideas with colleagues and one that builds valuable relationships with the potential of creating groundbreaking projects. After two years of experience, this session will offer insights into previous projects and offer a practical guide to how to develop your own application with partners.

- How to develop an innovative and collective project? Where to find ideas and inspiration?
- Building partnerships with cinemas and third parties.
- Setting up realistic goals and KPIs (human resources, expertise, budget, financing, outcomes...).
- How to build a strong promotional campaign?
- Evaluating processes and results.

FRÉDÉRIC CORNET (Exhibitor, Distributor, Cinéma Galeries, Belgium)

PIEN HOUTHOFF (Managing and Artistic Director, LUX Nijmegen, Netherlands)

ELISE MIGNOT (Director, Café des Images, France)

BÁRBARA FERNÁNDEZ VILARINO (Director, Golem Madrid, Spain)

IEVA SIPOLA (Director, Splendid Palace, Latvia)

#### **WORKSHOP 2 – WINNING BACK THE AUDIENCE (9.30-11.00AM)**

Moderated by FRANK GROOT (Financial Director / Programmer, Kino Rotterdam, Netherlands)

The statistics show audiences have been slow to return to cinemas for a variety of reasons – many of which are beyond the control of cinemas, including economic worries and a continuing fear of COVID infection. There are also challenges, in terms of the supply of attractive European works and increased streaming of content. But cinemas have not been standing still and have been building fresh strategies to build audiences. This workshop looks at new approaches and best practice.

- Diversifying the cinema experience in changing times. Making cinemas accessible and inspiring for younger audiences.
- Dive into data: how can we use research and data to get a picture of audiences?
- Innovative audience loyalty schemes.
- Using social media to create an active knowledge base. Investing and building physical and online marketing strategies.
- How diversity and green strategies can help win audiences?

UNNUR SANDE (Exhibitor, Vega Scene, Norway)  
VALERIO CAROCCI (Exhibitor, Cinema Troisi, Italy)  
ANDRES KAUTS (Director/Programmer, Elektriteater, Estonia)  
MARVIN WIECHERT (Digital Strategy & VOD, Yorck Kino-Gruppe, Germany)  
HANNELE MARJAVAARA (Director, Kino Tapiola, Finland)  
NOORTJE VAN DE SANDE (Managing Director, PICL, Netherlands)

11.00-11.30am

**COFFEE BREAK**

**WORKSHOP 3 – TOOLS FOR BUILDING DIVERSITY AND ENVIRONMENTAL SUSTAINABILITY (11.30AM-1.00PM)**

Moderated by MICHAEL GUBBINS (Consultant, Sampo Media)

In 2022, two Focus Groups were created from network members across Europe, looking at how to develop best practice and strategies in gender diversity and inclusion and environmental sustainability. The two groups created Charters for this Network Conference as guiding principles. More importantly, they have been developing practical means to turn principles into action across the whole network. This session will look at the toolboxes and actions that can ensure that everyone can make an impact in these vital areas of business and culture.

- Presentation of Europa Cinemas Charters
- Pathways to change: Turning principles into practical strategy.
- Ideas for creating activities, building and following best practice and strategic approaches to diversity, inclusion and environmental sustainability?
- How to build an inclusive cinema culture? How to create green strategies reducing environmental impact that inspire teams and audiences? How to best train and support staff?
- The marketing and economic advantages of inclusivity and diversity to engage new and young audiences.

METKA DARIS (Director, Kinodvor, Slovenia) & MATHIAS HOLTZ (Programme Producer, Folkets Hus Och Parker, Sweden)  
MATTHIAS DAMM (Director, Casablanca Cinema, Germany)  
ANNE FAUCON (Director, Utopia Saintes Maries, France)  
OLIVIER DOUET (CEO, La Cabinerie, France)  
MADELEINE PROBST (Programme Director, Watershed, UK)  
JÉRÉMIE MONMARCHÉ (Deputy Director, Cinéma Studio, France)

**WORKSHOP 4 – HOW TO STAND OUT FROM THE CROWD THROUGH EVENTS & EXPERIENCES (11.30AM-1.00PM)**

Moderated by FRANK GROOT (Financial Director / Programmer, Kino Rotterdam, Netherlands)

Among the biggest challenges for every cultural work in every creative industry is how to cut through the overwhelming noise of marketing and competition for every minute of consumer time. Films have very little time to make a lasting impact. Cinemas are increasingly looking at ways to turn cinema screenings into events and experiences to win audiences, often beyond cinephiles. This workshop looks at best practice and innovations in the “eventisation” of cinema.

- Enhancing the cinema experience: renewing the theatre environment and services.
- Strategic use of one-off events to creating long-term value.
- Best practice and innovation in curating programming events and festivals.
- Expanding offer and audiences: how to integrate non-film and film activity into a single brand.
- Out of the Box: how to use pop-up and offsite screenings and events to grow audiences.

