

Europa Cinemas Audience Development & Innovation Lab

REACHING OUT TO NEW AUDIENCES: RETHINKING AND DIVERSIFYING ITS OWN PRACTICES AND RESOURCES

VALLADOLID – WEDNESDAY 25TH TO SATURDAY 28TH OCTOBER 2023

The Lab is directed by **Ioana Dragomirescu** (Manager, Cinema Victoria and Cinema Timiș, Romania) and **Mathias Holtz** (Cinema consultant & programmer, Folkets Hus och Parker, Sweden).

WEDNESDAY 25 OCTOBER – DAY 1
OPENING

04:45pm

Meeting in the entrance hall of the Hotel Olid (walk together to National Sculpture Museum)

5:00 - 5:15pm

WELCOME WORDS

José Luis Cienfuegos (General Director, SEMINCI, Spain)

Irene Angel & Adrian Preda (Europa Cinemas)

5:15 - 5:30pm

INTRODUCTION, LAB STRUCTURE AND OBJECTIVES

Mathias Holtz (Cinema consultant & programmer, Folkets Hus och Parker, Sweden), Lab Leader

Ioana Dragomirescu (Manager, Cinema Victoria and Cinema Timiș, Romania), Lab Leader

Megan Mitchell (Producer, Matchbox Cine, United Kingdom), Lab Social media and Blog Coordinator

5:30pm – 7:00pm

GETTING TO KNOW EACH OTHER

Each participant states their name, cinema and city and shares in one sentence what they are most proud of about their cinema and one significant challenge they are facing.

9:30pm WELCOME DINNER

Círculo de Recreo, C/ Duque de la Victoria, 6, 47001, Valladolid

THURSDAY 26 OCTOBER – DAY 2

EXPLORING STRATEGIES FOR SMART BRANDING, COMMUNICATION AND PROGRAMMING

9:00am

Meeting in the entrance hall of the Olid Hotel (walk together to National Sculpture Museum)

9:30–9:35am

INTRODUCTION TO DAY TOPICS & TASKS

9:35–11:00am

MARKET (RE)POSITIONING & (RE)BRANDING 🎥

Find your place in the local cultural and entertainment landscape and build a brand that speaks to your audience and translates your identity and values.

Facilitated by **Ioana Dragomirescu**

Opening presentation

Ioana Dragomirescu: “Reopening the traditional cinemas of Timișoara”

PARTICIPANTS’ PRESENTATIONS & SURGERY SLOT

Claudia Sirbulescu (Cinema Victoria, Romania) “Rebranding Our Old Cinema”

Andrea Frenguelli (Post Modernissimo, Italy) “Stakeholder Map: Know your Unknown Audience”

Surgery Slot: Antonella Cipressini (Cinema Olimpia, Italy) “How to Find Time and Skills to Work on Rebranding My Cinema?”

SURGERY SLOT DISCUSSION & SESSION DEBRIEF

10:45 - 11:00am

COFFEE BREAK

11:00 - 1:00pm

MAKING BETTER USE OF DIGITAL MARKETING & SOCIAL NETWORKS 🎥

Discover concrete tools and strategies to help you achieve better digital marketing results and reach out effectively to your audience on social networks.

Facilitated by **Mathias Holtz**

Opening presentations:

Deborah Shirley Cohrs (Digital communication and marketing consultant, Germany) “Navigating the Digital Marketing Landscape”

Megan Mitchell (Producer, Matchbox Cine, United-Kingdom) “Audiences Online: Your Brand at Their Hands”

MINI-WORKSHOP ON MARKETING AND COMMUNICATION

11:40 - 12:20 - GROUP WORK: SWOT ANALYSIS on current online communication of your cinema

12:20 - 1:00pm : OUTCOME AND DEBRIEF OF MINI-WORKSHOP

1:00 - 2:30pm LUNCH

2:30pm - 4:15pm

TARGETED PROGRAMMING & EVENTISATION 🎥

Explore some examples of programming based on events or catering to specific groups of people that can help you attract new people to your venue.

Facilitated by **Ioana Dragomirescu**

Opening Presentation

Ioana Dragomirescu: "Five monthly Series for Targeted Audiences at Cinema Victoria"

PARTICIPANTS' PRESENTATIONS & SURGERY SLOT

Antonio Piljan (Kino Valli, Croatia) "Kino 15+: Our Way of Engaging Teenagers"

Hester Simons (Slieker, Netherlands) "Voyage to the North: A Short Tale of the History and Impact of Het Noordelijk Film Festival in Leeuwarden"

Tamás Liszka (Budapest Film, Hungary) "Pop-up Outdoor Community Cinemas as Cultural Outposts"

Surgery Slot: Alicia Nieto (Renoir, Spain) "Event Programming vs Regular Programming, How to Strike the Right Balance?"

SURGERY SLOT DISCUSSION & SESSION DEBRIEF

4:15 - 4:30pm Coffee break

4:30 - 5:30pm VISIT TO CINES CASABLANCA: CINEMA SPACE ANALYSIS & DEBRIEF

What does the cinema space look like and what does it communicate to the visitor? We take a close look at Cines Casablanca. Analysis of the space based on strong points and what can be improved.

