

**EUROPA CINEMAS INNOVATION DAY LAB**  
**„Cinema-Goers of Today and Tomorrow:  
How to Develop and Renew Audiences“**

**Friday 2nd November 2018, 10:00am – 6:30pm**

Takis Kanellopoulos Theatre, Cinema Museum, Thessaloniki Port

**9:45am – REGISTRATION & WELCOME**

**Elise Jalladeau** (General Director, Thessaloniki International Film Festival)

**Nina Peče** (Director, Kinodvor, Ljubljana, Slovenia)

**Marynia Gierat** (Manager, Kino Pod Baranami, Krakow, Poland)

**10:00-10:30am – GETTING TO KNOW EACH OTHER**

**10:30-11:30am – INTRODUCTORY SESSION: AUDIENCE DEVELOPMENT**

- Cinemas: vital community and cultural hubs
- Audience development means CINEMA = FILM + AUDIENCE
- Renewing marketing & communication mindsets and strategies: How to promote cinema venues and films to different audiences?

**11:30am – Coffee Break**

**11:40am-1:00pm – SESSION 1: HOW TO ATTRACT AND ENGAGE YOUNG PEOPLE?**

- A venue for all generations
- Diverse programming as key approach to audience development
- Young audience activities & film education
- Case studies

**1:00-2.30pm – Lunch**

**2:30-6.00pm – SESSION 2: MARKETING THE CINEMA EXPERIENCE**

- Promoting your venue & your programming
- Creating a cinema brand and developing brand loyalty
- Marketing for the digital natives
  
- *Open discussion on social media: sharing best practice and issues*
- *Group workshop: build a promotional campaign for a European film*

**6:00-6:30pm – WRAP UP & Q&A**