

**EUROPA CINEMAS AUDIENCE DEVELOPMENT & INNOVATION LAB**

**STAND OUT FROM THE CROWD:**

**HOW COMMUNICATION AND MARKETING CAN DEVELOP YOUR CINEMA BRAND**

**Sofia, from Wednesday 19th to Saturday 22nd March, 2025**

The lab is led by **Züleyha Azman** (Marketing Director & Programmer, KINO Rotterdam, The Netherlands), **Tom de Bont** (Former Executive Director and Special Programmer, HEERENSTRAAT THEATER & VISUM MUNDI, Wageningen, The Netherlands) and **Ola Starmach** (Event Programmer and Communication Officer, KINO POD BARANAMI, Krakow, Poland).

Venues: **G8 Cultural Center**, 8 William Gladstone str., 1000 Sofia

**Wednesday 19 March 2025 – Day 1**

**Opening**

*Arrival of the participants*

**3.30 - 4.00 pm**

**OPENING & WELCOME**

**Mira Staleva** (Deputy Director of Sofia International Film Festival)

**Peter Todorov** (Executive Director, National Film Center Bulgaria)

**4.00 - 4.30 pm**

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

**Tom de Bont, Ola Starmach & Züleyha Azman** (Lab Leaders)

**Bianca Popistas, Alexandre Tchernookov & Marija Serban** (Europa Cinemas)

**OPEN DISCUSSION:** Our lab's purpose, our goals and backgrounds

**4.30 - 6.00 pm**


**GET TO KNOW EACH OTHER**

- **Who are we?** – *Going back to the core. Who are you as a cinema?  
(Define your mission, vision, and describe your cinema and what it stands for.)*

**6.00 - 7.00 pm**

**NETWORKING EVENT: FOOD & DRINKS AT G8 BAR**

**Thursday 20 March 2025 – Day 2**  
**Marketing, Communication & Programming Strategies**

 YouTube Live Streaming

**9.30 – 10.20 am**

**SESSION 1 – Enhance Your Cinema’s Online Presence** 

**Züleyha Azman** (KINO Rotterdam, Rotterdam, The Netherlands) – KINO’s Digital Marketing  
**Fernando Lobo Garcia** (Cines Embajadores, Madrid, Spain) – Rebooting Our Cinema’s Social Media Presence  
**Felice Klop** (Verkadefabriek, Den Bosch, The Netherlands) – Reviving our Social Accounts  
*Short Q&A*

**10.20 – 10.45 am**

**CASE STUDY – Share and Compare** 

**Amalia Linninger** (Arenan, Karlstad, Sweden) – Why Children’s Film Festival Underperformed Despite Marketing Efforts  
**Finne Tora Kristiane** (Cinemateket i Bergen, Bergen, Norway) – Successful Targeting for Cinemateket Junior

**10.45 – 11.00 am - Tea/Coffee Break**

**11.00 – 11.40 am**

**SESSION 2 – Brand Identity & Content Marketing** 

**Ondrej Kodera** (Kino Aero, Prague, Czech Republic) – Self-Branding on Your Cinema Screen  
**Luka Vidic** (Linhartova dvorana, Radovljica, Slovenia) – Cinema & Coffee: Strengthening Our Brand with Monthly Morning Screenings  
**Andrea Čurošová Gavalcová** (Kino Usmev, Kosice, Slovakia) – Silver Screenings: How We Marketed a Cinema Program for Seniors  
*Short Q&A*

**11.40 – 1.00 pm**

**WORKSHOP 1 – What Sets Your Arthouse Cinema Apart?** 

**1.00 – 2.00 pm**

**BUFFET LUNCH at G8**

**2.00 – 3.00 pm**

**SESSION 3 – Tailor-Made Programming: From Idea to Building a Community** 

**Ola Starmach** (Kino Pod Baranami, Krakow, Poland) – Students' Night Film Club  
**Felice Klop** (Verkadefabriek, Den Bosch, The Netherlands) – *Filmkantine*: From On-line to On-Screen  
**Alix Lorsignol** (Quai 10, Charleroi, Belgium) – High Precision Audience Targeting – The Example of *Cinemanette*  
**Raiko Puust** (Artis, Tallinn, Estonia) – Niche Community Development: Gaming Tournaments & Anime Nights  
*Short Q&A*

