

RE-DESIGNING THE COLLECTIVE CINEMA EXPERIENCE

THURSDAY, 12TH NOVEMBER 2020 (2:00PM-5:00PM PARIS LOCAL TIME)

Join in this Europa Cinemas/Thessaloniki Lab entitled "RE-DESIGNING THE COLLECTIVE CINEMA EXPERIENCE" inviting you to spend some time with European exhibition practitioners to get some perspective on your own context and exchange expertise and best practice about how to cope with these unprecedented times.

Moderated by **Frank Groot** (Exhibitor, KINO Rotterdam, Netherlands) and facilitated by **Maeve Cooke** (Director, Access Cinema, Ireland) and **Ilias Georgiopoulos** (Director, Danaos, Greece), the focus for this 3-hour Lab will be on sharing approaches to re-designing the cinema experience, on devising programming strategies (in-venue and online), on communication with audiences and health and safety measures with audiences and staff. The lab will involve practice-based insights from fellow exhibitors as well as opportunities for smaller group discussions.

This Lab will strengthen the networking of cinemas and provide a platform where they can share common issues and best practices to find creative solutions to their biggest challenges.

SCHEDULE OF THE SESSION:

- From 1.45pm: Opening of the Zoom session
- 2.00pm-2.10pm: Welcome & introduction of the Lab Facilitators
- 2.10pm-2.30pm: Greeting the participants
Every participant states their name, cinema and city - and shares in one sentence a positive take away (if any) from the last couple of months
- 2.30pm-2.45pm: **Maeve Cooke** (Director, Access Cinema, Ireland) "*Connecting with your communities*" + Q&A
- 2.45pm-3.00pm: **Ilias Georgiopoulos** (Director, Danaos, Greece) "*Cinemas in Greece*" + Q&A

COFFEE BREAK 5 mins - room left open

- 3.05pm-3.55pm: Introduction and small group discussions, facilitated by Frank Groot, Maeve Cooke and Ilias Georgiopoulos
Group topics based on the questionnaire's choices

COFFEE BREAK 5 mins - room left open

- 4.00pm-4.40pm: Feedback of each group and highlights of discussion / Identify challenges that still feel unresolved.
- 4.40pm-5.00pm: Discussion among participants about key takeaways and wrap up of the session
- 5.00pm-5.30pm: Online Aperitivo (optional)