

Europa Cinemas Audience Development & Innovation Lab

**REFLECT, CREATE, ADAPT & CONNECT:**

**DIY WAYS TO RENEW YOUR AUDIENCES & VENUE**

BOLOGNA – SATURDAY 24<sup>TH</sup> TO WEDNESDAY 28<sup>TH</sup> JUNE 2023

The lab is directed by **Madeleine Probst** (Executive Producer, Watershed, UK) and **Bob van der Meer** (General Manager, Filmhallen-The Movies-FilmKoepeel, Netherlands).

Venue: Cineteca di Bologna, Sala Cervi – Via Riva di Reno 72

### **SATURDAY 24<sup>TH</sup> JUNE 2023- Day 1 Opening**

**2:30pm**

Meeting in the entrance hall of the **Zanhotel Europa & Palace Hotel** (walk together to **Sala Cervi**)

**3:00–3:15pm**

**WELCOME WORDS**

**Fatima Djoumer** (CEO, Europa Cinemas)

**Gian Luca Farinelli** (CEO, Cineteca di Bologna)

**3:15–3:30pm**

**INTRODUCTION & LAB PURPOSE AND VALUES**

**Madeleine Probst & Bob Van Der Meer**, Lab Leaders

**Züleyha Azman**, Lab Social media and Blog Coordinator (Marketing Director, Kino Rotterdam, Netherlands)

**Mathilde Narros & Nicolas Edmery** (Europa Cinemas)

**3:30–5:00pm**

**GETTING TO KNOW EACH OTHER**

Each participant states their name, cinema and city and shares in one sentence a positive take away (if any) and the biggest challenge for the future

**6:45pm**

Meeting in the entrance hall of the **Zanhotel Europa & Palace Hotel** (walk together to the welcoming dinner)

**7:15pm**

**WELCOME DINNER** (Ristorante Da Cesari, Via de' Carbonesi 8, Bologna)

**9:00pm**

Departure from the restaurant to Piazza Maggiore

**9:45pm**

**OPENING SCREENING OF IL CINEMA RITROVATO:**

**SPELLBOUND** by Alfred Hitchcock (1948, 111min)


Venue: Piazza Maggiore

*Please note that there are reserved seats for the Lab participants arriving by 9.15pm.*

## SUNDAY 25 JUNE 2023 – DAY 2 - MARKETING & COMMUNICATION STRATEGIES

**9:00am**

Meeting in the entrance halls of the **Zanhotel Europa & Palace Hotel** (walk together to **Sala Cervi**)

**9:30–9:35am** 


**INTRODUCTION TO DAY TOPICS & TASKS**

**Madeleine Probst & Bob Van Der Meer, Lab Leaders**

**9:35–10:00am + Q&A** 

**REACHING TO NEW AUDIENCES – DIGITAL MARKETING (PART 1)**

**Marvin Wiechert** (Marketing Manager, MUBI)

**10:00–10:45am** 

**PRESENTATIONS & SURGERY SLOT**

**Julien Staartjes** (FilmHallen, Netherlands) “Getting to know your audience: Customer data as a driver for success”

**Anne-Laure Louvet** (Galeries, Belgium) “Creating and sharing to build audience loyalty”

**Milan Simanek** (Kino Art, Czech Republic) “How Not to Get Crashed by Bad Reviews and Accept That Not Everyone Is Going to Love You”

**10h45-11:00am**

**DEBRIEF OF THE SESSION & DISCUSSION**

**11:00–11:15am**

**COFFEE BREAK**

**11:15–11:40am + Q&A** 

**REACHING OUT TO NEW AUDIENCES – SUBSCRIPTION MODELS, MEMBERSHIPS AND VOD (PART 2)**

**Marvin Wiechert** (Marketing Manager, MUBI)

**11:40am–12:15pm**

**MINI WORKSHOP: LAUNCH OF AN AUDIENCE BUILDING INITIATIVE**

**12:15pm–1:00pm**

**DEBRIEF OF THE MINI WORKSHOP**

**1:00-2:30pm**

**BUFFET LUNCH** next to Sala Cervi

**2:30–3:00pm** 

**DIVERSIFYING AUDIENCES THROUGH TARGETED COMMUNICATION**

**PRESENTATIONS & SURGERY SLOT**

**Züleyha Azman** (Kino Rotterdam; Netherlands) – “Creative marketing for special programming”

**Laurent Callonnec** (Cinéma L’Ecran, France)

**Marlena Gabryzewska** (Stowarzyszenie Kin Studyjnych, Poland) “On-line screenings after pandemic – support or threats for on-site Cinema?”

**Cineteca Young** – “From teenager to teenager. Finest cinema offered to the Youth”

**3:00–3:30pm**

**SHARING OF BEST PRACTICE AND CHALLENGES TO DIVERSIFY AUDIENCES (Mini Workshop)**

**3:30–4:00pm**

**DEBRIEF SESSION: WHAT ARE YOU GOING TO TAKE BACK FROM TODAY’S SESSIONS?**

**4:30-5:00pm**

**VISIT CINEMA MODERNISSIMO**

## MONDAY 26 JUNE 2023 – DAY 3 – PROGRAMMING, CURATION & EVENTIZATION

**9:00am**

Meeting in the entrance hall of the **Zanhotel Europa & Palace Hotel** (walk together to **Sala Cervi**)

