

New

CineEurope

Official Convention of the International Union of Cinemas

CINEEUROPE 2023 — 19-22 JUNE TENTATIVE SCHEDULE OF EVENTS AS OF 05-04-23

SUNDAY, 18 JUNE

08.00-18.00 Trade Show Registration (Booth Exhibitors Only)
(Entrance B Foyer, Level P0)

14.00-18.00 Convention Registration
(Entrance B Foyer, Level P0)

MONDAY, 19 JUNE

07.30-18.00 Convention Registration
(Entrance B Foyer, Level P0)

07.30-18.00 Trade Show Registration (Booth Exhibitors Only)
(Entrance B Foyer, Level P0)

08.15-09.15 Breakfast
(Room 116-117 Foyer, Level P1)

Co-Sponsors:

DTS, an Xperi Company

Kelonik / KCS

Hosts:

Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC

Charles Dawes, Senior Director International Marketing

Pascal Mabile, KCS Business Development

09.30-12.00 CineEurope Business Sessions
(Room 116-117, Level P1)

9:30-10:00 **UNIC Programming – Driving Commercial Success Through People**
The biggest asset an organisation possesses is its people – the ultimate competitive advantage.

The challenges that all companies face in attracting and keeping top talent, whilst simultaneously developing a high-performing culture, have perhaps multiplied in the post-COVID environment, with new working arrangements, the changing nature of the workforce, and different expectations around work-life balance. Cinemas are no exception to this, but also face an additional challenge in that many have low or no awareness of opportunities in the cinema industry. As a result, leaders in our sector need to look for ways to learn, share, and connect as they seek to tackle what are perhaps the biggest challenges we have

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seen facing HR in recent times.

Key questions include: How to navigate a challenging employment market? How to attract, develop, and invest to retain the best? How to create a culture in which talents can flourish? How can you best serve your business?

This session explains the launch of the UNIC People Programme and Advisory Board, intended to facilitate the required thinking and dialogue, as well as creating an appropriate response to these challenges.

Speaker: Dee Vassili, Chief People Officer, Vue International

10:15-11:30 **CineEurope's Executive Roundtable**

Setting the scene: Lucy Jones, Executive Director, Comscore Movies

Engaging Audiences & The Future of the Theatre Industry

Cinemas continue to adapt, invest and innovate to provide the most engaging experiences for cinema-goers. Together with partners in production and distribution, and perhaps now more than ever, the sector must remain responsive to emerging trends and shifts in consumer behaviours. Strategies for staying relevant and competitive in an ever-changing market are vital to the industry's future success.

While 2022 was a positive year for European cinemas, it has to be acknowledged that admissions were concentrated on a comparatively limited range of titles, with smaller films and local content sometimes struggling to find an audience. At the same time, while cinema-goers showed an even stronger appetite for premium experiences, there was also a desire by operators – not least through a number of successful national Cinema Days across a range of major film territories – to use pricing as a mechanism to encourage audiences back.

This session will explore those trends and in particular ask what more cinemas can do to promote the full breadth of the film slate, and at the same time continue to offer cinema-goers an unparalleled big screen experience.

Moderator: Sarah Lewthwaite, CEO, Movio

Panelists: Andrew Cripps, President, International Distribution, Warner Bros. Pictures International
Veronika Kwan Vandenberg, President, International Distribution, Universal Pictures International
Tim Richards, Founder & CEO, Vue International
Susan Wendt, Director of International Sales & Marketing, TrustNordisk

12.00-16.00 Hospitality Lounge
(CCIB Foyer)

12.00 Lunch
(CCIB Auditorium Foyer)

13.00 CineEurope 2023 Opening Ceremony
(CCIB Auditorium)

Official Welcome Address

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Andrew Sunshine, CineEurope

Industry Address

Phil Clapp, President, UNIC

Laura Houlgatte, CEO, UNIC

Special Studio Spotlight Presentation from Lionsgate

Hunger Games: The Ballad of Songbirds and Snakes

Unifrance & Creative Europe Product Presentation

Picturehouse Entertainment Product Presentation

Mubi Product Presentation

16.00

Refreshment Break

(CCIB Auditorium Foyer)

