



PROGRAMME

"ART CINEMA = ACTION + MANAGEMENT" 2011

	Morning 1 9:30 - 11:00	Morning 2 11:00- 12:30	Afternoon 1 14:30- 16:00	Afternoon 2 16:00 - 17:30	Evening 1 17:30 - 20:00	Evening 2 20 :00 - 00:00
Saturday 03/09/11	Check in Juniors					
Sunday 04/09/11	Opening and Presentation CICAÉ General Delegate & team Trainees 09:00 - 10:00 Detlef Rossmann Patrice Vivancos (EACEA/MEDIA) 10:00 - 11:00	Programming Classics Marie-Jeanne Gomet (FR) Joung Audience Kamila Tomkiel (PL) Petra Rockenfeller (DE) 11:15-12:45	Programming Short Films Karim Allag (FR) Festivals Mira Stavela (BU) Disabled audiences Romano Fattorossi (IT) PR in the digital era Madeleine Probst (UK) 14:30-16:30	Europa Cinemas Fatima Djoumer 16:45-17:30	Mostra Internazionale d'Arte Cinematografica	Opening Buffet 20:00
Monday 05/09/11	Team Management Fiona Narburgh (UK)	Executive Management Jean-Pierre Villa (FR)	Marketing / Branding: Mindaugas Morkunas (LT)	Communication / PR Olinka Vištica (HR)	Mostra Internazionale d'Arte Cinematografica	Mostra Internazionale d'Arte Cinematografica
Tuesday 06/09/11	Audience Development Raymond Walvarens (NL)	Fundraising Paula Astorga (MX)	Projet Management Dörte Nimz (DE) 14:30-15:30	Workshop on Project Management 15:30-17:30	Mostra Internazionale d'Arte Cinematografica	Mostra Internazionale d'Arte Cinematografica
Wednesday 07/09/11	Workshop on Project Management	Workshop on Project Management (12:00 Projects Consignment)	Workshop on Project Management: Debriefing and Evaluations Raymond Walravens, Paula Astorga, Dörte Nimz 15:00-17:30 (13:30-15:00 Jury Evaluations)		Project Management Workshop AWARD 17:30 - 18:00	Mostra Internazionale d'Arte Cinematografica
Thursday 08/09/11	Networks in Action: Mario Lorini (FICE), Patrick Brouiller (AFCAE), Christian Bräuer (AGKG), Siobhan Condon (ACCESS CINEMA), Cristina Loglio (Quality Screens)		Digital Cinema Jean - Pierre Villa (FR) 14:30 - 16:00	Partners Word Nicola Borrelli (DGC), Raffaele Speranzon (Province of Venice), Emmanuel Joly (European Commission) + AGIS / Veneto Region AWARD Best Young Exhibitor 16:00 - 17:30	Cocktail 17:30-18:30	Mostra Internazionale d'Arte Cinematografica
Thursday 08/09/11	Check in Executives				Cocktail 17:30-18:30	Mostra Internazionale d'Arte Cinematografica
Friday 09/09/11	Economics of Cinema Laurent Creton (FR)		The Chain of Rights Production Alfred Hürmer (DE) Int.l Sales Loic Magneron(FR)	Distribution: Roxane Arnold (FR) Margherita Chiti (IT) Kochendoerfer Martin (DE) Ivan Hronec (SK)	Diploma Ceremony + Picture 17:30 - 18:30	Opening / Closing buffet 20:00
Friday 09/09/11	Economics of Cinema Laurent Creton (FR)		The Chain of Rights Production Alfred Hürmer (DE) Int.l Sales Loic Magneron(FR)	Distribution: Roxane Arnold (FR) Margherita Chiti (IT) Kochendoerfer Martin (DE) Ivan Hronec (SK)	Diploma Ceremony + Picture 17:30 - 18:30	Opening / Closing buffet 20:00
Saturday 10/09/11	> 8:45 Check out	Debriefing sala 5	Departure Juniors			
Saturday 10/09/11	Workshop Cinema programming in the age of digital cinema Alfred Hürmer (DE) , Loic Magneron (FR) 4 Distributors (FR, DE, IT, SK) Jean-Marc Quinton (FR), Andreas Baumann (DE) Moderator : Laurent Creton (FR)		How to satisfy the expectations of art cinema audience? Xavier Blom (FR) Catherine Champeyrol (FR) Jean-Marc Quinton (FR) Moderator :Eisabeth Prommer (DE) 14:30 - 17:00		Mostra Internazionale d'Arte Cinematografica	Mostra Internazionale d'Arte Cinematografica
Sunday 11/09/11	> 8:45 Check out	Debriefing office	Departure Executives			
	plenaries	workshop / splitted in language group	screenings	Executives	translation from 04/09 to 10/09	



Junior's edition

Detailed Program • 04/09 > 10/09/2011

Except contrary indications, all the lectures will take place in Sala Teatro (main building, opposite side of the reception).

