

EUROPA CINEMAS INNOVATION DAY LAB

***“How to make the most of our own resources:
Improving skills and renewing practices for audience development”***

(THESSALONIKI, 2nd - 3rd NOVEMBER 2019)

Cinema Museum | Takis Kanellopoulos Theatre | Thessaloniki Port

Directed by **Iris Praefke** (Exhibitor, Movimiento cinema, Germany) and **Hrvoje Laurenta** (Executive Director, Zagreb Film Festival, Croatia), the aim of this *Day Lab* is to help exhibitors to find new ways to develop audiences, create sustainable programming strategies and use innovative marketing tools (including social media) to engage with the younger generation of cinemagoers. The Lab will strengthen the network of cinemas and provide a platform where they can share regional issues, best practices and weaknesses allowing exhibitors to find creative solutions to their biggest challenges.

Saturday 2nd November 2019

2:00 – 2:15pm | WELCOME SESSION & MEET THE LAB LEADERS

Elise Jalladeau: General Director, Thessaloniki International Film Festival

Iris Praefke: Exhibitor, Movimiento cinema, Germany

Hrvoje Laurenta: Executive Director, Zagreb Film Festival, Croatia

2:15 – 3:00pm | GETTING TO KNOW EACH OTHER

3:00 – 3:30pm | INTRODUCTORY SESSION

Iris Praefke: Promoting venues and programming choices through digital marketing

Hrvoje Laurenta: Alternative approaches to audience development

3:30 – 3:45pm: Coffee Break

3:45 – 5:00pm | SESSION 1: STRENGTHS AND CHALLENGES OF OUR VENUES

Moderated by **Hrvoje Laurenta**

Sunday 3rd November 2019

10:00 – 10:45am | SESSION 2: REACHING OUT TO COMMUNITIES THROUGH PROGRAMMING

Introduction by **Iris Praefke**: *Promoting films through special screenings*

Case studies:

- Georgios Papageorgiou, Pantheon: *Documentaries and musical tributes*
- Nina Veligradi, Greek Film Archive: *First feature films for young audiences*

10:45 – 11:30am | SESSION 3: BRANDING AND MARKETING STRATEGIES

Introduction by **Hrvoje Laurenta**: *Breaking through traditional marketing and promotion*

Case studies:

- Eleni Chrysopoulou, CineDoc: *Survey among audiences / membership card*
- Joanna Rappou, Vakoura: *Website, social media, Google Ads (to be confirmed)*

11:30 – 11:45am: Coffee Break

11:45am – 1:00pm | GROUP TASK: BUILDING AWARENESS FOR FILMS AND VENUES

Moderated by **Iris Praefke**

1:00 – 2:00pm Lunch

2:00 – 3:30pm | SESSION 4: HOW TO TARGET NEW AUDIENCES

Introduced by **Iris Praefke**: *Reaching out to schools and kindergardens*

Hrvoje Laurenta: *Main benefits of social media*

Case studies:

- Marta Ban, Art-kino: *Youth cinema club*
- Michael Zeis, Trianon: *International day of persons with disabilities*

3:30 – 3:45pm: Coffee Break

3:45 – 5:00pm | WRAP-UP & RETURN STRATEGY