17.00

Sony Pictures International Presentation & Screening

(CCIB Auditorium)

19.30

Opening Night Dinner Reception

(Room 111 & Terrace, Level P1)

Co-Sponsors:

Sony Pictures International

Cinionic

TUESDAY, 20 JUNE

07.30-18.00

Convention Registration

(Entrance B Foyer, Level P0)

07.30-18.00

Trade Show Registration

(Entrance B Foyer, Level P0)

08.00-08.45

Breakfast

(Room 116-117 Foyer, Level P1)

Co-Sponsors:

DTS, an Xperi Company

Kelonik / KCS

Hosts:

Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC

Charles Dawes, Senior Director International Marketing

Pascal Mabilie, KCS Business Development

09.00-10.15

The Coca-Cola Sustainability Seminar

(Room 116-117, Level P1)

Facilitated by: Nick Gault, Away From Home Customers Director, Coca-Cola Europe

Shaping/Understanding Consumer Behaviour and Sustainability

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Climate change is now second only to war as the leading concern amongst citizens – it is followed by a majority of environmental issues. Interestingly, a gap persists between consumer aspirations for a sustainable / healthy living and actions taken to do so in the past year. Koen Saels, European Sustainability Director for Coca-Cola, takes us through these global insights and identifies the opportunities for cinema operators to help consumers make the right choices.

Coca-Cola's Future Flow team talks us through the insights on consumer behaviour around the use of reusable vessels and how this is shaping the design of solutions. We will be joined by some great panelists to discuss how much is already being learnt and achieved across the industry and how exhibition is benefiting by working collaboratively on sustainability.

10.30 Universal Pictures International Presentation (CCIB Auditorium)

Presenters: Veronika Kwan Vandenberg, President, International Distribution
Niels Swinkels, EVP & MD, International Distribution
Julien Noble, President, International Marketing

11.00-17.00 Hospitality Lounge (CCIB Foyer)

11.00-18.00 CineEurope's Opening Day on the Trade Show Floor (Exhibition Hall, Level P0)

12.15 Buffet Lunch (Auditorium Foyer)

Co-Sponsors:
Universal Pictures International - Confirmed
DTS, an Xperi Company

Hosts:
Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC
Charles Dawes, Senior Director International Marketing

14.00-15.00 CineEurope Focus Sessions on the Trade Show Floor (Exhibition Hall, Level P0)

Piracy Gets Commercial: Are You Ready for the Competition?
An exploration of the emerging commercial model, its scale, and what can be done to disrupt it.

Presenter: Liz Bales, Chief Executive, BASE

Sustainable Cinema Design
Developing net zero carbon neighbourhood cinemas through the use of offsite, modular, and low carbon technologies.

Presenter: Stefanie Fischer, Director of InventaCinema Ltd.

16.00-17.00 STUDIOCANAL Presentation (CCIB Auditorium)

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17.00-17.45 Refreshment Break
(Auditorium Foyer)

17.45 Warner Bros. Pictures International Presentation
(CCIB Auditorium)

19.30 Dinner Reception
(Room 111 & Terrace, Level P1)

Co-Sponsors:
Warner Bros. Pictures
Dolby Laboratories

WEDNESDAY, 21 JUNE

08.00-18.00 Convention Registration
(Entrance B Foyer, Level P0)

08.00-18.00 Trade Show Registration
(Entrance B Foyer, Level P0)

08.00-08.45 Breakfast
(Room 116-117 Foyer, Level P1)

Co-Sponsors:
DTS, an Xperi Company
Kelonik / KCS

Hosts:
Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC
Charles Dawes, Senior Director International Marketing
Pascal Mabile, KCS Business Development

08.45-09.45 The Coca-Cola Retail Seminar
(Room 116-117, Level P1)

Facilitated by: Nick Gault, Away From Home Customers Director, Coca-Cola Europe

From Exposure to Experiences – Connecting Coca-Cola to Passions and Culture With Cinema

Marketing is no longer linear – it is about customer experiences. The ability to connect to passions and culture will continue to be a defining force in the success of our brands. MOVIES are still, by far, the largest entertainment activity in terms of commercial consumption occasions. How our consumers engage with their passions is constantly shifting. Join us to understand how Coca-Cola and cinema exhibition can work together to deliver our consumers' favourite experiences in culture: enabled and elevated.