**9:30–9:35am**

**INTRODUCTION TO DAY TOPICS & TASKS**

**Madeleine Probst & Bob Van Der Meer**, Lab Leaders

**9:35–10:00am** 

**CURATORSHIP AND DISCOVERY: THE ROLE OF FILMS OF THE PAST IN THE FUTURE OF CINEMA**

**Vincent Paul-Boncour** (Director, Carlotta Films, France)

**Vejune Dudeniene** (Skalvijos Kino Centras, Lithuania) "In the Mood for Cinema: Skalvija Cinema Center."

**Valentina Masper** (Lo schermo bianco, Italy)

**10:00-10:45am**


**MINI WORKSHOP: ORGANIZING AN EVENT AROUND THE FILM SPELLBOUND** by Alfred Hitchcock

**10:45–11:00am**

**COFFEE BREAK**

**11:00-11:45am**

**DEBRIEF OF MINI WORKSHOP**

**11:45– 12:15pm** 

**GETTING A BALANCE BETWEEN REGULAR VERSUS NICHE / EVENT BASED PROGRAMMING**

**Franco Savelli** (Cinemaincentro, Italy) "Finalmente è giovedì - Trying to make the positive effects of events last"

**Baris Azman** (Kino Rotterdam, Netherlands) "Film Trailers for Cinematic Programming"

**Zlatko Vidackovic** (Metropolis, Croatia) "Attracting audiences from 4 different worlds - Kino Metropolis Zagreb case study"

**Eva van Hessche** (Cinema Storck, Belgium) Creating added value with the focus on 'experiencing film together'


**12:15-1:00pm**

**DEBRIEF OF THE SESSION & DISCUSSION**

**1:00–2:30pm**

**LUNCH** (Venue: Ristorante da Bertino, via Lame 55, Bologna)

## **COLLABORATION & INNOVATION**

**2:30–3:00pm** 

**COLLABORATE TO INNOVATE SESSION (LOCAL, NATIONAL AND INTERNATIONAL LEVEL)**

**Martin Kitzberger** (Kinoabo, Austria) “Nonstop Kinoabo”

**Oskar Kobar** (Tartu Elektriteater, Estonia) “A year of New collective innovate software for small-size cinemas”

**Silvia Ortolani** (Cinema Solaris, Pesaro) “Move the movie”

**3:00-3:45pm**

**COLLABORATE TO INNOVATE MINI WORKSHOP: ORGANIZING A PROJECT**

**3:45-4:30pm**

**DEBRIEF OF MINI WORKSHOP**

**WRAP UP OF THE DAY & Task for Monday evening**

**9:00am**

Meeting in the entrance hall of the **Zanhotel Europa & Palace Hotel**


**9:30–9:35am**

**INTRODUCTION TO DAY TOPICS & TASKS**

**Madeleine Probst & Bob Van Der Meer**, Lab Leaders

**9:35 - 10:00am**

**PREPARING THE RETURN STRATEGY**

**10:00am-11:00am** 

**THE ROLE OF INCLUSION AND SUSTAINABILITY IN BUILDING AUDIENCE LOYALTY**

**Bob van der Meer** (Filmhallen-The Movies-FilmKoepel, Netherlands) “Customer expectations versus the reality of restoring a century old cinema”

**Hedvika Maternova** (Bio Oko, Czech Republic) "Bio Oko - the Living Room Where We Meet“

**Steph Read** (Watershed, United Kingdom) - “Crossing the Threshold: From the social space to the cinema”

**Sophia Zagloul** (Admiral Kino, Austria) “Engaging Places – Fresh Ideas for Historical Spaces”

**11:00–11:15am**

**COFFEE BREAK SALA CERVI**

**11:15am-12:00pm**


**CINEMA SPACES MINI WORKSHOP: REORGANIZE YOUR SPACE**

**12:00-1:00pm**

**DEBRIEF MINI WORKSHOP**

**1:00pm – 2:30pm LUNCH**

**LUNCH** (Venue: Ristorante da Bertino, via Lame 55, Bologna)

**2:30pm-3:00pm** 

**REFRESHING MIND-SET AND ORGANISATIONAL MANAGEMENT STRATEGIES**

**Madeleine Probst** (Watershed, United Kingdom) - “Making time for slow work”

**Linda Sjögren** (Hagabion, Sweden) “Run by volunteers”

**Hajna Toth** (Budapest Film, Hungary) - “Post-pandemic activities & challenges”

**3:00pm-3:45pm**

**MINI WORKSHOP SUSTAINABILITY AND INCLUSION AT THEIR HEART**

**3:45-4:30pm**

**DEBRIEF OF MINI WORKSHOP**

**4:30-5:00pm**

**WRAP UP OF THE DAY**

**5.00–6.30pm**

**GET TOGETHER & DRINKS**



## **WEDNESDAY 28 JUNE 2023 – DAY 5 – RETURN STRATEGY**

**9:30am**

Meeting in the entrance hall of the **Zanhotel Europa & Palace Hotel** (walk together to **Sala Cervi**)

### **LAB DEBRIEF & RETURN STRATEGY**

**10:00–10:30am** – Reflection on key learnings / challenges

**10:30am–11:30pm**

**GROUP DISCUSSIONS:** Actions you plan to take back to your venue; identify obstacles and potential solutions. How might the Europa Cinemas network help you develop your ambitions? Share key learning & obstacles with the rest of the group.

**11:30am–12:30pm**

### **SHARING RETURN STRATEGY**

**12:30–2:30pm** – **CLOSING LUNCH**

Venue: **Da Bertino**, via Lame 55, Bologna