

## **EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB**

**"Sustainable strategies to growing your organisation and audiences"**

**Sofia International Film Festival - Wednesday, 13<sup>th</sup> March – Sunday, 16<sup>th</sup> March 2019**

The lab is directed by **Madeleine Probst** (Programme Producer, Watershed in Bristol, United Kingdom) together with **Frédéric Cornet** (Director, Programmer and Distributor, Cinema Galleries, Brussels, Belgium) and **Marijana Bosnjak** (Director and Programmer, Kino Urania, Osijek, Croatia).

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

**Wednesday 13 March 2019**

*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)

**Madeleine Probst** (Vice President, Europa Cinemas)

**Fatima Djoumer** (Head of International Relations, Europa Cinemas)

**4.00 - 4.30 pm**

**MEET THE LAB LEADERS & EUROPA CINEMAS TEAM**

**Madeleine Probst, Frédéric Cornet & Marijana Bosnjak** (Workshop leaders)

**Sonia Ragone, Alexandre Tchernookov & Charlotte Wensierski** (Europa Cinemas)

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

**4.30 - 6.00 pm**

**WHO ARE WE & WHAT DO WE NEED HELP WITH?**

Getting to know each other

**LAUNCH THE POST OF THE DAY CHALLENGE #ECSolab2019**

**6.00 - 7.00 pm**

**WELCOME COCKTAIL AT G8 BAR**

**Thursday 14 March 2019**

**9.30 – 10.40 am**

**SESSION 1 – BUILDING A SUSTAINABLE AND ETHICAL BRAND**

**Margot Daviot (Curzon, UK)** – Curzon’s sustainability project  
**Seppe Vanhaecke (MOOOV, Belgium)** – Solar Cinema  
**Ieva Lange (Kino Bize, Latvia)** – Going green through small steps

**10.40 - 11.00 am**

**Reflections & Sharing back**

*One thing you would like to try? Something is missing? Are there other long-term projects you would like your organisation to invest in? How might you approach?*

**11.00 – 11.15 am - Tea/Coffee Break**

**11.15 am – 12.00 pm**

**SESSION 2 – REACHING OUT TO NEW AUDIENCES**

**Sara Cecconi (Piccolo Cinema America, Italy)** – Il Cinema in Piazza  
**Frédéric Cornet (Galleries, Belgium)** – Cinécité Coopérative  
**Mikaela Smith (Showroom, UK)** – Reaching out the LGBTQ+ community

**12.00 - 1.00 pm**

**SURGERY SLOT: A problem shared is a problem halved...**

**1.00 – 2.00 pm**

**BUFFET LUNCH at G8**

**2.00 – 2.40 pm**

**SESSION 3 – BUILDING SUSTAINABLE AUDIENCE DEVELOPMENT STRATEGIES**

**Mikaela Smith (Showroom, UK)** – Movio  
**Ana Seta Pucihar (Kinodvor, Slovenia)** – Developing programmes for every age group  
**Marijana Bosnjak (Kino Urania, Croatia)** – Kino Clubs and Partnerships

**2.40 - 3.00 pm**

**Reflections & Sharing back**

*One thing you would like to try from the presentations? Something is missing? Are there other long-term audience development projects you would like your organisation to invest in? How might you approach in your organisation?*

**3.00 – 3.15 pm - Tea/Coffee Break**

**3.15 – 3.45 pm**

**Case studies: social media and venue based campaigns**

**Ola Starmach (Kino Pod Baranami, Poland)** – Personalising your campaigns around films  
**Ana Seta Pucihar (Kinodvor, Slovenia)** – Cold War online and off-line campaign  
**Madeleine Probst (Watershed, UK)** – 24 or under young people’s ticket offer

**3.45 – 4.15 pm**

**Reflections & Sharing back: What makes a good campaign?**

*How can campaigns help build a long-term strategy? Return on investment?*

*Are there other long-term audience development projects you would like your organisation to invest in?*

*How might you approach in your organisation?*

**4.15 - 4.45 pm**

**Debrief of the day**

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

**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 15 March 2019**

**9.30 – 11.00 am**

**Lidl Lumière Visit & Case Study**

**11.00 – 11.15 am - Tea/Coffee Break**

**11.15 am – 12.00 pm**

**SESSION 4 – BUILDING YOUR RESILIENCE: FUNDRAISING & CROWDFUNDING**

**Frédéric Cornet (Galleries, Belgium) – Launch of KissKissBankBank in Belgium**

**Madeleine Probst (Watershed, UK) – Individual Giving campaign**

**Ivana Gavalcova (Kino Usmev, Slovakia) – “Impulse for your Smile” crowdfunding campaign**

**12.00 – 1.00 pm**

**SURGERY SLOT: A problem shared is a problem halved...**

**1.00 – 2.00 pm - BUFFET LUNCH at G8**

**2.00 – 2.45 pm**

**SESSION 5 – BUILDING A SUSTAINABLE FUTURE THROUGH PARTNERSHIPS AND NETWORKED PRACTICE**

**Madeleine Probst (Watershed, UK) – BFI FAN campaigns and resources**

**Frédéric Cornet (Galleries, Belgium) – Ecran large sur tableau noir**

**Ewa Kujawińska (Kino Palacowe, Poland) – Nic Się Tu Nie Dzieje**

**2.45 – 3.00 pm**

**Next/Change presentation**

**3.00 – 3.15 pm – Tea / Coffee Break**

**3.15 – 4.15 pm**

**Reflections & Sharing back: partnerships and networked practice**

*How can partnership and networks help build a long-term strategy? Return on investment?*

*Are there networks you would like your organisation to join or lead? Are there projects you'd like to develop with this group/via Europa cinemas?*

**4.15 – 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.**

**Post of the Day Award**

**Saturday 16 March 2019**

**9.30 – 10.15 am**

**SESSION 6 – MAKING THE MOST OF YOUR STAFF AND COMMUNITY**

**Josep Calle Buendia (Zumzeig, Spain)** – Co-operativism & horizontal structure

**Mario Fortin (Cinéma Beaubien - Cinéma Du Parc - Cinéma Du Musée, Canada)** - Scholarship programme

**Joana Gajdo (Rejs, Poland)** – Office relocation and impact on the audience

**10.15 – 11.00 am**

**SURGERY SLOT: A problem shared is a problem halved...**

**11.00 – 11.15 am - Tea/Coffee Break**

**11.15 am – 12.00 pm**

**SESSION 7 – WORKING TOWARDS INCLUSIVE CINEMA PRACTICES**

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

**Anita Pocsova (Kino Lumière, Slovakia)** – Autism friendly cinema

**Christine Müh (Kommunales Kino Pforzheim, Germany)** – Pforzheim: Die Mischung macht's!

**12.00 – 1.00 pm**

**SURGERY SLOT: A problem shared is a problem halved...**

**1.00 – 2.00 pm - BUFFET LUNCH at G8**

**2.00 – 3.00 pm**

**OPEN SLOTS/SURGERY SLOT**

Share key outcomes and learnings from an initiative or share a problem you need help with.

**3.00 – 4.30 pm**

**SESSION 7 – WORKSHOP DEBRIEF & RETURN STRATEGY**

Directed by Madeleine Probst, Frédéric Cornet & Marijana Bosnjak

**Post of the Day Award**