

EUROPA CINEMAS INNOVATION DAY LAB
„Growing cinemas’ outreach in their communities“

Monday 25th September 2017 – 9:30am - 6:00pm

Tabakalera, Espacio Kutxa Kultur

*Lab directed by **Jon Barrenechea**, Head of Marketing, Picturehouse Cinemas (UK)
and **Javier Pachón**, President of CineArte and CineCiutat (Spain)*

9:00 – 9:30am – Registration

9:30 – 9:45am : Welcome

09h45 – 10h30am – GETTING TO KNOW EACH OTHER

Teams of 2 participants: present one another

10:30 – 11:00am - INTRODUCTORY SESSION

- Cinemas at the heart of their communities
- Enhancing the cinema experience
- Growing the demand for European film, especially among younger audiences
- Building on a network: the importance of working together
- *Case study : PictureHouse, UK*

11:00 – 11:15am - Coffee Break

11:15am – 1:00pm – SESSION 1: Build your current audiences, grow new audiences

- Understanding your current audiences (data gathering, etc.)
- Audience development through programming: matching films to audiences
- Identifying the barriers to engagement
- Building relationships: engaging both current and new audiences

Workshop exercise OR Case studies

1:00pm – 2:00pm Lunch

2:15pm – 3:00pm – SESSION 2: Let’s work together

- Entrepreneurial thinking within a network

- Exchanges of best practices: share & learn
- Building partnerships (programming, marketing, buying group, etc.)

Workshop exercise OR Case studies

3:00pm – 5:30pm – SESSION 3: Marketing the cinema experience

- Promoting your venue & your programming
- Creating a cinema brand and developing brand loyalty
- Marketing for the digital natives
- Developing a relevant use of social media: what works & for whom?

Workshop exercise OR Case studies

4:00pm – 4:15pm – Coffee Break

5:30pm - 6:00pm – WRAP UP & Q&A