

## [EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB](#)

### **Moving forward: Reviewing old habits and exploring new models.**

**Sofia International Film Festival - Wednesday 22nd to Saturday 25th March, 2023**

The lab is directed by **Javier Pachón** (Executive Director and Head Programmer, CineCiutat, Palma de Majorca, Spain) together with **Marijana Bosniak** (Manager and Programmer, kino Urania, Osijek, Croatia).  
Venue: G8 Cinema, 8 William Gladstone str., 1000 Sofia

#### **Wednesday 22 March 2023 – Day 1: Opening**

*Arrival of the participants*

**3.30 - 6.00 pm**

**OPENING OF THE AUDIENCE DEVELOPMENT LAB**

**3.30 - 4.00 pm**

**OPENING & WELCOME**

**Mira Staleva** (Deputy Director of Sofia International Film Festival)

**4.00 - 4.30 pm**

**MEET THE LAB LEADERS & EUROPA CINEMAS TEAM**

**Javier Pachón & Marijana Bosniak** (Workshop leaders)

**Züleyha Azman, Kino Rotterdam, Netherlands** (social media coordinator)

**Lisa Püscher & Alexandre Tchernookov** (Europa Cinemas)

**OPEN DISCUSSION:** Our lab's purpose, our goals and backgrounds

**4.30 - 6.00 pm**

**AN OLD HABIT WE NEED TO CHANGE & SOMETHING WE WOULD LIKE TO EXPLORE**

- Review, explore, act**

Getting to know each other: Every participant introduces themselves and explains in 1-2 sentences an "old habit" and a new action that they would like to explore.


**PROJECT PITCH OF THE DAY**

**6.00 - 7.00 pm**

**NETWORKING EVENT: FOOD & DRINKS AT G8 BAR**

Thursday 23 March 2023 – Day 2: Programming, marketing and communication

9.30 – 10.00 am

 YouTube Live Streaming

**Keynote: Javier Pachón (CineCiutat, Spain) – The need of resetting your mindset**

10.00 – 11.00 am

**SESSION 1 – Beyond programming: How to create demand (curatorship and discovery)** 

**Kristi Porila (Thule Kino, Estonia) – Partnership with distributors for strong programming**

**Kinga Plicht (Gdynia, Film Centre, Poland) – Opening up cinemas to youngsters**

**Alicia Nieto (Cines Renoir, Spain) – Using new technologies (podcast “Puedo hablar”)**

Short Q&A

11.00 – 11.15 am - Tea/Coffee Break

11.15 am – 12.15 pm

**SESSION 2 – Marketing and communication strategies to reach out to new audiences** 

**Ida Hauge Johannessen (Vega Scene, Norway) – Loyalty programme “Vegavenn” & better Mondays**

**Jana Trnková (Světazor, Czech Republic) – Social Media strategies**

**Marijana Bosniak (kino Urania, Croatia) – Niche targeting**

**Züleyha Azman (KINO Rotterdam, Netherlands) – KINO's digital marketing strategy**

Short Q&A

12.15 – 1.00 pm

**SURGERY SLOT – A problem shared is a problem halved**

1.00 – 2.00 pm

**BUFFET LUNCH at G8**

2.00 – 3.00 pm

**SESSION 3 – Optimizing our means and tools** 

**Andres Kauts (Tartu Elektriteater, Estonia) – Operational efficiency with a new Collective Innovative Software**

**Eva Demeter (TISZApART Cinema, Hungary) – How to fund and budget special events?**

**Javier Pachón (CineCiutat, Spain) – Organising ourselves through technology**

Short Q&A

3.00 – 3.30 pm

**Mini-Group Discussion/Workshop: programming strategies, marketing and communication, optimization**

3.30 – 3.45 pm Tea/Coffee Break

3.45 – 5.00 pm

**OPEN SLOT**

Share a problem or key outcomes and learnings from an initiative with the group.

**Gabriela Stoyanova (Fanagoria Tervel, Bulgaria) – How to build a community before theatre opening and create expectation/curiosity?**

**Marta Innocenti (Cinema Giotto, Italy) – How to overcome audience scarcity in a rural area?**

**Piotr Gladkowski (Kino Kameralne Café, Poland)** – How to increase number of viewers and reach new audiences without using social media?

