

CINEEUROPE 2024 — 17-20 JUNE
TENTATIVE SCHEDULE OF EVENTS – 04-05-24

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
(Level P1)

Sponsor: Kelonik / KCS

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

- 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 and 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 challenges of an evolving industry.

Presenters: Dee Vassili, Vue International
Neil Pearse, McKinsey

- 9.30-10.00 ***New Cinema Concepts***

The exhibition sector continues to innovate and develop new concepts to offer new experiences to audiences. Join us to hear about a cinema that is all about pods and hospitality boxes, a new private cinema-on-demand concept, and a cinema which is also an entertainment centre.

Presenters: Oma
The Anything

10.00-10.30 ***Data Sharing in Action***

There have been many conferences and panels where exhibitors and distributors have concluded that it would be valuable to share more data. In this session, colleagues from VUE will discuss examples of how that can work in practice – all of which are already live at VUE with their partners. These can provide inspiration for better, pragmatic partnerships across our sector to achieve the common goal of getting more people watching more great stories in cinemas, more often. VUE's examples include 3 categories:

1. Customer-level transaction data, for better digital marketing performance: who is converting from which online ads, to go after more;

2. Customer research into behaviour and preferences, for better shared diagnosis and understanding: which audiences are engaging with cinema and why; who is missing, or visiting at reduced frequency, and how can we appeal to them?

3. Customer buying patterns, from pre-sales and studio tracking: how are new titles likely to perform, to maximise releases and scheduling.

The VUE team will conclude with principles about how to build a great data sharing partnership.

Speakers: Ruth Hinton, Group Head of Customer Experience & Insight, VUE International
Dan Green, Group Director of Digital, VUE International

10.45-11.00 Refreshment Break

Sponsor: Mubi (TBC)

11.00-12.00 ***CineEurope's Executive Roundtable***

For all of the other challenges it occasionally presented, 2023 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 everyone.

Whatever the short-term impacts of the US strikes, there is no doubt that our industry needs to continue to supply a regular and diverse range of engaging film content and to work harder than ever to create excitement and engagement amongst cinema-goers, delivering the best possible cinema experience.

In this high level Executive Roundtable, 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?

Panelists to date:

Eduardo Acuna, CEO, Cineworld

Veronika Kwan-Vandenberg, Universal Pictures International

11.00-15.00 Hospitality Lounge
(CCIB Foyer)

12.30 Lunch
(CCIB Auditorium Foyer)

13.30 CineEurope 2024 Opening Ceremony
(CCIB Auditorium)

Official Welcome

Andrew Sunshine, Managing Director, CineEurope

CineEurope Milestone Award Presentation
Kinopolis

Accepted by: Joost Bert, Chairman of the Board
Eddy Duquenne, CEO

Industry Address

Phil Clapp, President, UNIC

Laura Houlgatte, CEO, UNIC

Mubi Product Presentation

15.00 Themed Cocktail Reception
(CCIB Auditorium Foyer)

15.30 **Studio Presentation**
(CCIB Auditorium)

18.00 Opening Night Futbol Party
(Room 111 & Terrace, 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
(Level P1)

Sponsor: Kelonik / KCS

09.00-10.15 The Coca-Cola Seminar
(Room 116-117, Level P1)

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)

Sponsors: Universal Pictures International

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

Technology keeps advancing at breakneck speeds, helping us create ever-more immersive and engaging cinematic experiences. It also challenges us to rethink and innovate fundamental business processes in theatrical exhibition. The ICTA Focus Sessions are set to dive into the latest breakthroughs in cinema technology, as well as broader tech innovations that could transform how we experience movies. We'll be joined by global experts and thought leaders in the field.

15.30-16.30 STUDIOCANAL Presentation
(CCIB Auditorium)

16.30-17.00 Refreshment Break
(Auditorium Foyer)

17.00 Warner Bros. Pictures International Presentation
(CCIB Auditorium)

19.00 Dinner Reception
(Auditorium Foyer)

Sponsor: Warner Bros. Pictures International

WEDNESDAY, 19 JUNE

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

08.00-08.45 Breakfast
(Level P1)

Sponsor: Kelonik / KCS

09.00-10.00 The Coca-Cola Seminar
(Room 116-117, Level P1)

10.30 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 13.00-14.30

Sponsors: Paramount Pictures International
Vista Group

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

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.

Presenter: Zarah Doyle, Odeon Cinemas Group

Marketing Workshop – Optimise Your Digital Presence

Moderator: Guillaume Branders, DX

Panelist: Usheru

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

18.00 Dinner Reception
(Auditorium Foyer)

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

Sponsor: 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.

Presenters: Spanish Industry Alliance: Greening the Film and Audiovisual Sector
– Jaime Tarrazon, FECE Spanish Cinema Association
Towards net Zero – James Connor, UK Cinema Association (UKCA)

11.00 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
Apollo Kino, The Baltics
Accepted by Kadri Ärm, CEO

Comscore European Box Office Achievement Award

UNIC Award of Achievement
Claire Binns, Picturehouse

Coca-Cola & CineEurope Sustainability Award

CineEurope Gold Awards

CineEurope 2024 Closing Reception
(Patio, Level P1) - TBC

Sponsor: Coca-Cola