**3.00 – 3.45 pm**

**WORKSHOP 2.1 – Authentic Marketing for Unique Cinemas**

**3.45 – 4.00 pm Tea/Coffee Break**

**4.00 – 4.30 pm**

**WORKSHOP 2.2 – Debrief** 

**4.30 – 5.00 pm**

**Return Strategy of The Day**

**7.30 pm**

Meeting in the Hotel Lobby & departure to the restaurant

**8.00 – 10.30 pm**

Sofia Meetings Welcome Dinner

At Pod Lipite Restaurant

**Friday 21 March 2025 – Day 3**

**Collaboration & Partnerships - *New Tools, New Ways***

**9.00 am**

Meeting in the Hotel Lobby & departure to Grand Hotel Sofia

**09.30 – 12.00 pm**


**EUROPA DISTRIBUTION JOINT SESSION at GRAND HOTEL SOFIA**

***Enhanced marketing campaigns to engage new audiences***

- Common work session distributors-exhibitors

**12.00 pm – departure from Grand Hotel Sofia to Cinema G8**

**12.30 – 1.00 pm**

**SESSION 4 – Data Management: Work Smarter, Not Harder** 

**Anette Knijnenberg** (Filmhuis Alkmaar, Alkmaar, The Netherlands) – Incentive-based Data Enrichment: Improving Audience Insights

**Raiko Puust** (Artis, Tallin, Estonia) – Data: Skills & Tools for a Strong Audience Outreach

*Short Q&A*

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

**2.00 – 3.45 pm**

**WORKSHOP SESSION ON SUBSCRIPTION MODELS** 

**Introduced and led by Jon Barrenechea** (Film Consultant, Former VP of Marketing and Global Distribution at MUBI, London, UK)

**3.45 – 4.00 pm - Tea/Coffee Break at G8**

**4.00 – 4.45 pm**

**SESSION 5 – Europa Cinemas' Tools for Collaboration & Strategic Emulation** 

**Bianca Popistas & Marija Serban** (Europa Cinemas) – Short Introduction: Collaborate to Innovate & EC Boot Camps

**Luke Makris** (Cinema Galleries, Bruxelles, Belgium) – CTI 2021: Cineville Belgium

**Kornelija Maziliauskaitė** (Cinema Centre Romuva, Kaunas, Lithuania) – Boot Camps 2024: *Creativity and Communication Training*

**Antonija Seba** (Cinema Samobor, Samobor, Croatia) – Boot Camps 2024: *Understanding genre in use of better programming for local cinemas*

**4.45 – 5.00 pm**

**Debrief of the day**

**8.00 – 10.30 pm**

Sofia Meetings Cocktail Reception

At Grand Hotel Sofia

**Saturday 22 March 2025 – Day 4**  
**Cinemas & Events – A Special place for special happenings**

**8.45 am**

Meeting in the Hotel Lobby & departure to the cinema

**9.30 – 10.30 am**

Organized visit: Dom na Kinoto (Cinema House) – Presentation of the Cinema

**10.30 am** – departure from Dom na Kinoto (Cinema House) to Cinema G8

**10.45 – 11.00 am – Tea / Coffee Break at Cinema G8**

**11.00 – 11.30 am**

**SESSION 6 – Event-Driven Cinema Branding** 

**Züleyha Azman** (KINO Rotterdam, Rotterdam, The Netherlands) – Building your cinema brand with events

**Ola Starmach** (Kino Pod Baranami, Krakow, Poland) – Getting the Most Out of Your Venue

*Short Q&A*

**11.30 – 12.00 pm**

**SESSION 7 – Turning Environment into Advantage: Challenges and Opportunities** 

**Tom de Bont** (Heerenstraat Theater, The Netherlands) – New Venue, From Zero to Hero

**Samo Senicar** (Kino Union, Celje, Slovenia) – The Second-Floor Cinema, When the Building Is Not Helping

**Zuzana Stanková** (Univerzitní kino Scala, Brno, Czech Republic) - When Alternative Venue Becomes the Main, Communicating the Change

*Short Q&A*

**12.00 – 1.00 pm**

**WORKSHOP 3 – Sustainability In Your Venues and During Your Events** 

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

**2.00 – 3.00 pm**

**SESSION 8 – Broadening The Cinema Experience for A Better Inclusivity** 

**Marlies Stevens** (Kunstencentrum BUDA, Kotrijk, Belgium) – Workshops for Autistic Children

**Andrea Čurošová Gavalcová** (Kino Usmev, Kosice, Slovakia) – IncluCine

**Goda Grigaliunaite** (Cinema Centre Romuva, Kaunas, Lithuania) – Film Therapy for Mental Health

**Gregor Janežič** (Kulturni dom, Cerknica, Slovenia) - Cinema Without Barriers, Screening for Everybody

*Short Q&A*

**3.00 – 4.30 pm**

**LAB DEBRIEF & RETURN STRATEGY**

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.

**4.30 – 6.30 pm**

**CLOSING COCKTAIL AT G8 BAR**

**10.00 pm**

Sofia Meetings Awards Ceremony & Party at City Stage