

CINEEUROPE 2024 — 17-20 JUNE
TENTATIVE SCHEDULE OF EVENTS AS OF MARCH 4

SUNDAY, 16 JUNE

- 08.00-18.00 Trade Show & Meeting Room Registration (Exhibitors Only)
(Entrance B Foyer, Level P0)
- 14.00-18.00 Convention Registration
(Entrance B Foyer, Level P0)

MONDAY, 17 JUNE

- 07.30-18.00 Convention and Trade Show & Meeting Room (Exhibitors Only) Registration
(Entrance B Foyer, Level P0)
- 08.15-09.15 Breakfast & Program
(Room 116-117 Foyer, Level P1)

Co-Sponsors:
Kelonik / KCS

- 9:00-9:30 ***UNIC People Programme – Leadership Skills***
Launched in June 2023 – the UNIC People Programme aims to help the cinema industry maintain its position as an employer of choice, recognising that the ultimate competitive advantage of any organisation lies in its people. The programme strives to ensure that the industry remains well-placed to attract and retain top talent.
After a year focusing on issues around Internal Culture & Values, the programme will now shift to look at Leadership Skills. Effective leadership is essential for the growth and success of the cinema industry. We will explore the development of leadership skills and capabilities, and how we can help nurture future leaders who can drive innovation, inspire teams, and navigate the
- 9:30-9:50 ***Screening, Playing, Partying, and Dining***
What if your cinema was the ultimate place not just to watch a film but also to play, party, exercise, or dine out? Join us to hear more about cinema and family entertainment centers.
- New Cinema Concepts***
The exhibition sector continues to innovate and is coming up with concepts to offer new experiences to audiences. Join us to hear about a cinema that is all about pods and hospitality boxes and about a new private cinema-on-demand concept.
- 9:50-10:20 ***Sharing Data – Practical Partnerships and Actions***

- 10:30-11:45 ***CineEurope's Executive Roundtable***
For all of the other challenges it occasionally presented, the last year once again confirmed that cinema audiences are more willing than ever to respond to original stories well-told, well-marketed, and made for the Big Screen. With some European territories recording their best-ever summer, the key seemed to be in particular the ability to offer a diverse slate which had something to offer to everyone.
In this high level Executive Round table, leading figures from European and international exhibition and distribution will explore what the data tells us and offer views on what should be the metrics for success. In doing so they will seek to answer questions such as: how do we ensure that we have something to offer to everyone; what more might be done to improve marketing and promotion; and what does the industry need to do to expand and diversify its offering?
- 12.00-16.00 Hospitality Lounge
(CCIB Foyer)
- 12.00 Lunch
(CCIB Auditorium Foyer)
- 13.30 CineEurope 2024 Opening Ceremony
(CCIB Auditorium)
- Official Welcome
Andrew Sunshine, Managing Director, CineEurope
- CineEurope Milestone Award Presentation
- Industry Address
Phil Clapp, President, UNIC
Laura Houlgatte, CEO, UNIC
- Special Studio Spotlight Presentation**
- Unifrance & Creative Europe Product Presentation**
- Mubi Product Presentation**
- 16.00 Refreshment Break
(CCIB Auditorium Foyer)
- 17.00 **Studio Presentation**
(CCIB Auditorium)
- 18.30 Opening Night Dinner Reception
(Room 116-117, Level P1)

TUESDAY, 18 JUNE

- 07.30-18.00 Convention and Trade Show & Meeting Room Registration
(Entrance B Foyer, Level P0)
- 08.00-08.45 Breakfast

(Room 116-117 Foyer, Level P1)

Co-Sponsors:
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09.00-10.15 The Coca-Cola Seminar

10.30 Universal Pictures International Presentation
(CCIB Auditorium)

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

14.00-15.30 ICTA Focus Sessions and Member Presentations on the Trade Show Floor
(Exhibition Hall, Level P0)

15.30-16.30 STUDIOCANAL Presentation
(CCIB Auditorium)

16.30-17.30 Refreshment Break
(Auditorium Foyer)

17.30 Warner Bros. Pictures International Presentation
(CCIB Auditorium)

19.30 Reception
(Room 111 & Terrace, Level P1)

Co-Sponsors:
Warner Bros. Pictures International
Dolby

WEDNESDAY, 19 JUNE

08.00-18.00 Convention and Trade Show & Meeting Room Registration
(Entrance B Foyer, Level P0)

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

Co-Sponsors:
Kelonik / KCS

08.45-09.45 The Coca-Cola Seminar

10.00 Paramount Pictures International Presentation
(CCIB Auditorium)

11.00-17.00 Hospitality Lounge
(CCIB Foyer)

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

Co-Sponsors: Paramount Pictures International

14.00-15.15 UNIC Focus Sessions on the Trade Show Floor
(Exhibition Hall, Level P0)

How To Attract and Retain Talent – Focus On Your Internal Culture and Values

The cinema industry's success is intrinsically linked to the values and culture that is cultivated within the companies and organisations that make up the sector. Our brands represent lifestyle aspiration, sustainability, and more. By emphasizing the importance of these values, we can attract individuals who share our vision and create a positive working environment.

Join us for this very practical and interactive session exploring how to create your internal culture and values, what are the do's and don'ts.

Marketing Workshop – Optimise Your Digital Presence

16.00 The Walt Disney Studios International Product Presentation
(CCIB Auditorium)

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

THURSDAY, 20 JUNE

08.00-12.00 Trade Show & Meeting Room 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:
Kelonik / KCS

09.00-10.00 CineEurope Focus Sessions on the Trade Show Floor
(Exhibition Hall, Level P0)

Greening Cinemas – A European Perspective

In this session, we will focus on practical initiatives that have been launched across Europe focusing on greening cinemas.

10.00 Studio Presentation
(CCIB Auditorium)

13.30 A Toast to the 2024 Honorees
(Foyer 1, Level P1)

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

Sponsor:
Coca-Cola

Emcee: Shaun Jones, Cineworld

CINEEUROPE'S 2024 HONOREES

International Exhibitor of the Year

International Distributor of the Year

Comscore European Box Office Achievement Award

UNIC Award of Achievement

Coca-Cola & CineEurope Sustainability Award

CineEurope Gold Awards

15.30 CineEurope 2024 Closing Reception
(Room 111 & Terrace, Level P1)

Co-Sponsors:
Coca-Cola