Rooms for sessions in language groups :

- > German : Sala 4
- > Italian : Sala 5
- > French : Sala 9
- > English : Sala Teatro

- 09:00 - 10:00 **OPENING AND PRESENTATION**
Presentation of the training / Presentation of the «Dream Team» / Presentation of all participants
Marketa Hodouskova, General Delegate of the CICAÉ
- 10:00 - 11:00 **OFFICIAL OPENING**
Detlef Rossmann, President of the CICAÉ
Patrice Vivancos, EACEA/ MEDIA
- 11:00 - 11:15 **BREAK**
- 11:15 - 12:45 **PROGRAMMING**
> Focus on Classics
How to present masterpieces of the past, with methods and clues adapted to each market type
Marie-Jeanne Gomet, Beauvais Cinema Communication SA, Beauvais (FR)
> Focus on Young Audience
Know-how and practices for a successful work with young audiences
Kamila Tomkiel, New Horizons Association, Warszawa (PL)
Petra Rockenfeller, Lichtburg Filmpalast , Oberhausen (DE)
- 12:45 - 14:30 **LUNCH**
- 14:30 - 16:30 **PROGRAMMING**
> Focus on Short
How to promote shorts
Karim Allag, Head of Réseau Alternatif de Diffusion, Agence du Court Métrage, Paris (FR)
> Focus on Festivals
The speaker focuses on the Sofia Film festival and project developed around the festival
Mira Staleva , Sofia Int.L Film Festival, Sofia (BU)
> Focus on Disabled Audiences
Presentation of the original developed activities in the cinema
Romano Fattorossi, Invideo, Milano (IT)
> Focus on PR in the digital era
How to create a dialogue with audiences in the digital era
Madeleine Probst, Watershed Media Centre, Bristol (UK)
- 16:30 - 16:45 **BREAK**
- 16:45 - 17:30 **EUROPA CINEMAS**
Objectives, achievements and expectations of Europa Cinemas
Fatima Djoumer, Head of Public Relations and International events, Paris (FR)
- 17:30 - 20:00 **MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**
- 20:00 **OPENING BUFFET**

- 09:30 - 11:00 **TEAM MANAGEMENT**
Managing and motivating your team - and yourself
Fiona Narburgh, Wychavon and 3f Consulting, Worcester (UK)
- 11:00 - 11:15 **BREAK**
- 11:15 - 12:30 **EXECUTIVE MANAGEMENT**
The speaker gives tips & tricks to manage a team and a place in the most easier and operative way
Jean-Pierre Villa, Manager, SAGEC, Egletons (FR)
- 12:30 - 14:30 **LUNCH**
- 14:30 - 16:00 **MARKETING : SPONSORSHIP AND BRANDING**
Recognizing and communicating your cinema's identity
Mindaugas Morkunas, Sick Service, Vilnius (LT)
- 16:00 - 16:15 **BREAK**
- 16:15 - 17:30 **COMMUNICATION / PR**
The cinema and its publics: working with the media
Olinka Vištica, HULAHOP, Zagreb (HR)
- 17:30 **MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**

TUESDAY 06/09

- 09:30 - 11:00 **AUDIENCE DEVELOPMENT**
Tools and strategies for knowing your audiences
Raymond Walravens, Manager, Cinema Rialto, Amsterdam (NL)
- 11:00 - 11:15 **BREAK**
- 11:15 - 12:30 **FUNDRAISING**
Tools and strategies for raising funds for Arthouse cinemas
Paula Astorga, Manager, Film Society of Tlatelolco , Mexico City (MX)
- 12:30 - 14:30 **LUNCH**
- 14:30 - 15:30 **PROJECT MANAGEMENT**
How to develop a project : concept, funding, development, team, etc.
Dörte Nimz, Free-lance cultural manager and consultant, Hamburg (DE)
- 15:30 - 17:30 **WORKSHOP ON PROJET**
Management
- 17:30 **MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**

WEDNESDAY 07/09

- 09:30 - 12:00 **WORKSHOP ON PROJET**
Management
(12:00 Projets Consignment)
- 12:00 - 15:00 **LUNCH**
- 15:00 - 17:30 **WORKSHOP ON PROJET MANAGEMENT**
Debriefing and Evaluations
Raymond Walravens, Paula Astorga, Dörte Nimz
- 17:30 - 18:00 **WORKSHOP ON PROJET MANAGEMENT**
AWARD & Picture
- 18:00 **MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**

