ALICE ET LE MAIRE
ALICE AND THE MAYOR

Helsinki, Busan
(Europa Cinemas Label),
them together and shaking
Alice Heimann. A dialogue
liant young philosopher,
team decides to hire a bril-
in politics, he feels empty.
The mayor of Lyon is in a

Beekeepers’ basic rule (take
must save the swarm and
female beehunter in Europe
impressive camera work
viewer is not only engaged
wounds of the past. “The
approach, powerful script
management trailer, sudden-
y there is a seed of hope.
The wild 9-year-old girl has
ly not looking to change her

Frankfurt (Best Actress),

for Sama

ELÉNAX

for Sama

GB – 100’

FOR SAMA

THAT PÄRT FEELING

Director: Paul Hegeman
Documentary Film

A man is a talented
hearing-disabled man. In

systematically as a difficult
story of the swarm that was
be fought is that with the
it seems the final battle to

Alzheimer’s disease. She is a
young woman who


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Nicolas Pariser

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THURSDAY 21 NOVEMBER 2019

11.30am-11.50am Preview Screenings of 15 European Films Cinemas AVAILABLE & (Un)likely

11.50am-12.30pm "Overview and Development Perspectives of European Film Circulation in Portugal" (ConCorina Hotel)

Presided by Luis Chezy Vez (President, Instituto do Cinema e do Audiovisual, Portugal)
Proposed by Nuno Freitas (International Affairs Advisor, Instituto do Cinema e do Audiovisual, Portugal)

1.00-2.00pm Welcome Coffee (ConCorina Hotel)

2.00-3.30pm Opening of the 21st Europa Cinemas Network Conference

Panel 1

Claude-Eric Poiroux (General Director, Europa Cinemas)
European Commission (Secretary of State for Cinema, Audiovisual Affairs, Portugal)
Nico Simon (President, Instituto do Cinema e do Audiovisual, Portugal)

Yanaki and Christo Dermendjiev – Lucky Cinema Home Entrepreneur of the Year

Café des Images Hérouville-Saint-Clair, France
Cinéma Lux Caen, France
UCI Cinemas, Av. António Augusto de Aguiar 31

Best Programming

Kinoedro, Ljubljana, Slovenia
Best Young Audience Activity

Cinema Lux, Cannes, France
Café des Images Hérouville-Saint-Clair, France
Entrepreneur of the Year

Yaroslav and Christo Dermendjiev – Lucky Cinema Home
Poznań, Bulgaria
Film Preview

9.30am-10.00am Preview Screenings of 15 European Films Cinemas AVAILABLE & (Un)likely

11.30am-1.00pm SESSION 3 ADAPTING TO THE SHIFTING CINEMA LANDSCAPE

Choice of 4 workshops

4.30-5.00pm Workshop 1

Smart Data & Smart People

Moderated by Michael Gubbins (Partner, Sampo Media, UK)
— More than film: targeting younger audiences with new content and experiences.
— From small screens to big screens: developing a taste for films on and offline.
— Experiencing the festival-fever into cinema-goers.
— Working towards more dynamic relationships with audiences.

Mathias Fourrier (Project Coordinator, Cinéma De Contis, France)
Stefana Dragan (Project Coordinator, MUBI, UK)
Melis Daris (Executive Director, Kinodvor, Slovenia)
Gražia Acquafredda (Coordinator European Film Challenge, Lithuania)

1.00-2.00pm Lunch

2.00-3.30pm SESSION 4 THE FUTURE OF INDEPENDENT FILM IN THE STREAMING ERA

(Plenary session)

Moderated by Michael Gubbins (Partner, Sampo Media, UK)

2.00-3.15pm Panel 1

How Can Cinemas and Streaming Platforms Co-Exist?

— Can films without a theatrical release find their audiences?
— Does the existing value chain need to be adapted and what is the place of cinema?
— Do films festivals represent a new release and business model for independent films?
— How to guarantee film theatres and audiences access to all films?

Dr. Peter Merrington (Research Associate, University of Glasgow, UK)
Jon Barbour (Managing Director, Trustnordisk, Denmark)

3.00-5.30pm Workshop 2

From small screens to big screens: developing a taste for films on and offline.

