

SCHEDULE OF EVENTS



19-22 JUNE 2023

CONVENTION & TRADE SHOW / CCIB BARCELONA

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SPECIAL THANKS TO



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OFFICIAL CINEMA
PROJECTION PROVIDER

**PLEASE ENJOY ALL PRESENTATIONS
IN THE CCIB AUDITORIUM
USING CINIONIC LASER TECHNOLOGY**

WELCOME TO CINEEUROPE

This is your official Schedule of Events for CineEurope 2023.

NOTE: The schedule of events does not grant access to events. The **Access Pass** must be shown to gain entry to CineEurope events. Lost or stolen Access Passes will not be replaced and are non-transferable.

IMPORTANT SECURITY NOTICE FOR TICKETED DELEGATES

Security continues to be a major initiative at all CineEurope screenings. In order to maintain and protect the integrity of all films and product reels screened, we kindly advise that **the use of mobile phones or any other kind of photo, video or audio recording equipment is strictly prohibited** in the Auditorium.

To further protect product being shown we will also have security personnel at each event utilizing night-vision goggles. Anyone caught using any type of recording device will have their Access Pass confiscated and will be escorted out of the Auditorium.

Due to increased security at all screenings, large bags are subject to search upon arrival at the theatre.

We ask that none of the films screened or product featured are reviewed or commented on—regardless of good or bad. Please note, this includes speaking to members of the press, personal and professional blogs, social networking sites like Facebook, Snapchat, Instagram, LinkedIn, Twitter, or likewise. Also, please do not take photos of celebrities on the stage. We appreciate your cooperation and understanding of this matter.

ENJOY THE SHOW!

CineEurope extends its appreciation for providing equipment & services to enhance the movie-going experience in the CCIB Auditorium.



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a Barco company



Motion Picture Solutions



GRAB A COMPLIMENTARY BEVERAGE AND SNACK IN THE AUDITORIUM FOYER PRIOR TO EACH STUDIO PRESENTATION.



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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)



HOSTS:

Mike Viane, Head of Global Revenue,
Comscore Movies

Hervé Roux, Consultant DTS Cinema Initiative
EMEA & APAC

Charles Dawes, Senior Director International Marketing,
DTS, an Xperi Co.

Pascal Mabilie, KCS Business Development

CineEurope Business Sessions

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 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.

SPEAKERS:

Phil Clapp, Chief Executive, UKCA

Laura Houlgatte, CEO, UNIC

Dee Vassili, Chief People Officer, Vue International

10.15-11.30

CineEurope's Executive Roundtable

KEYNOTE:

Juan Antonio Bayona, Film Director

SETTING THE SCENE:

Lucy Jones, Executive Director – UK & Ireland, Italy,
Middle East and Africa, 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

Eddy Duquenne, CEO, Kinopolis

Tim Richards, Founder & CEO, Vue International

Niels Swinkels, EVP & MD, International Distribution, Universal Pictures

Susan Wendt, Managing Director, TrustNordisk

12.00-16.00**Hospitality Lounge**

(CCIB Foyer)

**HOSTS:**

Brian Claypool, EVP, Cinema, Christie Digital

Adil Zerouali, Sr. Director of Sales, EMEA, Christie Digital

Ben Johnson, CEO, Gruvi

Neil Wirasinha, CRO, Gruvi

12.00**Lunch**

(CCIB Auditorium Foyer)



UNIFRANCE
All the accents of creativity

**HOSTS:**

Jongryul Kim, CEO, CJ 4DPLEX

Don Savant, Chief Business Officer,
CJ 4DPLEX Korea

Daniela Elstner, Executive Director,
Unifrance

Tim Richards, Founder & CEO,
Vue International



13.30

Opening Ceremony

(CCIB Auditorium)

Official Welcome Address

Andrew Sunshine, Managing Director, CineEurope

CineEurope Milestone Award Presentation

Vue International

Accepted by: Tim Richards, Founder & CEO



Industry Address

Phil Clapp, President, UNIC

Laura Houlgatte, CEO, UNIC

Special Studio Spotlight Presentation from Lionsgate *Hunger Games: The Ballad of Songbirds and Snakes*