- 09:30 - 12:30 **NETWORKS IN ACTION:**
The heads of the main European Arthouse networks present their action
Mario Lorini, President of FICE, Roma (IT)
Patrick Brouiller, President of AFCAE, Paris (FR)
Christian Bräuer, Head President of the AGKG, Berlin (DE)
Siobhan Condon, Access Cinema, Dublin (IR)
Cristina Loglio, Coordinator of Schermi di Qualità, Roma (IT)
- 12:30 - 14:00 **LUNCH**
- 14:00 - 16:00 **DIGITAL CINEMA**
How to preserve the diversity of programming and the independent cinemas theaters
Jean - Pierre Villa, Manager, SAGEC, Egletons (FR)
- 16:00 - 16:15 **BREAK**
- 16:15 - 17:30 **PARTNERS' WORD**
Emmanuel Joly, General Direction Culture and Education of European Commission, Brussels (BE)
Nicola Borrelli, CEO, Direzione Generale per il Cinema, Roma, MBAC (IT)
Raffaele Speranzon, Councillor for Culture of the Province of Venice (IT)
Maria Teresa Director De Gregorio, Regione Veneto Cultural Department (IT)
Marco Sartore, AGIS-ANEC Sezione Interregionale TRE VENEZIE (IT)
- 17:30 - 18:30 **AGIS- VENETO REGION AWARD**
Best Young Exhibitor + Cocktail
- 18:30 **MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**

FRIDAY 09/09

- 09:30 - 12:30 **ECONOMICS OF CINEMA**
History, market and trends of the audiovisual industry from 1970 to 2020
Laurent Creton, University Paris Sorbonne, Paris (FR)
NB : including a break of 15'
- 12:30 - 14:30 **LUNCH**
- 14:30 - 16:00 **THE CHAIN OF RIGHTS**
> Production
Legal board of the profession : contracts, royalties, international policy, cultural diversity...
Alfred Hürmer , Producer, Integral Film Production, Berg (DE)
> International Sales
Presentation of the role and the job about agent of international sale
Loic Magneron, WIDE, Paris (FR)
- 16:00 - 16:15 **BREAK**
- 16:15 - 17:30 **DISTRIBUTION:**
Roxane Arnold, Head of Programming, Pyramide International, Paris (FR)
Margherita Chiti , Sacher Distribuzione srl, Roma (IT)
Martin Kochendöerfer, XVerleih AG, Berlin (DE)
Ivan Hronec, Filmeurope, Bratislava (SK)
- 18:30 - 20:30 **MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**
- 20:00 **CLOSING BUFFET**

SATURDAY 10/09

- 08:45 - 11:00 **CHECK OUT**
- 11:00 - 12:30 **DEBRIEFING**
Evaluation, suggestions, resolutions, etc.
NB: In Sala 5



Executive's edition

Detailed Program • 08/09 > 11/09/2011

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- > French : Sala 9
- > English : Sala Teatro

THURSDAY 08/09

17:00 - 18:30 **AGIS- VENETO REGION AWARD**

Best Young Exhibitor + Cocktail

18:30 **MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**

FRIDAY 09/09

09:30 - 12:30 **ECONOMICS OF CINEMA**

History, market and trends of the audiovisual industry from 1970 to 2020

Laurent Creton, University Paris Sorbonne, Paris (FR)

NB : including a break of 15'

12:30 - 14:30 **LUNCH**

14:30 - 16:00 **THE CHAIN OF RIGHTS**

>Production

Legal board of the profession : contracts, royalties, international policy, cultural diversity...

Alfred Hürmer, Producer, Integral Film Production, Berg (DE)

>International Sales

Presentation of the role and the job about agent of international sale

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16:00 - 16:15 **BREAK**

16:15 - 17:30 **DISTRIBUTION:**

Roxane Arnold, Head of Programming, Pyramide International, Paris (FR)

Margherita Chiti, Sacher Distribuzione srl, Roma (IT)

Martin Kochendörfer, XVerleih AG, Berlin (DE)

Ivan Hronec, Filmeurope, Bratislava (SK)

18:30 - 20:30 **MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**

20:00 **OPENING BUFFET**

SATURDAY 10/09

- 09:30 - 12:30 **WORKSHOP : CINEMA PROGRAMMING IN THE AGE OF DIGITAL CINEMA**
Alfred Hürmer, Producer, Integral Film Production, Berg (DE)
Löic Magneron, WIDE Management, Paris (FR)
Jean-Marc Quinton, Les Ecrans de Paris, Paris (FR)
Andreas Baumann, Lochmann Filmtheaterbetriebe, Biberach (DE)
Roxane Arnold, Head of Programming, Pyramide International, Paris (FR)
Margherita Chiti, Sacher Distribuzione srl, Roma (IT)
Martin Kochendörfer, XVerleih AG, Berlin (DE)
Ivan Hronec, Filmeurope, Bratislava (SK)
Moderator : Laurent Creton (FR)
- 12:30 - 14:30 **LUNCH**
- 14:30 - 17:00 **HOW TO SATIFY THE EXPECTATIONS OF ART CINEMA AUDIENCE?**
Xavier Blom, Cine Massy, Massy (FR)
Catherine Champeyrol, BEAUTEMPS Stratégies & Créativité, Paris (FR)
Jean-Marc Quinton, Les Ecrans de Paris, Paris (FR)
Moderator: Elisabeth Prommer (DE)
- 17:00 **MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA**

SUNDAY 11/09

- 08:45 - 11:00 **CHECK OUT**
- 11:00 - 12:30 **DEBRIEFING**
Evaluation, suggestions, resolutions, etc.