Moderated by Madeleine Probst (Managing Producer, Watterhall Cinemas, UK)

— Making the most of data in a standalone independent cinema.
— Designing experiences for niche audiences on and offline.
— Dynamic membership schemes and ticketing deals.
— Big Data vs Smart Data: using data to improve the cinema-going experience.
— More than just films: meeting the needs of a hyper-social Next Generation of Cinema-goers: More than Just Films

Irene Musumeci (CEO, Gruvi, Denmark)
Ben Johnson (CEO, Usheru, Ireland)
Stefana Dragan (Project Coordinator, Cinéma De Contis, France)
Metka Daris (Director, Kinodvor, Slovenia)

3.30-5.00pm Panel 2

Choice of 4 workshops

— Making the most of data in a standalone independent cinema.
— Designing experiences for niche audiences on and offline.
— Dynamic membership schemes and ticketing deals.
— Big Data vs Smart Data: using data to improve the cinema-going experience.
— More than just films: meeting the needs of a hyper-social Next Generation of Cinema-goers: More than Just Films

Ida Thoren (Exhibitor, Fyrisbiografen, Sweden)
Touvier Timmermans & Frank Groot (Exhibitors, Filmhuis/ Kino Rotterdam, Netherlands)
Oliver Pegas (CEO, Ushure, Ireland)

1.00-2.00pm Lunch

2.00-3.30pm SESSION 5 EUROPA CINEMAS ARTHOUSE TALES: PART 2 (Plenary session)

Moderated by Madeleine Probst (Managing Producer, Watterhall Cinemas, UK)

3.00-5.30pm Workshop 3

Presentation of the Europa Cinemas Awards & Transfer to UCI Cinemas

3.00-5.30pm Workshop 4

Digital Marketing Strategies: How Do Films and Venues Stand Out and Get Noticed?

Moderated by Irene Musumeci (Film Marketing Manager/ Exhibitor, Cinetone Artificiel Eyes, UK)

— Promoting independent films through collaboration: joint exhibitor/distributor campaigns.
— Designing experiences for niche audiences on and offline.
— Learning from young activists to build awareness on and offline.
— From projectionist to influencer: get your team involved in your social media strategy.

Marvin Wiescher (Digital Marketing Manager, Yorck Kinogruppe, Germany)
Thierry Dejeu (CEO, Cinéma France, France)
Hannah Higginson (Engagement Producer, Watterhall Cinemas, UK)
Irini Siga & Jens Lanestrand (Exhibitors, Biografcentralen, Sweden)

11.00-1.00pm OPEN SLOT: CASE STUDIES

Lunch and End of the Conference

12.00-1.00pm CONCLUSIONS OF THE CONFERENCE AND FUTURE PERSPECTIVES

Panel 1

— Marketing: Theaters as curators and trusted brands.
— Engaging audiences in films and film culture: cinemas as curation and trusted brands.
— Exploring the potential to build more dynamic relationships between producers/sales agents & cinemas.
— Are there even more effective opportunities for cross-promoting films in cinemas and on VOD?
— How do cinemas respond to an over-supplied film market?

Eduardo Escudero (Exhibitor & Distributor, Circuito Cinema, Spain)
Ambra Occhipinti (Distributor & Exhibitor, Lucky Red / Circuito Cinema, Italy)
Daniela Elsener (Executive Director, Unifrance, France)
Susan Werdi (Managing Director, Trustnordisk, Denmark)

SUNDAY 24 NOVEMBER 2019

9.30-11.00am SESSION 6 OPEN SLOT: CASE STUDIES

Moderated by Javier Pachón (Exhibitor, Cinecinetac, Spain)

11.30-12.00pm SESSION 7 SUMMARY OF THE CONFERENCE & NEXT STEPS

Conclusions of the Conference and Future Perspectives

Moderated by Michael Gubbins (Partner, Sampo Media, UK)

COMMENTS AND QUESTIONS

3.30-4.30pm SESSION 8 THE ESSENTIAL VALUE OF CINEMA IN FILM PROMOTION

(Plenary session)

— Engaging audiences in films and film culture: cinemas as curation and trusted brands.
— Exploring the potential to build more dynamic relationships between producers/sales agents & cinemas.
— Are there even more effective opportunities for cross-promoting films in cinemas and on VOD?
— How do cinemas respond to an over-supplied film market?

Simultaneous translation: English, French, German, Italian, Spanish (plenary sessions and workshops)
The speakers' biographies are available online here: https://europa-cinemas-network-conference/