LIONSGATE

PRESENTER:

Helen Lee Kim, President International,

Lionsgate Motion Picture Group

Nina Jacobson, Producer, *The Hunger Games*

Francis Lawrence, Director/Producer, *The Hunger Games*

Creative Europe and Unifrance Presentation

UNIFRANCE
All the accents of creativity



PRESENTER:

Daniela Elstner, Executive Director, Unifrance

Mubi Product Presentation



PRESENTER:

Jon Barrenechea, VP Distribution, Global
Natalie Ralph, Director of Distribution, Europe

16.00

Refreshment Break

(CCIB Auditorium Foyer)

17.00

Sony Pictures International Presentation

(CCIB Auditorium)



PRESENTERS:

Steven O'Dell, President, International Distribution
Ivan Valverde, Senior Vice President, International
Distribution

18.30

Opening Night Dinner Reception

(Room 111 & Terrace, Level P1)



HOSTS:

Wim Buyens, CEO, Cinionic
Guillaume Thomine-Desmazures,
Managing Director, ICE Theaters
Sony Pictures Releasing International



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)



09.00-10.15

The Coca-Cola Sustainability Seminar

(Room 116-117, Level P1)



How Consumers are Embracing Sustainability

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 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. Jerome Labie, Coca-Cola's Packaging Engineer, talks us through the insights on consumer behaviour around the use of reusable vessels and how this is shaping the design of solutions. David Hall, Executive Director at Behaviour Change will take us through how behavioural science can help us develop compelling

strategies to enable more sustainable choices by consumers. We will be joined by Andreas Hufer from Kinopolis and some additional panelists to discuss how much is already being learned and achieved across the industry and how exhibition is benefiting by working collaboratively on sustainability.

FACILITATED BY:

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

SPEAKERS:

Koen Saels, Customer Sustainability Strategy & Stewardship Director,
Coca-Cola Europe
Jerome Labie, R&D Packaging and Equipment Engineer EMEA,
Coca-Cola
David Hall, Executive Director, Behaviour Change
Andreas Hufer, Member of the Board, Kinopolis

10.30

**Universal Pictures International
Presentation**

(CCIB Auditorium)



PRESENTERS:

Julien Noble, President, International Marketing
Niels Swinkels, EVP & MD, International Distribution

The Tulips Placed On Your Seats Will Be Part Of Our Presentation.

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)



HOSTS:

Paul Higginson, EVP, EMEA,

International Distribution, Universal Pictures

Julien Noble, President, International Marketing, Universal Pictures

Niels Swinkels, EVP & MD, International Distribution,

Universal Pictures

Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC

Charles Dawes, Senior Director International Marketing, DTS



14.00-15.00

CineEurope Focus Sessions on the Trade Show Floor

(Exhibition Hall, Level P0)

MODERATOR:

Tanya Easterman, Founder, Daiku

***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 (British Association for
Screen Entertainment)

PANELISTS:

Otar Bubashvili, Cavea cinemas
Pablo Trubias, Redpoints
Yasmin Nevard (BASE)

Sustainable Cinema Design

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

PRESENTER:

Stefanie Fischer, Director, InventaCinema Ltd.

15.30-16.30

STUDIOCANAL Presentation

(CCIB Auditorium)



PRESENTERS:

Anna Marsh, CEO
Hugh Spearing, EVP Global Marketing and Distribution

16.30-17.30

Refreshment Break

(Auditorium Foyer)

17.30

Warner Bros. Pictures International Presentation

(CCIB Auditorium)



PRESENTERS:

Andrew Cripps, President, International Distribution
Danielle Bekas, Executive Vice President, International Marketing
Charlie Coleman, Executive Vice President, International Marketing
Toby Tennant, Senior Vice President, EMEA Theatrical Distribution

19.30

Dinner Reception

(Room 116-117 Foyer, Level P1)



HOSTS:

Andrew Cripps, President, Warner Brothers
International Distribution

Michael Archer, Vice President, WW Cinema

Sales & Partner Management, Dolby Laboratories, Inc.

