

EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB

FROM SPACES TO PLACES: MAKING THE CINEMA A PLACE FOR PEOPLE AND COMMUNITIES

CINETECA DI BOLOGNA

SATURDAY 23 JUNE – WEDNESDAY 27 JUNE 2018

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

Taking place at the inspiring **Il Cinema Ritrovato Film Festival**, dedicated to ‘rediscovering’ lost or forgotten cinema, the Lab is led by **Madeleine Probst** (Vice-President of Europa Cinemas and Cinema Producer, Watershed, United Kingdom) together with **Daniel Sibbers** (Director of Marketing, Yorck Kinogruppe, Germany) and **Hrvoje Laurenta** (Manager, Kino Europa, Croatia). It is a great opportunity to share current thinking and practical solutions.

The focus of this year’s Lab is on place making for the future through more inclusive approaches to community building, experience design and audience development. We all know that the audience makes the cinema experience; but how can we ensure cinema spaces remain places that people feel connected with, whatever their age, preferences, backgrounds or access needs? And what can we do better to capitalise on our communities’ assets, inspiration, and potential in a context of ever increasing abundance of content and platforms and shrinking resources?

SATURDAY 23 JUNE 2018

3:00pm

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

3:30 – 3:45pm OPENING WELCOME

Claude-Eric Poiroux (General Director, Europa Cinemas)

Gian Luca Farinelli (General Director, Cineteca di Bologna)

3:45 – 4:00pm INTRODUCTION & MEET THE LAB LEADERS

Madeleine Probst (Programme Producer, Watershed, UK and Vice-President of Europa Cinemas)

Hrvoje Laurenta (Manager, Kino Europa, Croatia)

Daniel Sibbers (Marketing Director, Yorck Kinogruppe, Germany)

Special Guest: Barbara Twist (Representative of Art House Convergence, US)

OPEN DISCUSSION: Our Lab's Purpose and Values

4:00 – 5:15pm WHO ARE WE? WHAT DO WE NEED HELP WITH?

Getting to know each other – strengths, challenges and opportunities for collaboration

5:15 – 5:30pm SHARING OUR STORY

#ECBoLab2018 and launch of the Post of the Day Challenge

7:00pm

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

7:30pm WELCOMING DINNER

Venue: **Ristorante Da Cesari**, via de' Carbonesi 8, Bologna

9:15pm

Departure from the restaurant for Piazza Maggiore

9:45pm OPENING SCREENING of Il Cinema Ritrovato

Enamorada by Emilio Fernández (Mexico/ 1946, 99')

Venue: Piazza Maggiore

SUNDAY 24 JUNE 2018

SESSION 1: FROM SPACES TO PLACES

9:30 – 10:15am – Case Studies:

Hrvoje Laurenta (Kino Europa, Croatia) – Starting Up Again

Kristofer Woods (Wolf Kino, Germany) – Starting From Scratch

Reflections & Sharing Back

10:15 – 11:15am – Case Studies:

Roza Amdilyan (Pioner Cinema, Russia) – Why go open air?

Nadine Bemelmans (Lumière Cinema, The Netherlands) – Re-location and community building

Diederieke van Herwijnen (Vue Cinemas, The Netherlands) – How to optimize empty spaces?

From Spaces to Places Workshop: A problem shared is a problem halved...

11:15 - 11:30am Coffee break

SESSION 2: BREAKING DOWN BARRIERS

11:30am - 12:30pm – Case Studies:

Daniel Sibbers (Yorck Kinogruppe, Germany) – Das Kino

Hrvoje Laurenta (Kino Europa, Croatia) – Let's go to the cinema

Isabelle France (Showroom Cinema, UK) – Cine26

Reflections & Sharing Back

12:30 – 1:00pm – Breaking down barriers Workshop: A problem shared is a problem halved...

1:00 – 2:00pm LUNCH

Venue: Buffet Lunch in front of Sala Cervi

SESSION 3: INCLUDE US

2:15 – 2:45pm – Case Studies:

Nadine Oucherif (Filmcasino, Austria) – Sensory friendly screenings

Madeleine Probst (Watershed, UK) – Deaf Conversations about Cinema

Hrvoje Laurenta (Kino Europa, Croatia) – Subtitled screenings

Reflections & Sharing Back

Case Study: Bálint Rádóczy (Apolló Mozi, Hungary) – How to make my venue more accessible?

