

WEDNESDAY 14 NOVEMBER

3:00pm

Meeting in the entrance hall of the **Hesperia Hotel** (walk together to Convent of Santa María de los Reyes)

3:30 - 3:45pm OPENING WELCOME

José Luis Cienfuegos (General Director, Sevilla European Film Festival)

Claude-Eric Poiroux (General Director, Europa Cinemas)

3:45 - 4:15pm INTRODUCTION & MEET THE LAB LEADERS

Maeve Cooke (Director, access>CINEMA, Ireland)

Javier Pachón (President of Cineciutat and Cinearte, Spain)

Olle Agebro (Exhibitor, Fyrisbiografen, Sweden)

Michael Gubbins (Consultant, SampoMedia, United Kingdom)

4:15 - 6:15pm WHO ARE WE? WHAT DO WE NEED HELP WITH?

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

6:15 - 6:30pm SHARING OUR STORY

#ECSevillab18 and launch of the Post of the Day Challenge

7:00pm

Welcoming Cocktail

Hotel Hesperia, Av. Eduardo Dato, 49

THURSDAY 15 NOVEMBER

9:30am Meeting in the entrance hall of the **Hesperia Hotel** (walk together to Convent of Santa María de los Reyes)

10:00 - 11:00am SESSION 1: KNOWING YOUR AUDIENCES

Moderated by Maeve Cooke

Presentation of the Europa Cinemas Survey “New Approaches to Targeting Audiences” – **Michael Gubbins** (Consultant, UK)

Using data to improve cinema-going experience – **Olle Agebro** (Fyrisbiografen, Sweden)

Authenticity and Algorithms – **Marvin Wiechert** (Yorck Kinogruppe, Germany)

11:00 - 11:15am Coffee break

11:15am - 11:45am **KNOWING YOUR AUDIENCES: Reflections and Sharing Back**

11:45 - 12:45am SESSION 2: AUDIENCE BUILDING THROUGH CAMPAIGNS AND EVENTS

Moderated by Olle Agebro

Faces Places promotion tour – **Lee Shelton** (Curzon, UK)

40th anniversary campaign, linking audiences to the cinema – **Jon Michelena** (Cinema Cartoon’s, Belgium)

Intoxicated by art, linking great artists to great cinema – **Eleonora Russo** (Visionario, Italy)

Connecting musical documentaries with performances – **Erik Toth** (Art Kino Odeon Izola, Slovenia)

12:45 - 1:15pm **AUDIENCE BUILDING: Reflections and Sharing Back**

1:30 - 2:30pm LUNCH

Venue: **Hotel Hospes Las Casas del Rey de Baeza**, Plaza Jesús de la Redención, 2

2:45 - 4:15pm SESSION 3: EUROPA INTERNATIONAL AND EUROPA CINEMAS JOINING FORCES

Moderated by Michael Gubbins

4:15 - 4:30pm Coffee Break

4:30 - 5:15pm SESSION 4: HOW CAN CINEMAS DIVERSIFY CONTENT?

Moderated by Javier Pachón

Making rarely screened films available to cinemas – **Isabel Moir** (ICO, UK)

Distribution of Basque films – **Sylvie Larroque** (L’Atalante, France)

Distribution of the film *A Voix Haute* – **Laurent Van Wambeke** (Galleries, Belgium)

5:15 - 6:00 **HOW CAN CINEMAS DIVERSIFY CONTENT: Reflections and Sharing Back**

6:00 - 6:15 POST OF THE DAY

7:30pm EUROPA CINEMAS & EUROPA INTERNATIONAL GET TOGETHER

Venue: **Rogelio León**, Calle Diego Angulo Íñiguez, 16

FRIDAY 16 NOVEMBER

9:30am Meeting in the entrance hall of the **Hesperia Hotel**

10:00 - 11:00am SESSION 5: RENEWING AND DIVERSIFYING AUDIENCES

Moderated by Maeve Cooke

Families with children, taking care of little details – **Nina Milošič** (Mestni Kino Ptuj, Slovenia)

Retrocinema, old films for young audiences – **Dieter Betz** (Arsenal Kinobetriebe, Germany)

