

CI

24-25.10.2024

BRUSSELS

UNIC

EMA

DAYS

EXPLORE AND DISCUSS
THE LATEST TRENDS IN
THE EVER-CHANGING
CINEMA BUSINESS
DURING TWO DAYS OF
DEBATES, WORKSHOPS
AND NETWORKING.



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS



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YELMO CINES (CINÉPOLIS GROUP)

CINENOVA (Pilot Period)

THURSDAY 24 OCTOBER

Radisson Collection Hotel, Grand Place Brussels, 47 Rue du Fossé aux Loups ([map](#))

10.30 – 13.30 INTERNAL MEETING OF THE UNIC WOMEN'S CINEMA LEADERSHIP PROGRAMME

(for mentors & mentees of the 2024/25 edition)

The UNIC Women's Cinema Leadership Programme is a 12-month mentoring scheme for women in cinema exhibition. Now in its eighth edition, it sees 14 senior female industry executives each mentor an 'up and coming' female leader from across the exhibition sector.

Moderated by **Monica Chadha**, Independent Director, Mocha 8, UK

Inspirational speaker: **Juan Antonio Gomez**, Chief Partnerships and Content Officer, ODEON Cinemas Group, UK

This programme is sponsored by:



UNIC CINEMA DAYS – DAY 1

Radisson Collection Hotel, Grand Place Brussels, 47 Rue du Fossé aux Loups ([map](#))

From 13.00 **REGISTRATION**

13:30 **WELCOME COFFEE**

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14.00 **WELCOMING WORDS**

Laura Houlgatte, CEO, UNIC

14.05 **KEYNOTE DEBATE**

The speakers will be sharing their thoughts on the latest trends, opportunities and challenges for the sector from their perspective.

Katarina Nyman, Country Manager & Director of Film Distribution, Nordisk Film, Finland

Eric Meyniel, Chief Box-Office & Marketing Officer, Kinopolis Group, Belgium

Moderated by **Phil Clapp**, President, UNIC & Chief Executive, UK Cinema Association

14.50

INTERACTIVE SESSION

Focus on Leadership skills

Joanne Hession, Founder & CEO, LIFT Ireland

Since 2018, LIFT Ireland, an award-winning initiative, has engaged over 125,000 people in LIFT Leadership roundtables, spanning all sectors and age groups. Joanne will explore key questions such as: what makes a great leader, why leadership is essential, and how anyone can step into a leadership role within their organisation. For the cinema industry, where managing diverse teams, delivering exceptional customer experiences, and navigating complex operations are critical, Joanne will provide insight to behaviour change and cultivating values-based leadership. Expect to leave with actionable insights and practical strategies to become a more reflective and intentional leader, capable of creating a positive, high-performing environment within your teams.

UNIC
PEOPLE PROGRAMME **GRUVI**

15.20

QUICKFIRE SESSION

Unattended retail – Is the future now?

Nick Gault, Senior Director - AFH Customers, Coca-Cola Europe

15:30

COFFEE BREAK

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16.00

PANEL DEBATE

The role of cinemas in everyday life

Place-making centres on the desire to establish public spaces as the heart of every community and strengthen the connection between people and the places they live. Cinemas are certainly key contributors to that – how do we make them an indispensable place to be, to meet, to interact? From renting cinema auditoriums for team building events, to being the – often – only cultural venue in a given town or village, from the place where people can spend the whole day in, and of course, to ensuring that they remain the prime location to watch and enjoy films.

