

EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB

Uplift your Skills and Strengths

& Embrace New Challenges for your Cinema and Audiences

Sofia, from Wednesday 20th to Saturday 23rd March, 2024

The lab is led by **Tom de Bont** (Executive Director and Special Programmer, HEERENSTRAAT THEATER, Wageningen, The Netherlands) together with **Ola Starmach** (Event Programmer and Communication Officer, KINO POD BARANAMI, Krakow, Poland).

Venue: **G8 Cultural Center**, 8 William Gladstone str., 1000 Sofia

Wednesday 20 March 2024 – Day 1 – Opening: So... Sofia? Let's meet!

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)

Peter Todorov (Executive director National Film Center Bulgaria)

4.00 - 4.30 pm

MEET THE LAB LEADERS & EUROPA CINEMAS TEAM

Tom de Bont & Ola Starmach (Workshop Leaders)

Züleyha Azman, Kino Rotterdam, Netherlands (Social Media Coordinator)

Bianca Popistas & Alexandre Tchernookov (Europa Cinemas)

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

4.30 - 6.00 pm

GET TO KNOW EACH OTHER

➤ **A Skill to Develop & a Challenge to Explore**

➤ **Review, explore, act**

PROJECT PITCH OF THE DAY

6.00 - 7.00 pm

NETWORKING EVENT: FOOD & DRINKS AT G8 BAR

Thursday 21 March 2024 – Day 2 – Unlocking Potential: Marketing, Programming, Communication

9.30 – 9.35am

Short Introduction of the day by the Lab Leaders

 YouTube Live Streaming

SESSION 1 – Marketing Strategies: Staying Ahead in a Fast Changing Environment



9.35 – 10.00 am

Marvin Wiechert, Yorck Kinos, Germany (Marketing, Audience and Technology Expert) – What is digital marketing? The basics of digital marketing

Short Q&A

10.00 – 11.00 am

Adrianna Skornicka (Kino Pałacowe, Poznan, Poland): Enhancing cinema brand presence within a multifaceted public institution

Oana Furdea (Union, Bucharest, Romania) - Rebranding the cinema's identity, through social media

Claudia Placuzzi (Cinema Eliseo, Italy): How to boost your community engagement with Instagram

Raul Forcada Delicado (Cines Embajadores, Madrid, Spain): Targeted digital marketing: You are your own best *embajador*

Short Q&A

11.00 – 11.15 am - Tea/Coffee Break

11.15 am – 11.45 pm

MINI WORKSHOP – Group Task on Digital Marketing

11.45 am – 12.00 pm

MINI WORKSHOP DEBRIEF

12.00 am – 12.30 pm

SESSION 2 – Alternative Programming: Curation and new offers



Tom de Bont (Heerenstraat Theater, The Netherlands) – Short Session Introduction followed by a presentation of Cineville membership card programme

Sara Horžen (Kinodvor, Ljubljana, Slovenia) - Cinema on Demand – a success story

Dan Kratky (Cinema Svět, Hodonín, Czech Republic) - Data driven programming

12.30 am – 1.00 pm

Marvin Wiechert, Yorck Kinos, Germany (Marketing, Audience and Technology Expert) – AA – AI and Arthouse

Short Q&A

1.00 – 2.00 pm

BUFFET LUNCH at G8

2.00 – 2.30 pm

SURGERY SLOT: AYA: AI in Your Arthouse?

2.30 – 3.15 pm

SESSION 3 – Optimizing Your Communication Means and Tools 

Ola Starmach (Kino Pod Baranami, Poland) – Short Session Introduction

Amelie Jennequin (Quai10, Charleroi, Belgium) – Gaming with a new audience

Hester Noordhuis (Filmhuis Slieker, Leeuwarden, The Netherlands) – Standing out in a saturated digital landscape

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

Short Q&A

3.15 – 3.45 pm

OPEN SLOT

Patrick Levieux (Cinema Italia, Castenaso, Italy) – Marketing tools for building audiences from scratch

Nela Houšková (Kino 35, Prague, Czech Republic) – New marketing dynamics in a competitive environment

3.45 – 4.00 pm Tea/Coffee Break

4.00 – 4.30 pm

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.