10.00 Paramount Pictures International Presentation
(CCIB Auditorium)

Presenter: Mark Viane, President, Paramount Pictures International

11.00-17.00 Hospitality Lounge
(CCIB Foyer)

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11.00-18.00 CineEurope Tradeshow & Luncheon
(Exhibition Hall, Level P0)
Lunch served 13.30-14.30

Co-Sponsors:
Paramount Pictures
Vista Group

14.00-16.00 CineEurope Focus Session on the Trade Show Floor
Presented by ICTA
(Exhibition Hall, Level P0)

14:00 *Opening Remarks: Jan Runge, Vice President, ICTA*

14:10 *What's next? New technologies transforming the cinema experience (Quickfire session)*

Produced by: Jan Runge, ICTA

14:40 *Behind the Screens: Bridging Staff Shortages and Skills Gaps in Cinema (Roundtable discussion)*

Produced by: Tammo Buhren, zweiB & EDCF

Moderator: Tammo Buhren, zweiB & EDCF

15:20 *How can cinemas prepare for the next wave of marketing innovations: Social, AI and AR*

Produced by: Till Cussman, VISTA

Moderator: Michelle Stevens, Powster

17.00 The Walt Disney Studios International Presentation
(CCIB Auditorium)

18.30 Cocktails & Hors d'oeuvres
(Room 111 & Terrace, Level P1)

Co-Sponsors:
GDC Technology
Christie Digital

THURSDAY, 22 JUNE

08.00-12.00 Trade Show Registration
(Entrance B Foyer, Level P0)

08.00-14.00 Convention Registration
(Entrance B Foyer, Level P0)

08.30-12.00 Breakfast on the Trade Show Floor
(Exhibition Hall, Level P0)
Breakfast served 08.30-10.30

Co-Sponsors:
DTS, an Xperi Company
Kelonik / KCS

New

Hosts:

Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC
Charles Dawes, Senior Director International Marketing
Pascal Mabile, KCS Business Development

10.30 The Walt Disney Studios Special Screening
(CCIB Auditorium)

14.00 A Toast to the 2023 Honorees
(Foyer 1, Level P1)

14.15 CineEurope Awards Ceremony
(Room 116-117, Level P1)

Sponsor:
The Coca-Cola Company

Emcees: Susanne Fläxl, Managing Director, Cineplex Germany
Nick Rush, The Walt Disney Studios

CINEEUROPE'S 2023 HONOREES

International Exhibitor of the Year
Nordisk Film Cinemas
Accepted by Asger Flygare Bech-Thomsen, CEO

International Distributor of the Year
Tonis Kiis, Senior Vice President, International Distribution, Warner Bros.
Pictures International

UNIC Award of Achievement
Hans-Joachim Flebbe, ASTOR Cinemas

Coca-Cola Consumer Award

CineEurope Gold Awards
Ron Sterk, CEO, Vue Nederland, Netherlands
Javier Hoyos, Head of Food & Beverage Southern Europe, Odeon Cinemas
Group, Spain
Jan Rasmussen, Head of Screen Technology, Nordisk Film Cinemas, Denmark
Kelly Drew, Operations Director, Cineworld Group, United Kingdom
Kadri Kaldma, Business Development Manager, Apollo Cinema, Estonia/Baltics
Tõnis Kümnik, Senior Projectionist/Technical Manager, Cinamon Group, Estonia
Max Bell, Bell Theatre Services, United Kingdom

15.30 CineEurope 2023 Closing Party
(Room 111 & Terrace, Level P1)

Sponsor:
The Coca-Cola Company