

EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB

"Making the Most of Your Resources to Build Audiences"

Sofia International Film Festival - Wednesday, 14th March – Sunday, 18th March 2018

The lab is directed by **Madeleine Probst** (Programme Producer, Watershed in Bristol, United Kingdom) together with **Javier Pachón** (President of Cineciutat and Cinearte, Palma de Mallorca, Spain) and **Erika Borsos** (Programmer, Budapest Film, Budapest, Hungary).

Venue: **G8 Cinema**, 8 William Gladstone str.

Wednesday 14 March 2018

Arrival of the participants

3.30 - 6.30 pm

OPENING OF THE AUDIENCE DEVELOPMENT LAB

3.30 - 4.00 pm

OPENING & WELCOME

Mira Staleva (Deputy Director of Sofia International Film Festival)

Claude-Eric Poiroux (General Director, Europa Cinemas)

Madeleine Probst (Vice President, Europa Cinemas)

4.00 - 4.30 pm

MEET THE LAB LEADERS & EUROPA CINEMAS TEAM

Madeleine Probst, Javier Pachón & Erika Borsos (Workshop leaders)

Fatima Djoumer, Sonia Ragone & Alexandre Tchernookov (Europa Cinemas)

OPEN DISCUSSION: Our lab's purpose, our values and rules

4.30 - 6.00 pm

WHO ARE WE & WHAT DO I NEED HELP WITH?

Getting to know each other

LAUNCH THE POST OF THE DAY CHALLENGE #ECSolab2018

6.00 - 7.00 pm

WELCOME COCKTAIL AT G8 BAR

Thursday 15 March 2018

9.30 – 10.00 am

SESSION 1 – Building up your Resources through Community Engagement

FUNDRAISING WITH YOUR COMMUNITY: #RIOGENERATION Campaign, Rio Cinema (Oliver Meek, UK)

10.00 – 10.30 am

FUNDRAISING: Reflections & Sharing Back

10.30 – 10.50 am

COMMUNITY LED FUNDRAISING: Salvem els Renoir Campaign - CineCiutat (Javier Pachón, Spain)

10.50 – 11.00 am Tea/Coffee Break

11.00 – 11.30 am

WORKSHOP: A problem shared is a problem halved...

11.30 am – 12.15 pm

COMMUNITY BUILDING: Breaking Down Barriers & Building Loyalty

- Breaking down barriers - 24 & Under Campaign – **Madeleine Probst** (Watershed, UK)
- Data analysis and ticketing with Veezi - **Emil Simeonov** (Palace Cinema, Bulgaria)
- Budapest Film Club Card – **Erika Borsos** (Budapest Film, Hungary)

12.15 – 1.00 pm

COMMUNITY BUILDING: Reflections & Sharing Back

Why introduce a ticketing offer/campaign? What are the potential risks & benefits to help build relationships with your community? Identify potential solutions/ideas to share with the group.

1.00 – 2.00 pm

BUFFET LUNCH at G8

SESSION 2 - MAKING THE MOST OF RESOURCES THROUGH COLLABORATION

2.00 – 2.45 pm

BUILDING RELATIONSHIPS WITH DISTRIBUTORS

- Partnership between Kino Usmev and ASFK – **Barbora Tothova** (Kino Usmev, Slovakia)
- Collaboration between Pasaka and Aone films – **Giedre Vysniauskaite** (Kino Pasaka, Lithuania)
- New Release Initiative – **Madeleine Probst** (BFI Film Audience Network, UK)

2.45 – 3.15 pm

COLLABORATION WITH DISTRIBUTORS: Reflections & Sharing Back

What is needed to optimise the audience impact of the investment by distributors and exhibitors? Share experiences and practical ideas/solutions with a focus on how to improve collaboration and build and evaluate campaigns. Share back with the group.