**Māra Cēbere (Auseklis, Latvia)** – How to attract younger audience to serious art movies?

#### **PROJECT PITCH OF THE DAY**

##### **7.30 pm**

Meeting in the Hotel Lobbies & departure all together to the restaurant

##### **8.30 – 10.30 pm**

**Sofia Meetings Welcome Dinner**

Pod Lipite Restaurant

**Friday 24 March 2023 – Day 3: Cinema Experience**

**9.30 – 11.00 am**

**Cinema Visit**

**Hristo Hristozov (Cinema House, Bulgaria)** – The cinema house is more than a cinema!

**11.00 – 11.15 am - Tea/Coffee Break at G8**

**11.15 am – 1.00 pm**

**SESSION 4 - Rethinking the cinema experience, the theater environment and services** 

**Eva Demeter (TISZApART Cinema, Hungary)** – Moziklikk Mobile application

**Balazs Nagy (Corvin, Hungary)** – Imperceptibles: getting the users to go on a hunt

**Valerio Carocci (Cinema Troisi, Italy)** – Shift from pirate to legit cinema. How to interact with the audience in different spaces at Cinema Troisi?

Short Q&A

**1.00 – 2.00 pm – BUFFET LUNCH at G8**

**2.00 – 3.00 pm**

**SESSION 5 - Enhancing the cinema experience: event management** 

**Valerio Carocci (Cinema Troisi, Italy)** – Cinema out of the box: when other art forms boost the film experience

**Martyna Pałczyńska (Gdynia, Poland)** – Events for kids: Fairy Tales & Holidays

**Christos Ringas (Athinea, Greece)** – Cinema with pets: “The four legged friends of our Cinema”

Short Q&A

**3.00 – 3.15 pm – Tea / Coffee Break**

**3.15 – 4.30 pm**

**SESSION 6 – Collaborate to innovate: Building partnerships with cinemas and third parties** 

**Alicia Nieto (Cines Renoir, Spain)** – Viridiana: challenges in coordinating a collaborative project with 32 partner cinemas

**Justė Vyšniauskaitė (Kaunas cinema centre "Romuva", Lithuania)** – Rising Cinema: a New Generation of European Film Ambassadors

**Mirona Radu (Cinema Muzeul Taranului, Romania)** – Europe Forward Cinema Collaboration

Short Q&A

**PROJECT PITCH OF THE DAY**

**4.30 – 5.00 pm**

**Debrief of the day**

Return Strategy: work in pairs to reflect on key learnings/challenges of the day and identify one thing you will bring back to your cinema & how / share highlights back with the group.

**Saturday 25 March 2023 – Day 4: Sustainability, Diversity & Inclusion**

**10.00 – 11.00 am**

**SESSION 7 – Running a sustainable venue** 

**Marijana Bosniak (kino Urania, Croatia)** – Keeping track of multiple projects in a small team

**Javier Pachón (CineCiutat, Spain)** – Making the most of our team: passions and productivity

**Wojtek Kampa (Kino Pod Baranami, Poland)** – How eco-friendly can a café bar be?

Short Q&A

**11.00 – 11.30 am - Tea/Coffee Break at G8**

**11.30 am – 1.00 pm**

**SESSION 8 – Diversity & inclusion: who is missing?** 

**Piotr Szczyszyk (Centrum Kultury ZAMEK, Poland)** – “Cinema without barriers”

**Janeta Henzele (Kino Bize, Latvia)** – “Black voices”: diverse cinema stories

**Ophelia Hertel (Broadway Filmtheater, Germany)** – “MimoPlus”: bringing attention to senior audiences

Short Q&A

**1.00 – 2.00 pm – BUFFET LUNCH at G8**

**2.00 – 3.00 pm**

**Mini-Group Discussion/Workshop: sustainability, diversity & inclusion**

**3.00 – 4.30 pm**

**SESSION 9 – LAB DEBRIEF & RETURN STRATEGY** 

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.

**PROJECT PITCH OF THE DAY**

**4.30 pm**

**CLOSING COCKTAIL AT G8 BAR**