Relationships between images and facts – **Alison Kozberg** (Art House Convergence, USA)

Designing screenings for niche audiences – **Olle Agebro** (Fyrisbiografen, Sweden)

11:00 - 11:15am Coffee Break

11:15am - 12:00am **WORKSHOP: A problem shared is a problem halved...**

Milagros Merino (Cinema Palma, Italy)

Christos Ringas (Athinea, Greece)

12:00am - 1:15pm **RENEWING AND DIVERSIFYING AUDIENCES: Reflections and Sharing Back**

1:30 – 2:30pm **LUNCH**

Venue: **Hotel Hospes Las Casas del Rey de Baeza**, Plaza Jesús de la Redención, 2

2:45 - 3:30pm SESSION 6: BUILDING LOYALTY

Moderated by Olle Agebro

The Filmchoice by... – **Simon Blaas** (Cinema Middelburg, the Netherlands)

Widerstandskino / Resistance Cinema – **Wiktorija Pelzer** (Stadtkino im Künstlerhaus, Austria)

Cultura alle 4 un quarto – **Antoni Vilalta Seco** (Il Cinema del Carbone, Italy)

3:30 - 4:15pm **BUILDING LOYALTY: Reflections and Sharing Back**

4:15 - 4:30pm Coffee break

Directed by Javier Pachón

4:30 - 5:00pm **SURGERY SLOT SESSION: A problem shared is a problem halved...**

David García (Verdi, Spain)

Directed by Maeve Cooke, Javier Pachón & Olle Agebro

5:00 - 6:15pm **WORKSHOP & DEBRIEF OF THE DAY**

Work in pairs and identify an innovative solution to one of the problems / topics from Thursday and Friday

6:15 - 6:30pm **POST OF THE DAY AWARD**

SATURDAY 17 NOVEMBER

9:30am Meeting in the entrance hall of the **Hesperia Hotel** (walk together to Convent of Santa María de los Reyes)

10:00 - 11:00am SESSION 7: MARKETING - STORYTELLING

Moderated by Javier Pachón – Storytelling like it's 2018

Personalised content for social media – **Roméé Swaab** (Filmtheater Cinecenter, the Netherlands)

Studio Ghibli retrospective – **Tobias de Jong** (Lab111 the Netherlads)

Doggie cinema screening – **Aida Liliana LiPera** (Cinamateket i Bergen, Norway)

Podcast and self-branded products – **Mustafa El Mesaoudi** (Rex, Cinema Germany)

11:00 - 11:15am Coffee break

11:15 - 12:00am **MARKETING - STORYTELLING: Reflections & Sharing Back**

12:00 - 12:30am SESSION 8: MAKING THE MOST OF OUR RESOURCES

Moderated by Maeve Cooke

Karlsono kinas, games & workshops for the little ones – **Akvile Vasiliauskiene** (Skalvija Cinema Center, Lithuania)

Fundraising with your community – **Albert Triviño Massó** (Zumzeig, Spain)

Optimizing small teams – **Javier Pachón** (Cineciutat, Spain)

12:30 - 1:15pm **WORKSHOP: A problem shared it's a problem halved...**

Francesco Palma (Cinema Palma, Italy)

Jon Michelena (Cartoon's, Belgium)

1:30 - 2:30pm **LUNCH**

Venue: **Hotel Hospes Las Casas del Rey de Baeza**, Plaza Jesús de la Redención, 2

2:45 - 3:45pm SESSION 9: SURGERY SLOT SESSION FROM SPACES TO PLACES

Moderated by Maeve Cooke, Javier Pachón & Olle Agebro

Miriam Groenen (Filmhuis de Keizer, the Netherlands)

Sylvie Larroque (L'Atalante, France)

Simon Blaas (Cinema Middelburg, the Netherlands)

Chris De Zeeuw (Lab – 1, the Netherlands)

3:45 - 4:15pm **FROM SPACES TO PLACES: Reflections & Sharing Back**

4:15 - 4:30pm Coffee break

4:30 - 6:00pm SESSION 10: DEBRIEF AND RETURN STRATEGY

Directed by Maeve Cooke, Javier Pachón & Olle Agebro

6:15 - 6:30pm **POST OF THE DAY AWARD**