3.15 – 3.30 pm Tea/Coffee Break

3.30 – 4.00 pm

BUILDING RELATIONSHIPS WITH PARTNERS

- Community Outreach – **Eef De Lombaerde** (Buda Kunstencentrum, Belgium)
- Partnerships to build solidarity and inclusion - **Zak Ioannidis** (Paradisos, Greece)
- Festivals and pop-up screenings - **Frédéric Cornet** (Cinema Galeries, Belgium)
- Cooperation with Moholy-Nagy University – **Erika Borsos** (Budapest Film, Hungary)

4.00 – 4.30 pm

COLLABORATION WITH PARTNERS: Reflections & Sharing Back

What is needed to maximize the impact of partnerships? Share experiences, do's & don't, and practical ideas/solutions for the group. Share back with the group.

4.30 – 5.00 pm

DEBRIEF OF THE DAY

Introduce the idea of the return strategy, reflect on key learnings & challenges.

POST OF THE DAY AWARD

7.40 pm

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

8.30 – 10.30 pm

SOFIA MEETINGS WELCOMING DINNER

Venue: Restaurant Pod Lipite, 1 Elin Pelin str.

Friday 16 March 2018

SESSION 3 – MAKING THE MOST OF OUR SPACES

9.30 – 11.00 am

Lidl Lumière Cinema Visit & Case Study

11.00 – 11.15 am

MAKING THE MOST OF OUR SPACES - Cinema Visit Debrief

11.15 – 11.30 am – Tea/Coffee Break

11.30 am – 12.00 pm

CASE STUDY: Finally, a new Box Office – Madeleine Probst (Watershed, UK)

A problem shared is a problem halved...

- **Koselodov Dom Sezana (Nina Ukmar, Slovenia)**
- **Kino & Södran-Mejeriet (Anders Widmalm, Sweden)**

12.00 – 1.00 pm

MAKING THE MOST OF OUR SPACES - Workshop

1.00 – 2.00 pm

BUFFET LUNCH at G8

2.00 – 3.00 pm

SESSION 4 - BUILDING EFFECTIVE COMMUNICATION STRATEGIES

Introduction by Javier Pachón (CineCiutat, Spain)

- **Filmszerész Film Club and Budapest Film communication strategy – Erika Borsos (Budapest Film, Hungary)**
- **20 years' anniversary campaign – Konstantina Antonakou (Olympion & Warehouse, Greece)**
- **Mozinet Filmdays - Angelika Fekete (Mozinet, Hungary)**

3.00 – 3.45 pm

COMMUNICATION WORKSHOP: A problem shared is a problem halved...

3.45 – 4.00 pm – Tea/Coffee Break

4.00 – 5.00 pm

DEBRIEF OF THE DAY

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

POST OF THE DAY AWARD

Saturday 17 March 2018

SESSION 6 – MAKING THE MOST OF OUR PEOPLE

9.30 – 11.00 am

- Decision-making: From flat Structure to trust and empowerment – **Javier Pachón** (CineCiutat, Spain)
- Connections & Workflows – **Madeleine Probst** (Watershed, UK)
- Delegation - **Olga Svitakova** (Bio Oko, Czech Republic)

11.00 – 11.30 am

MAKING THE MOST OF OUR PEOPLE: Team building & Inclusion

- Inclusion – **Madeleine Probst** (Watershed, UK)
- Team Building – **Erika Borsos** (Budapest Film, Hungary)
- Proactivity & Productivity – **Javier Pachón** (CineCiutat, Spain)

11.30 – 11.45 am - Tea/Coffee Break

11.45 am – 1.00 pm

WELLBEING & INCLUSION WORKSHOP: A problem shared is a problem halved...

Group task: imagine an activity/idea to create a better environment at work. What will you organize for your staff when you go back? A fictional idea to make your office a better place to work in.

1.00 – 2.00 pm

BUFFET LUNCH at G8

2.00 – 3.00 pm

OPEN SLOTS: WHAT CAN WE SHARE & LEARN INNOVATIVE PRACTICE

Share key outcomes and learnings from an initiative or pitch an idea to the lab.

3.00 – 4.30 pm

SESSION 7 – WORKSHOP DEBRIEF & RETURN STRATEGY

Directed by Madeleine Probst, Javier Pachón & Erika Borsos

POST OF THE DAY AWARD

Sunday 18 March 2018

10.00 – 12.00 am

Visit to Nu Boyana Film Studios

12.00 pm

END OF THE LAB