

RE-DESIGNING THE COLLECTIVE CINEMA EXPERIENCE

TUESDAY, 13TH APRIL 2021 (2:00PM-5:00PM EEST)

Join in this Europa Cinemas/Vilnius Day Lab entitled “RE-DESIGNING THE COLLECTIVE CINEMA EXPERIENCE” inviting you to spend some quality Zoom time with about 20 Baltic exhibition practitioners and local professionals to get some perspective on your own context and exchange expertise and best practice about how to cope with these unprecedented times.

Moderated by **Javier Pachón** (President of CineCiutat and Vice-president of PROMIO, Spain) and facilitated by **Paula Bērziņa** (Cinema and VOD platform manager/film distributor, Kino Bize, Latvia) and **Andres Kauts** (General Manager, Tartu Elektriteater, Estonia), the focus for this 3-hour Lab will be on sharing approaches to reopening cinemas and reflecting on experiences during the extended closure, covering topics such as bringing back audiences after long closure, devising programming strategies (in-venue and online); challenges and opportunities for theatrical content; getting back to be ready for films again and collaboration with and distinguishing from online screening platforms and social media.

This Lab will strengthen the networking of cinema professionals and provide a platform where they can share common issues and best practices to find creative solutions to their biggest challenges.

SCHEDULE OF THE SESSION (specified in EEST):

- From 1.45pm: Opening of the Zoom session
- 2.00pm-2.10pm: Welcome & introduction of the Lab Facilitators
- 2.10pm-2.30pm: Greeting the participants
Every participant states their name, cinema and city - and shares in one sentence a positive take away (if any) from the last couple of months
- 2.30pm-2.45pm: **Paula Bērziņa** (Cinema and VOD platform manager/film distributor, Kino Bize, Latvia) “*Can a cinema theater be uploaded online?*” + Q&A
- 2.45pm-3.00pm: **Andres Kauts** (General Manager, Tartu Elektriteater, Estonia) “*Choosing movies for reopening and spending your time in a lockdown cinema*” + Q&A

COFFEE BREAK 5 mins - room left open

- 3.05pm-3.55pm: Introduction and small group discussions, facilitated by Javier Pachón, Paula Bērziņa and Andres Kauts
Group topics based on the questionnaire’s choices

COFFEE BREAK 5 mins - room left open

- 4.00pm-4.40pm: Feedback of each group and highlights of discussion / Identify challenges that still feel unresolved
- 4.40pm-5.00pm: Discussion among participants about key takeaways and wrap up of the session

List of participants

<i>Name</i>	<i>Surname</i>	<i>City</i>	<i>Country</i>	<i>Distribution Company / Cinema (number of screens)</i>
Ra Ragnar	Novod	Tallinn	Estonia	Cinema Artis (2)
Elli	Kalju	Tallinn	Estonia	Kino Sõprus (1)
Anete	Goldmane	Cesis	Latvia	Cesis Concert hall cinema (1)
Violeta	Kovalenoka	Rēzekne	Latvia	GORS Kino (1)
Ieva	Sīpola	Riga	Latvia	Splendid Palace (2)
Inese	Apse	Riga	Latvia	ACME Film
Ilona	Koskina	Riga	Latvia	VLG Filmas
Mara	Cebere	Talsi	Latvia	Cinema Auseklis Talsi (1)
Karolina	Onusaitytė	Kaunas	Lithuania	Kauno kino centras Romuva(1)
Vytautas	Jurevicius	Klaipeda	Lithuania	Arlekinas (1)
Laura	Skaburske	Panevėžys	Lithuania	Kino centras Garsas (2)
Monika	Petrulaitienė	Panevėžys	Lithuania	Kino centras Garsas (2)
Kornelija	Norkevičiūtė	Panevėžys	Lithuania	Kino centras Garsas (2)
Donatas	Ivoška	Panevėžys	Lithuania	Apollo Kinas (3)
Jolanta	Germanaviciute	Vilnius	Lithuania	Theatrical Film Distribution
Algirdas	Ramaska	Vilnius	Lithuania	Kino Pavasaris Distribution
Andre	Balzekiene	Vilnius	Lithuania	KINO PASAKA (5)
Vilma	Levickaitė	Vilnius	Lithuania	Skalvija (1)

Observer

Anu	Ernits	Tallinn	Estonia	Creative Europe Desk Estonia
Triinu	Keedus	Tallinn	Estonia	Estonian Film Institute
Zane	Grandāne	Jēkabpils	Latvia	Jēkabpils Department of Culture
Lelda	Ozola	Riga	Latvia	Creative Europe Desk Latvia
Austėja	Milvydaitė	Vilnius	Lithuania	Creative Europe Desk Lithuania