Facilitated by **Mathias Holtz**

FRIDAY 27 OCTOBER - DAY 3
INNOVATING THROUGH COLLABORATION AT LOCAL, NATIONAL AND INTERNATIONAL LEVEL

9:00am

Meeting in the entrance hall of the Olid Hotel (walk together to National Sculpture Museum)

9:30–9:35am

INTRODUCTION TO DAY TOPICS & TASKS

9:35am - 11:00am

OUR CLOSEST PARTNERS: THE DISTRIBUTORS 

An open discussion and exchange with distributors of arthouse films on the current challenges and developments of distribution and exhibition.

Discussion moderated by **Ioana Dragomirescu**

Ramiro Ledo (Atalante, Spain)

Eduardo Escudero (A Contracorriente Films, Spain)

Thomas Ordonneau (Shellac Films, France)

OPEN DISCUSSION WITH PARTICIPANTS

11:00 - 11:15am

COFFEE BREAK

11:15 - 1:00pm

COLLABORATE TO INNOVATE 

Learn about Europa Cinemas flagship initiative aiming to boost innovation by facilitating and funding collaboration among cinemas and explore several examples of CTI projects.

Facilitated by **Mathias Holtz**

Opening Presentation

Mathias Holtz What is Collaborate to Innovate?

PARTICIPANTS' PRESENTATIONS

Babette Wijntjes (Cassette Stories, Netherlands) "VR Project Nu:Reality" (via Zoom)

Boban Stefanovic (The Cultural Center Gornji Milanovac, Serbia) "Euro Fest For Kids"

Andres Kauts (Tartu Elektriteater, Estonia) "Kinola Software for Small Cinemas"

Laura Koepf (various cinemas, Austria) "The Nonstop Cinema Subscription"

Q&A AND SESSION DEBRIEF

1:00 - 2:30pm LUNCH

WORKSHOP ON COLLABORATE TO INNOVATE

2:30 - 3:30pm WORK IN GROUPS to develop a concrete plan for a CTI initiative

3:30 - 4:15pm OUTCOME AND EVALUATION OF THE PROJECTS

4:15 - 4:30pm Coffee break

4:30pm - 5:30pm

INNOVATIVE PROGRAMMING THROUGH LOCAL PARTNERSHIPS 

Make your programme more diverse and attractive and tap into the audiences of other organizations by building partnerships in your community.

Facilitated by **Ioana Dragomirescu**

PARTICIPANTS' PRESENTATIONS & SURGERY SLOT

Víctor González Puente (Cines Casablanca, Spain) "Collaboration with Local Organizations and Emerging Artists"

Bérénice Née (Plaza Arthouse Cinema, Belgium) "Cinema Screenings & Theatrical Improvisation"

Surgery Slot: Mattias Sommar (Röda Kvarn, Sweden) "Boost your Income: Is it Possible for a Local Cinema to Have Supporters and Sponsors like a Sports Club?"

SURGERY SLOT DISCUSSION & SESSION DEBRIEF

SATURDAY 28 OCTOBER – DAY 4
STAYING RELEVANT BY COMMITTING TO SUSTAINABILITY AND INCLUSION

9:00am

Meeting in the entrance hall of the Olid Hotel (walk together to National Sculpture Museum)

9:30–9:35am

INTRODUCTION TO DAY TOPICS & TASKS

9:35m - 11:00pm

SUSTAINABILITY, ACCESS AND INCLUSION 

Discover how to translate values to actions and make initiatives around sustainability and inclusion, an added value for the image of your cinema.

Facilitated by **Mathias Holtz**

Opening presentation:

Mathias Holtz: Europa Cinemas Charters

Green and Sustainability Strategy Charter

Gender Balance, Diversity and Inclusion Charter

PARTICIPANTS' PRESENTATIONS & SURGERY SLOT

Julia Metzger (Hagabion, Sweden) "Game Event Focusing on Climate Change"

Patricia Velasco Sanz (Cines Embajadores, Spain) "Measure and Offset Cinema Carbon Emissions"

Tamara Visković (Zlatna Vrata, Croatia) "Cinema as an Inclusive Community Center"

Surgery slot: Neža Mezan (Mestni kino Domžale, Slovenia): "How Can we Implement an Inclusion Policy While Fighting Monetary and Infrastructural Issues?"

SURGERY SLOT DISCUSSION & SESSION DEBRIEF

11:00 - 11:15am

COFFEE BREAK

WORKSHOP ON SUSTAINABILITY AND INCLUSION

11:15 - 12:15am **WORK IN GROUPS:** Bring sustainable and inclusive solutions to the surgery slot problem using the ideas from the Charters and the presentations.

12:15 – 1:00pm **OUTCOME AND DEBRIEF OF GROUP WORK**

1:00 - 2:30pm LUNCH

2:30pm -3:30pm

LAB DEBRIEF & RETURN STRATEGY

Facilitated by **Ioana Dragomirescu**

2:45 - 3:30pm

GROUP DISCUSSION: WHAT DOES SUSTAINABILITY AND INCLUSION MEAN FOR YOUR OWN TEAM?

A time to reflect together and share best practices and tips for better managing your team, making everyone feel engaged and motivated.

3:30 - 4:15pm

STAYING RELEVANT FOR YOUR AUDIENCES AND YOUR TIMES: LAB DEBRIEF AND REFLECTION ON KEY LEARNINGS AND CHALLENGES

Looking back on the topics discussed in the Lab, reflect together and individually on how it could help you

rethink and diversify the strategies and resources of your cinemas. How can Europa Cinemas further support you in overcoming some of the challenges?

4:15 - 4:30pm Coffee break

4:30 - 5:30pm

SHARING THE RETURN STRATEGY