



UNION INTERNATIONALE DES CINÉMAS  
INTERNATIONAL UNION OF CINEMAS

# UNIC CINEMA DAYS

Online

## Conference programme 12 & 13 October 2020 14.00 – 16.00 CET

### Monday 12 October

14.00-14.05 **Welcoming words from Laura Houlgatte, CEO, UNIC**

14.05-14.45 **Keynote debate** moderated by **Phil Clapp, CEO, UK Cinema Association and President, UNIC**, in conversation with **Christof Papousek, CFO & Co-owner, Cineplexx Group** and **Anna Marsh, CEO, StudioCanal**.

14.45-15.10 **Quick-fire sessions**

Audience initiative: On ira tous au cinéma (Fédération nationale des cinémas français - FNCF)

Discover the French national campaign, #oniratousaucinéma (“we will all go to the cinema”), launched by the FNCF during lockdown and looking towards the re-opening of cinemas in the country.

Winner of the Europa Cinemas Innovation Award (Europa Cinemas)

Discover the Irish Film Institute’s “Access Film Initiative” combining innovation in projection, technology, programming, audience development and cultural engagement to yield a whole new cinema experience for previously hard to reach audiences.

Presentation of UNIC’s recent publications

Find out more about UNIC’s most recent materials - ranging from a manifesto on the key role of cinemas to our annual report and the “How to design a cinema auditorium” booklet.

15.10-16.00 **Panel debate - The road to recovery**

As sites gradually re-open and begin to welcome audiences back across Europe, cinema operators have been working tirelessly to bounce back and build on their success in previous years. We’ll hear from colleagues working across the cinema landscape on what is being done – and what more can be done – in terms of national support, programming and marketing for cinemas of all sizes and locations.

Setting the scene: *Lucy Jones, Executive Director, Comscore UK & Ireland*

Moderator: *Julien Marcel, CEO, The Boxoffice Company*

Panellists:

- *Christine Berg, Managing Director, HDF Kino*
- *Eric Meyniel, International Content Director, Kinopolis*
- *Doron Kurz, Commercial Director, Pathé Netherlands*
- *Metka Daris, Managing Director, Kinodvor*

16.00-16.05 **Day 1 concluding remarks**



UNION INTERNATIONALE DES CINÉMAS  
INTERNATIONAL UNION OF CINEMAS

## Tuesday 13 October

14.00-14.05 **Introduction, Laura Houlgatte, CEO, UNIC**

14.05-14.30 **The impact of COVID-19 on cinema technology**

In this session, we will explore how cinema technology has been impacted by the COVID-19 crisis, from maintenance necessities during closure to investment challenges in the short to long-term. How have manufacturers adapted to global travel restrictions? Do we expect cinema operators to significantly reduce their investment in new technology for the foreseeable future? Or, does this crisis represent an opportunity to reinvent our business, from content delivery to projection equipment?

Moderator: Patrick von Sychowski, Editor, Celluloid Junkie

14.30-14.45 **Quick fire session – Economy Retail Group Update from Oliver Delaney, Coca-Cola**

Find out how we have progressed the Sustainability agenda within cinema through the UNIC/Coca-Cola Circular Economy Retail Group. See the winning presentations from our “Brief Cases” project where we set a challenge to 2 leading universities in design and hear the latest on our Leicester Square exhibitor recycling collaboration programme. Importantly, be part of our next meeting in November!

14.45-15.30 **Panel debate – Diversity is key for success**

The past few months have brought with them seismic challenges for cinemas. It is crucial that exhibition continues to reflect on what it can do better to build a more representative, diverse and successful industry as we gradually emerge from the crisis. This session will explore the current state-of-play in terms of diversity within the sector, along with the benefits of encouraging more inclusive practices across the board – both for cinemas themselves and their audiences.

Setting the scene: Matthew Hellett, Lead Programmer, Oskaa Bright Film Festival

Moderator: Sharon Reid, Director of Marketing & Partnerships, Cinema First

Panellists:

- Debbie Stanford-Kristiansen, CEO, NOVO Cinemas
- Marcello Paolillo, Project Manager, Locarno Under 30 Project
- Lotte Sodemann Sørensen, HR Director, Nordisk Film A/S
- Anthony Andrews, Co Founder and Creative Director, We Are Parable

15.30-15.40 **Quick fire session – Audience Initiatives**

Success story from Spain: Padre No Hay Mas que Uno 2

Released in Spain at the end of July 2020, *Padre no Hay Mas que Uno 2* has delivered incredible box office and admission results, proving that audiences are ready to come back to the cinema. Find out more about this success story!



UNION INTERNATIONALE DE  
INTERNATIONAL UNION OF

15.40-16.00 **Re-inventing audience engagement in 2020**

Despite their doors being closed, cinemas and their partners have continued to engage actively with their audiences over the past few months, while some have managed to learn even more about habits and preferences when it comes to cinema-going. This session will explore some of these learnings, as well as new trends and developments in cinema marketing and customer experience.

Moderator: Jan Runge, Independent Consultant

16.00-16.05 **Day 2 closing remarks**