Serena Gill, Director of Film, Everyman, UK

Christof Papousek, Managing Director, CFO & Co-Owner, Cineplexx International, Austria

Marynia Gierat, Director, Kino pod Baranami, Poland

Benny Salaets, CEO, Lumière Group, Benelux

Moderated by **Linn Fingalsson**, Manager, EMEA Marketing, IMAX

16.45

QUICKFIRE SESSION

UNIC Women's Cinema Leadership Programme

Alexandra Body, Marketing & Communications Director, CinemaNext, France

Angela Malvone, International Distribution Specialist, Rai Cinema, Italy

Moderated by **Laure Galtier**, Events & Project Manager, UNIC



16.55

CONCLUDING REMARKS

18.30

DRINKS

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19.15

DINNER RECEPTION

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FRIDAY 25 OCTOBER

Radisson Collection Hotel, Grand Place Brussels, 47 Rue du Fossé aux Loups ([map](#))

UNIC CINEMA DAYS – DAY 2

08.30

WELCOME BACK COFFEE

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CINEMA MARKETING LAB / CINEMA TECHNOLOGY LAB

The entire day will be dedicated to panels, presentations and workshops, both in Marketing and Technology. There will be no common session, but participants will network together during the breaks.

UNIC CINEMA MARKETING LAB

The morning will be moderated by Helen Budge, Managing Editor, Celluloid Junkie. The Lab will be supported by Laure Galtier, Events & Project Manager, UNIC, Kamil Jarończyk, Communications & Policy Assistant, UNIC, and Lena Hege, Trainee, UNIC.

9.00

QUICKFIRE SESSIONS

What's Next for Cinema Advertising? – Jan Runge, Independent Advisor, Mikkel Hagedorn, CEO, Cinemataztic, Denmark, Jan Fleck, Product Development Cinema, Weischer, Germany
Similar to the theatrical experience, the small but impactful cinema advertising space continues to innovate. Join consultant Jan Runge and Mikkel Hagedorn of advertising startup CINEMATAZTIC as they explore key trends in cinema advertising, including premium brand partnerships, pop-up activations and the introduction of gamification and programmatic advertising in the pre-show.

Passionate about the Big Screen

Partners of European cinema exhibition

UNIC IS PROUD OF ITS PARTNERSHIP WITH LEADING BRANDS IN THE EUROPEAN CINEMA SPACE



'We Are What We Watch' - How our emotional response to the cinema experience shapes our lives – Derren Sequeira, Chief Commercial Officer & **Tanya Easterman**, Chief Partnerships Officer, Dragonfly, UK.

Dragonfly captures the audience's conscious and sub-conscious emotional response using facial coding and wearable tech. In this session the Dragonfly team will show a demo of the technology and how it can help us optimise and market cinema experiences for the next generation of movie-goers.

Roblox Revolution: Transforming Film Marketing and Community Building in Virtual Worlds – Greta D'Este-Donelan, Director, AiiLeo Media, UK.

Roblox is having a stellar moment within the cinema industry. It's being utilised to create immersive digital experiences for film lovers including virtual film festivals and marketing individual release. It's also being used to build communities and sell tickets within its ecosystem.

In this session we will explore how the delegates can utilise Roblox, enabling them to access a 207 million active monthly user base to supercharge their communication and commercial objectives.

10.00

PANEL DEBATE

What's on? The issue of slate awareness

The volume of films and the range of ways to watch and engage with them is often bewildering for audiences – and slate awareness has been a challenge in all territories. How do we reach out to all audiences? How do we build both awareness and anticipation for a wide range of titles? What tools can be used?

Ismail Tabi, Head of International Trade Marketing, Kinopolis Group, Belgium

Carla Boyd, Senior Social Media & Content Marketing Manager, Cineworld Cinemas, UK

David Larkin, Head of Business, Letterboxd, US (recorded)

Robert Heslop, Secretary General, The International Federation of Film Distributors' and Publishers' Associations (FIAD), Belgium

Moderated by **Helen Budge**, Managing Editor, Celluloid Junkie

10.45

COFFEE BREAK

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11.15

PRESENTATIONS

Immersive experiences beyond cinema

Cyril Parenna, CEO, Hall U Need, France

In conversation with **Guillaume Branders**, Independent Consultant, Belgium

Subscription models & loyalty schemes

Kim Ludolf Koch, General Manager & **Thomas Limmer**, Digital Director, Cineplex, Germany

Frank Groot, Financial Director / Programmer, KINO Rotterdam, The Netherlands

Bruno Plantin-Carrenard, General Manager, UGC, Belgium

12.15

NETWORKING LUNCH

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GRUVI

SHOWTIME
GROUP SOLUTIONS

13.15

MASTERCLASSES AND GROUP WORKSHOPS

UNIC Partners will give practical crash courses on "How to...?" – short "set the scene" will be followed by workshops.