Friedrich Deininger, Sr. Dir, Cinema Sales & Ptnr Mgmt, EMEAL,
Dolby Laboratories, Inc.



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)



08.45-09.45

Coca-Cola Retail Seminar

(Room 116-117, Level P1)



Engaging the Young Adult Audience

As the pandemic fades into the past, consumers are recalibrating their expectations of life, including how they enjoy their free time. Helen Hewlett and Amy Clamp will look at how consumers are embracing the concept of Everything in Moderation, in terms of Health, Spending and Social Media, and shining a light on the opinions of Gen Z'ers and young Millennials. Josh Nations will share insights from North America about how the cinema industry is capturing the consumers trend to seek valuable away from home experiences in a tough economic environment.

FACILITATED BY:

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

SPEAKERS:

Helen Hewlett, Business Insights Manager,
Coca-Cola Europacific Partners
Amy Clamp, Commercial Director, Beatfreeks
Josh Nations, Global Vice President,
Strategic Partnerships, Coca-Cola

10.00**Paramount Pictures International
Presentation**

(CCIB Auditorium)

**PRESENTER:**

Mark Viane, President, Paramount Pictures International

11.00-17.00**Hospitality Lounge**

(CCIB Foyer)

CHKISTIE
gruvi

11.00-18.00**CineEurope Tradeshow & Luncheon**

(Exhibition Hall, Level P0)
(Lunch served from 13.30-14.30)

**HOSTS:**

Mark Viane, President, Paramount Pictures
International
Stuart Dickinson, CEO, Vista Group

**13.30-14.00****Gruvi Presentation**

(Exhibition Hall, Level P0)

gruvi

How to Leverage Audience Data Insights to Prospect for New Customers and Increase the Frequency of your Current Cinemagoers

Unlock the power of your digital audiences! Cinema websites hold valuable data, yet many miss the opportunity to leverage insights for informed decisions. Online ticketing will grow by \$7.5B by 2027, and digital audiences are 46% more likely to upgrade or purchase concessions.

Gruvi's platform The Audience Project (TAP) empowers you to unleash the potential of your digital foyer for revenue growth. Transform your cinema's performance with TAP's actionable insights.

SPEAKERS:

Ben Johnson, CEO

Neil Wirasinha, CRO

14.00-16.15 **CineEurope Focus Sessions** **& Members Presentations** **on the Trade Show Floor**

(Exhibition Hall, Level P0)



OPENING REMARKS:

Jan Runge, Vice President, ICTA

14.10 **What's Next? Trends and New Technologies** **Transforming the Cinema Experience**

PRODUCED BY:

Jan Runge, ICTA

MODERATOR:

Sonia Ragone, Industry Relations & Research Manager, UNIC

PANELISTS:

Pranay Kumar, CTO, GDC Technology
Serge Plasch, Chief Commercial Officer, Cinionic
Jan Rasmussen, Head of Screen Technology,
Nordisk Film Cinemas
Ron Sterk, CEO, Vue Netherlands
Guillaume Thomine-Desmazures, Managing Director,
ICE Theaters
Julia Vinokurova, Operations Management Consultant, RealD

14.50***Behind the Screens: Bridging Staff Shortages
and Skills Gaps in Cinema*****PRODUCED BY:**

Jan Runge, Jan Runge Consulting

MODERATOR:

Tammo Bühren, CEO, zweiB & EDCF

PANELISTS:

Mariam El Bacha, General Manager, CinemaxX Vue, Denmark
Mike Bradbury, Head of Cinema Technology,
Odeon Cinemas Group
Nick Gault, Away from Home Customers Director, Coca-Cola Europe

15.30***How Can Cinemas Prepare For the Next Wave
of Marketing Innovations: Social, AI and AR*****PRODUCED BY:**

Till Cussman, Managing Director EMEA, VISTA

MODERATOR:

