

**CINEEUROPE ON-LINE CONFERENCE & TRADESHOW**  
**JUNE 17 & 18, 2020**  
**SCHEDULE: V10 (June 15, 2020)**

**Event Begins at 16:00 CEST**

**16:00 Barcelona, 15:00 London, 10:00 New York, 07:00 Los Angeles**

**3-HOUR PROGRAM EACH DAY (On-Line Trade Show Open Throughout Entire Conference)**

**WEDNESDAY, JUNE 17<sup>th</sup>**

**Opening Ceremony**

- Welcome Address
  - Andrew Sunshine, Co-Managing Director of CineEurope
- Special Message from The Coca-Cola Company
  - James Quincey, Chairman & CEO
  - Stephane Monnot, Away From Home – Global Customers Vice President
- CineEurope's 100 Million Euro Retrospective – Films 2019
  - Presented by: Mike Archer Vice President, Worldwide Cinema Sales at Dolby Laboratories
- Industry Address
  - Laura Houlgatte, CEO, UNIC
- Welcome to Barcelona (Virtually)
  - Jaime Tarrazon, Senior Vice President & Treasurer, UNIC

**Executive Roundtable - *The Future of the Global Cinema Sector - Preparing for the "New Normal"***

- Moderator: Julien Marcel, CEO, The Boxoffice Company
- Panelists:
  - Eddy Duquenne, CEO, Kinopolis
  - Mooky Greidinger, CEO, Cineworld
  - Cathleen Taff, President Distribution, Walt Disney Studios
  - Steven O'Dell, President, Sony Pictures

**Industry Message from Sony Pictures**

- Tom Rothman, Chairman, Sony Pictures Entertainment

**Sponsor's Comments – Cinionic**

- Wim Buyens, CEO

**Industry Message from UniFrance**

- Daniela Elstner, Executive Director

**CineEurope Tradeshow**

- Remarks by Jan Runge, ICTA Board Member

**Sponsor's Comments – The Coca-Cola Company**

- Oliver Delaney, European Channel Director – Cinema

**Business Sessions – *Cinema's Strength Turns Into Weakness...And The Way Back***

- Presenter: David Hancock, Director, Cinema, OMDIA

**Video Presentation from The European Commission****Sponsor's Comments – IMAX**

- Giovanni Dolci, Head of Global Sales

**Industry Message from Warner Bros.**

- Andrew Cripps, President, International Distribution

**Sponsor's Comments – Christie**

- Brian Claypool, EVP, Cinema

**Industry Message from Global Cinema Federation**

- Alejandro Ramirez, CEO, Cinepolis

**Sponsor's Message – The Boxoffice Company**

- Hasaun Harris, EVP Sales and Business Development

**Industry Message from Studio Canal**

- Anna Marsh, CEO

**Slate Presentation – ECA**

- Brad LaDouceur, ECA Director

**Day One Closing Remarks**

- Andrew Sunshine
- Laura Houlgatte

**THURSDAY, JUNE 18<sup>th</sup>**

### **Industry Message from The Walt Disney Company**

- Tony Chambers, Senior VP, Studio Distribution
- Lee Jury, Senior VP, Studio and Integrated Marketing

### **CineEurope celebrates the 100<sup>th</sup> Anniversary of The Boxoffice Company**

#### **The Coca-Cola Seminar**

- Presenters:
  - Oliver Delaney, European Channel Director – Cinema
  - J. Walker Smith, Chief Knowledge Officer, Kantar

*Reflective of the crisis that has shaped 2020, the Coca-Cola Seminar will take a different shape for the 29th edition of CineEurope. The seminar will look at the disruption of the global economy, how this is shaping the future by fast-tracking emerging trends, and how we can emerge stronger. We are joined by J. Walker Smith, Chief Knowledge Officer at Kantar Consulting, who will put this into context and explore how and why we use this insight to signal recovery to our consumers. 2021 will be a year of growth.*

#### **Industry Message from Paramount Pictures**

- Mark Viane, President International Theatrical Distribution

#### **Sponsor's Comments – GDC Technology Limited**

- Adam MacDonald, European Sales Manager

#### **Industry Message from Universal Pictures**

- Niels Swinkels, Executive Vice President, International Distribution

#### **Sponsor's Comments – DTS:X**

- Loren Nielsen, VP Content & Strategy
- Bill Neighbors, Senior Vice President, GM

#### **Sponsor's Comments – NEC Display Solutions**

- Mark Kendall, Business Development Digital Cinema, EMEA Region Manager
- Alain Chamillard, Head of Cinema EMEA & CIS
- Jens Kayser, Sales Manager Digital Cinema

#### **Business Session – *Post Pandemic Technologies – How To Keep Moviegoers (And Staff) Safe***

- Presenter: Patrick Von Sychowski, Celluloid Junkie

#### **CineEurope Tradeshow**

#### **Business Session – *Perfect Storm = Perfect Opportunity***

- Presenter: Arturo Guillén, EVP & Global Managing Director, Comscore Movies

**Industry Message from Lionsgate**

- David Spitz, President, Global Distribution

**Industry Message from SF Studios**

- Michael Porseryd, CEO

**Closing Remarks**