'Search Engine Optimisation. Why SEO is important for cinemas and how to ensure you are getting the best returns' by The Boxoffice Company – **Julien Drouais**, General Director, Allociné & **Malcolm MacMillan**, Managing Director, UK / EVP Exhibitor Relations, Boost

'Leveraging moviegoer data beyond your four walls' by Vista Group – **Lauren Greene**, VP, Strategic Services & **Hannah Murray**, Account Manager

'How to attract solo cinema-goers?' by Comscore Movies – **Lucy Jones**, Executive Director UK & Ireland, Italy, Middle East, Africa

'Using Net Promoter Score To Better Understand & Improve The Customer Experience' by Showtime Group Solutions – **Maria Sweeney**, Chief Communications Officer & **Richard Power**, CEO

'Let's Grow The Moviegoing Audience in 2025. How to make the most of your customer data to maximise your digital advertising activity, regardless of the size of your circuit' by Gruvi – **Ben Johnson**, Founder and Head of Strategy & **Lee Shelton**, Commercial Director

15.30 **CLOSING REMARKS**

15.45 **FAREWELL COFFEE**

UNIC CINEMA TECHNOLOGY LAB

The Technology Lab will include a series of technical updates, open debates, panels, presentations and group workshops from cinema technology experts. The day will be moderated by **Sonia Ragone**, Industry Relations & Research Manager, UNIC together with **Laura Houlgatte**, CEO, UNIC.

9.00 **QUICKFIRE SESSIONS**

Accessibility Demo by SubReader - **Alexander Gram Jensen**, Founder & CEO, SubReader, Denmark
How to build an Ōma theater – **Nicolas Chican**, Co-founder & Partner, Ōma Cinema, France

9.45 **Session on Cybersecurity** co-produced by CTC

Richard Mitchell, President, Cinema Technology Community

This session will showcase threats and best practices related to cybersecurity in cinemas. An initial presentation will highlight what exhibitors and companies with systems connected to cinemas should do to ensure that their venues are not subject to vulnerabilities. A short informal discussion will follow with possible takeaways to be implemented.

10.15 **PANEL DEBATE ON KDM DELIVERY**

Carly Brown, Director, International Post Operations, Disney, UK

Mike Bradbury, Group Head of Sound & Projection, Odeon Cinemas Group, UK

Marie-Laure Barrau Sabatini, General Manager Northern Europe, Deluxe Cinema, France

10.45 **COFFEE BREAK**

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Boxoffice

11.15 **PRESENTATIONS ON SUSTAINABILITY AND ENERGY EFFICIENCY**

CNC study "Projectors: energy consumption and lifecycle" – **Sophie Jardillier**, Deputy Director of Studies, Statistics and Forecast, CNC, France

UKCA Road Map to Net Zero – **James Connor**, Senior Policy and Projects Manager, UK Cinema Association

Power savings using laser projection - **Jan Petersen**, Outgoing Group Director of Cinema Technology, Vue, Denmark

12.15 **NETWORKING LUNCH**

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13.15

PANEL DEBATE ON SOFTWARE TRENDS, OPPORTUNITIES & CHALLENGES

co-produced by the International Cinema Technology Association (ICTA) & the European Digital Cinema Forum (EDCF)

What do exhibitors need in terms of software development?

A dialogue between cinema operators and cinema software providers around key trends, requirements and innovation potentials in cinema software.

14.00

WORKSHOPS IN ROTATING GROUPS

Participants will choose 3 out of 5 workshops around the following key topics:

- HDR: benefits and challenges for cinemas
- Light loss of laser projectors
- Sound quality and volume level inconsistencies across Europe
- The future of premium cinema: further developments, challenges, potential
- Technical staff training

15.30

CLOSING REMARKS

15.45

FAREWELL COFFEE

READ OUR



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CineEurope

16-19 June 2025

UNIC

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