Michelle Stevens, Powster

PANELISTS:

Erik Londré, Founder, karta

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

Isaac Riesgo, Vertical Lead for Entertainment, TikTok

17.00**Walt Disney Motion Pictures
International Product Presentation**

(CCIB Auditorium)

**PRESENTERS:**

Tony Chambers, Head of Global Theatrical Distribution

Nick Rush, Head of Theatrical Distribution – EMEA

Lee Jury, Head of Studio Marketing – EMEA

Rebecca Kearey, Head of Business Operations
& International Marketing, Searchlight Pictures

18.30**Dinner Reception**

(Room 111 & Terrace, Level P1)

CHRISTIE®**HOSTS:**

Brian Claypool, EVP, Cinema, Christie Digital

Adil Zerouali, Sr. Director of Sales, EMEA,
Christie Digital

Man-Nang Chong, Founder, Chairman & CEO,
GDC Technology Limited

Sachin Shetty, Executive Director, EMEA, GDC Technology

THURSDAY 22 JUNE

08.00-14.00

Convention Registration

(Entrance B Foyer, Level P0)

08.00-12.00

Trade Show Registration

(Entrance B Foyer, Level P0)

08.30-12.00

**Breakfast on the
Trade Show Floor**

(Exhibition Hall, Level P0)

(Breakfast served from 08.30-10.30)



HOSTS:

Mike Viane, Head of Global Revenue, Comscore Movies

Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC

Charles Dawes, Senior Director International Marketing,
DTS, an Xperi Co.

Pascal Mabilie, KCS Business Development

10.30

The Walt Disney Studios

Special Screening:

Indiana Jones and the Dial of Destiny

(CCIB Auditorium)



**Immediately following the conclusion
of the screening:**

**A Toast to the 2023 CineEurope
Honorees**

(Foyer 1, Level P1)



HOST:

Frank Fu, Vice-Chairman & General Manager,
China Film Group

14.15

CineEurope Awards Ceremony

(Room 116-117, Level P1)



HOST:

Nick Gault, Away from Home Customers
Director, Coca-Cola Europe

EMCEES:

Susanne Fläxl, Managing Director, Cineplex
Germany

Nick Rush, Head of Theatrical Distribution, EMEA,
The Walt Disney Studios

15.30

CineEurope 2023 Closing Party

(Room 111 & Terrace, Level P1)



HOST:

Nick Gault, Away from Home Customers
Director, Coca-Cola Europe

Frank Fu, Vice-Chairman & General
Manager, China Film Group



CINEEUROPE'S 2023 HONOREES

INTERNATIONAL EXHIBITOR OF THE YEAR

Nordisk Film Cinemas

Accepted by Asger Flygare Bech-Thomsen

INTERNATIONAL DISTRIBUTOR OF THE YEAR

Tonis Kiis, Warner Bros. Pictures International

COMSCORE EUROPEAN BOX OFFICE ACHIEVEMENT AWARD

Universal Pictures International

Accepted by Paul Higginson

UNIC AWARD OF ACHIEVEMENT

Hans-Joachim Flebbe, ASTOR Film Lounge

COCA-COLA & CINEEUROPE SUSTAINABILITY AWARD

Kinopolis Management Multiplex GmbH (Germany)

Accepted by Dr. Gregory Theile and Andreas Hufer

CINEEUROPE GOLD AWARDS

Ron Sterk, Vue Nederland, Netherlands

Javier Hoyos, Odeon Cinemas Group, Spain

Jan Rasmussen, Nordisk Film Cinemas, Denmark

Kelly Drew, Cineworld Group, United Kingdom

Kadri Kaldma, Apollo Cinema, Estonia/Baltics

Tõnis Kümnik, Cinamon Group, Estonia

Max Bell, Bell Theatre Services, United Kingdom

CineEurope thanks the following companies for their generous support of this year's convention.



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2023 DIGITAL PROGRAM

JOURNAL HERE



SEE YOU NEXT YEAR!

17-20 JUNE 2024