NATHANAËL KARMITZ (CEO, mk2 Group, France)  
ZÜLEYHA AZMAN (Marketing Director, Kino Rotterdam, Netherlands)  
JAUME RIPOLL (Co-Founder, Head of Content & Development, Filmin, Spain)  
MIRA STALEVA (Exhibitor, Dom Na Kinoto and Head of Sofia Meetings, Bulgaria)  
ELLIOTT KHAYAT (Coordinator, “Manger Mieux Au Cinéma” Project, France)  
STEPHANIE SILVERMAN (Executive Director, The Belcourt Theatre, Nashville, USA)

1.00-2.30pm

**LUNCH**

<b>SATURDAY 3<sup>RD</sup> DECEMBER 2022 (AFTERNOON)</b>
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2.30-17.00pm

**SESSION 4 – CINEMAS AND A NEW FILM ECOSYSTEM (PLENARY SESSION)**

Moderated by MICHAEL GUBBINS (Consultant, Sampo Media)

**PANEL 1 – CINEMAS IN A SUSTAINABLE NEW ECOSYSTEM (2.30-3.45PM)**

Every part of the film value chain is looking at the future of its business models, policies and actions, from public funding, project and talent development to exhibition. These discussions need to be joined up into a debate about creating a sustainable ecosystem, which will deliver diverse European content to an ever-more demanding audience. This session brings together different parts of the value chain to look at ways to reshape the film industry, with focus on the place of the unique social, cultural and economic place of exhibitors and the cinema experience. It will ask questions including:

- Can films without a theatrical release find their audiences? Is the cinema event now critical to releases? Do film festivals represent a new release and business model for independent films?
- Is the current system of distribution flexible enough to allow cinemas to respond to audience demand?
- Does the existing value chain need to be adapted and what is the place of cinema?
- Is over-supply of European film a permanent reality? How to guarantee film theatres and audiences access to all films?
- How to build an industry-wide strategy on environmental responsibility?

EVA ESSEEN ARNDORFF (Distributor, Triart Film, Sweden)  
LAURENT DUTOIT (Exploitant, Distributor, Agora Films, Switzerland)  
DANIELA ZUKLIC (Exhibitor, Thalia Theater Potsdam, Germany)  
JUAN HERAS (Exhibitor, Cines Van Dyck, Spain)  
JON BARRENECHEA (Global VP Distribution, MUBI)

## **PANEL 2 – FIGHTING FOR FILM: AN ART FORM WITH A FUTURE (3.45-5.00PM)**

Predictions of the death of cinema are nearly as old as cinema itself but two years of closures and disruption, the rise of the streamed TV series and uncertainty about audience demand has given new momentum to those claims. Film though is not mere 'content' but a unique storytelling form that finds its natural place in the social spaces of cinema. Great film finds its meaning and power on the big-screen canvass and evokes powerful individual emotions and lights up ideas in a collective experience in a dark room. In the year that Jean-Luc Godard died, his assertion that cinema is "truth 24 frames a second" holds true (albeit now at megabits per second). This panel will look at:

- The continued cultural and creative power of film.
- The relationship between film on the Big and Small screens: how does the changing digital landscape and audience consumption affect diverse and challenging films to get to broader audiences?
- How to renew the film culture?
- How to build a new generation of film-making talent?
- Winning a new generation of demanding cinemagoers.

Keynote by AURÉLIE PINTO (Cinema Sociologist, University Paris III Sorbonne Nouvelle, France)

JAN DE VRIES (Creative Director, Kino Rotterdam, Netherlands)

STEFANO MASSEZI (Distributor, Lucky Red, Italy)

KATARZYNA SINIARSKA (Head of Sales, New Europe Film Sales, President of Europa International, Poland)

JOSÉ LUIS CIENFUEGOS (Director of Sevilla European Film Festival, Spain)

5.00-5.45pm

### **SESSION 5 – 20/20 EUROPA CINEMAS ARTHOUSE TALES / PART 2 (PLENARY SESSION)**

Moderated by MADELEINE PROBST (Programme Director, Watershed, UK)

With 20 slides of 20 seconds each, cinemas across the network from single-screen and small-town venues to more established cinemas in big cities will offer insights into how they run their venues and engage with their audiences.

SLOBODANKA MIŠKOVIĆ (Director, Art-Kino, Croatia)

CAROLINE GRIMAULT (Director, Katorza, France)

TAMÁS LISZKA (CEO, Budapest Film, Hungary)

GERARDO DE VIVO (Director, Modernissimo, Italy)

INDRE MIKELAITYTE (Deputy Director, Kino Romuva, Lithuania)

TOM DE BONT (Programmer, Heerenstraat Theater, Netherlands)

VALENTINA BENDER (Programmer, Kulturhuset Stadsteatern, Sweden)

5.45-6.45pm

### **GET TOGETHER: COFFEE & DRINKS (NOVOTEL PARIS TOUR EIFFEL HOTEL)**

**SUNDAY 4<sup>TH</sup> DECEMBER 2022 (MORNING)**

10.00-11.00am

**SESSION 6 – OPEN SLOT: CASE STUDIES**

Moderated by JAVIER PACHÓN (Director, Cineciutat, Spain)

KINGA PLICHT (Manager, Gdynia Film Center, Poland)

MIRONA RADU (Manager, Peasant Museum Cinema, Romania)

ANTON VAN AMERSFOORT (Programmer, MIMIK, Netherlands)

FANNY AUBERT MALAURIE (Cinema Advisor, Institut Français, France)

CECILE BECKER (Communication, public relations & partnerships, Cinéma Cosmos, France)

JANA TRNKOVÁ (Marketing, Aerofilms, Aero, Bio Oko, Czech Republic)

11.00am-12.00pm

**SESSION 7 - SUMMARY OF THE CONFERENCE & NEXT STEPS**

Moderated by MICHAEL GUBBINS (Consultant, Sampo Media)

The final session will be focused on a presentation of Saturday's workshops and a reflection on the ideas and practices shared over the first two days of the conference working towards a coherent action plan for the Network.

12.00-1.00pm

**CONCLUSIONS OF THE CONFERENCE & FUTURE PERSPECTIVES**

NICO SIMON (President, Europa Cinemas)

HARALD TRETENBREIN (Head of Unit at European Commission EACEA)

CLAUDE-ERIC POIROUX (General Director, Europa Cinemas)

1.00-2.00pm

**LUNCH AND END OF THE CONFERENCE**