2:45 – 3:30pm – Include Us Workshop: A problem shared is a problem halved...

Share experiences and practical ideas/solutions with a focus on how to improve accessibility and build inclusion. Share do's, don't and challenges.

3:30 – 4:30pm SURGERY SLOT SESSION

Share a problem you need help with/share an approach that you think the Lab can benefit from

4:30pm POST OF THE DAY

MONDAY 25 JUNE 2018

9:00am

Meeting in the entrance hall of the **Zanhotel Europa** (walk together to **Odeon Multisala, Via Mascarella 3, 40126 Bologna**)

SESSION 4: PLACE MAKING & BRANDING

9:30 – 10:30am – Odeon Multisala - Visit & In-Conversation with the cinema team

11:00 – 11:30am – Reflections & Sharing Back

11:15 – 11:30am Coffee Break

11:30am – 12:30pm – Case studies:

Daniel Sibbers (Yorck Kino, Germany) – Branding of Yorck Cinemas

Bálint Rádóczy (Apolló Mozi, Hungary) – Building a new identity after Apolló's reopening

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

Place Making & Branding Workshop: A problem shared is a problem halved...

12:30 – 2:00pm LUNCH

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

SESSION 5: CAMPAIGN BUILDING

2:15 – 3:15pm – Case Studies:

Barbara Twist (Art House Convergence, US) – State Theater fundraising campaign

Daniel Sibbers (Yorck Kinogruppe, Germany) – Social media campaign for the Delphi Lux opening

Reflections & Sharing Back

3:15 – 4:00pm – Case Studies:

Züleyha Azman (Kino Rotterdam, The Netherlands) – Maestro Morricone campaign

Babis Moskofoglou and Maria Poliviou (Olympion & Warehouse, Greece) – #summerTIFF communication campaign

Hajna Tóth (Budapest Film, Hungary) – “Turn off your phones” campaign

Matthias Elwardt (Kino Abaton, Germany) – Abaton film quiz

Reflections & Sharing Back

4:00 – 4:20pm SURGERY SLOT SESSION

Share a problem you need help with/share an approach that you think the Lab can benefit from

4:20pm POST OF THE DAY

TUESDAY 26 JUNE 2018

9:00am

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

SESSION 6: BUILDING LOYALTY

9:30 – 10:00am – Case Studies:

Lizelotte De Brujin (Filmtheater De Uitkijk, The Netherlands) – Friends of the Uitkijk

Michael Friedrich (Kino im Schillerhof, Germany) – Cinuru App

Daniel Sibbers (Yorck Kinogruppe, Germany) – Yorck-Karte & Movio

10:00 – 11:00am - Reflections & Sharing Back

11:00 – 11:15am Coffee break

SESSION 7: PEOPLE MAKE PLACES

11:15am – 12:00pm – Case studies:

Madeleine Probst (Watershed, UK) – Building inclusion

Hrvoje Laurenta (Kino Europa, Croatia) – Staff development

Jakob Beubler (KIZ Royal Kino, Austria) – Delegation revision of workflows and employees' tasks

12:00 – 1:00pm People Make Places Workshop: A problem shared is a problem halved...

1:00 - 2:00pm LUNCH

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

SESSION 8: BUILDING AUDIENCES THROUGH COLLABORATION

2:15 – 3:00pm – Case Studies:

Jon Barrenechea (MUBI, UK) – MUBI: Bringing great cinema to small and big screens

Tara Judah (Watershed, UK) – Cinema Rediscovered-MUBI partnership

3:00 – 4:00pm – Case studies:

Annelot Tijds (LUX, The Netherlands) – Partnership with PICL

Saša Šoltić (Kino Slatina, Croatia) – ART-CBC cross-border partnership

Matthias Elwardt (Kino Abaton, Germany) – Berlinale goes Kiez

Building Audiences Through Collaboration Workshop: A Problem shared is a problem halved...

4:00 – 4:20pm SURGERY SLOT SESSION

4:20pm POST OF THE DAY

(Overnight task: MY RETURN STRATEGY)

WEDNESDAY 27 JUNE 2018

9:30am

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

LAB DEBRIEF & RETURN STRATEGY

10:00 - 11:30am – Reflect on key learnings / challenges

Led by **Madeleine Probst, Daniel Sibbers and Hrvoje Laurenta**

11:30 – 12:30am – **SMALL 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.

12:30am – 2:30pm CLOSING LUNCH

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