7.30 pm

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

8.00 – 10.30 pm

Sofia Meetings Welcome Dinner

Pod Lipite Restaurant

Friday 22 March 2024 – Day 3 – Renewing Audiences: Upskill your Staff to Launch New Services and Partnerships

9.30 – 9.35 am

Short introduction by the Lab Leaders

9.35 – 10.05 am

SESSION 4 – Adapting Projects to Reach Out to New Audiences



Ola Starmach (Kino Pod Baranami, Poland) – New Young Cinema Ambassadors programme

Hester Simons-Terpstra (Filmhuis Slieker, Leeuwarden, The Netherlands) – Open up to new audiences: The Noordelijk Film Festival and its impact

Short Q&A

10.05 – 11.15 am

SESSION 5 – Enhancing the Cinema Experience through Services and Eventisation



Tom de Bont (Heerenstraat Theater, The Netherlands) – From hospitality to hostmanship

Dan Kratky (Cinema Svět, Hodonín, Czech Republic) – Refreshment: greening the cinema's side offer – audience impact

Patrycja Blindow (Kino Żeglarz, Jastarnia, Poland) - Building seasonal events in seasonal venues

Züleyha Azman (KINO Rotterdam, Netherlands) – Club Nights: the cinema as The-Place-To-Be

Short Q&A

11.15 – 11.30 am - Tea/Coffee Break at G8

11.30 am – 12.00 pm

SESSION 6 – Optimizing Human Resources



Madeleine Probst (Programme Producer, Watershed, Bristol, United Kingdom) – Skills assessment and staff management – *on ZOOM*

Short Q&A

12.00 pm – 12.45pm

MINI WORKSHOP – Group Task: Skill Assessment in Your Crew: *What skills are lacking, what are your strengths, and how to improve them?*

12.45 pm – 1.00pm

MINI WORKSHOP DEBRIEF

1.00 – 2.00 pm – BUFFET LUNCH at G8

2.00 – 2.30 pm

SESSION 7 – Talent Management: How to Boost Your Staff Commitment



Despina Miron (Cine Gold, Sibiu, Romania) – Staff management & work ethic implementation

Margaux Dewigne (Cinema Galeries, Brussels, Belgium) – Teambuilding with your crew

Ulla Pedersen Estberg (Tollereds biograf - Folkets bio, Tollereds, Sweden) – Strategies to bring in and upskill volunteer staff

Short Q&A

2.30 – 3.00 pm

OPEN SLOT

Oana Furdea (Union, Bucharest, Romania) – Rescheduling the programming hours, while managing the lack of staff

Dominika Lövenhöfer (Kino Světozor, Prague, Czech Republic) – Staff supervision and how can it be improved?

Patrycja Blindow (Kino Żeglarz, Jastarnia, Poland) – Roles distribution in a family business

3.00 – 4.00 pm

SESSION 8 – Collaborate To Innovate 

Nadia Wolf (Europa Cinemas) – Collaborate to Innovate funding scheme

Gaile Janulevičė (Kaunas Cinema Centre Romuva, Kaunas, Lithuania) – CTI: *Playing cinema* - Cross border film education programmes

Lara Stojanović (Kino Mediteran, Split, Croatia) – CTI: Let's Start From 0+! (Krenimo od 0+!)

Margaux Dewigne (Cinema Galleries, Brussels, Belgium) – CTI: Cineville Belgium

Short Q&A

4.00 – 4.15 pm – Tea / Coffee Break

4.15 – 4.30 pm

SESSION 9 – Strengthening Your Brand through Cross-Border Partnerships 

Sara Horžen (Kinodvor, Ljubljana, Slovenia) - CINEMINI Europe: Young Audience film education programme

Mence Hadji-Kosta Milevska (Centre of culture Bitola, Bitola, North Macedonia) - Building international partnerships with a limited budget under a conventional public structure

Short Q&A

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 23 March 2023 – Day 4: Advancing on Sustainability, Diversity & Inclusion

9.30 – 9.35 am

Short introduction by the Lab Leaders

09.35 – 9.45 am

SESSION 10 – Running an Environmentally Responsible Organisation 

Bianca Popistas (Europa Cinemas) Europa Cinemas Charters

- **Green & Sustainability Strategy Charter**
- **Gender Balance, Diversity And Inclusion Charter**

09.45 – 10.30 am

OPEN SLOT: Reflect on green activities in your venue.

10.30 – 10.45 am - Tea/Coffee Break at G8

11.00 am – 1.00 pm

EUROPA DISTRIBUTION JOINT SESSION @ GRAND HOTEL SOFIA

- Common work session distributors-exhibitors

1.00 – 2.00 pm – BUFFET LUNCH at G8

2.00 – 3.00 pm

SESSION 11 – Running an Inclusive and Diverse Venue 

Sara Horžen (Kinodvor, Ljubljana, Slovenia) - Inclusive cinema: a step further

Orlando Verde (De Cinema, Antwerp, Belgium): Screenings for the impaired

Pavol Sklenka (Kino Úsmev, Košice, Slovakia): Bringing in marginalized groups

Tomas Tengmark (Bio Bristol, Sundbyberg, Sweden): Mobilising audiences through socially engaging topics
Short Q&A

3.00 – 4.30 pm

SESSION 12 – 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 – 6.00 pm

CLOSING COCKTAIL AT G8 BAR