PROGAMME
**"ART CINEMA = MANAGEMENT + ACTION 2011"**

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**Sunday, 03/09/11**

- **Openings & Presentation**
  - CICAE
  - General Delegate & Team Trainers
  - Detlef Rossmann
  - Patrice Vivancos (EACEA/MEDIA)
- **Classics**
  - Marie-Jeanne Gomet (FR)
- **Joung Audience**
  - Kamila Tomkiew (PL)
  - Petra Rockenfeller (DE)
  - 11:15-12:45

**Monday, 04/09/11**

- **Team Management**
  - Fiona Narburgh (UK)
- **Executive Management**
  - Jean-Pierre Villa (FR)
- **Marketing / Branding**
  - Mindaugas Morkus (LT)
- **Communication / PR**
  - Olinka Vištica (HR)

**Wednesday, 07/09/11**

- **Workshop on Project Management**
  - 12:00 Projects Consignment
- **Workshop on Project Management**
  - Nicole Bormelli (DGQ), Raffaele Speranzon (Province of Venice), Emmanuel Joly (European Commission) + AGIS / Veneto Region
  - AWARD: Best Young Exhibitor

**Thursday, 08/09/11**

- **Economics of Cinema**
  - Laurent Creton (FR)
  - Diploma Ceremony + Picture
  - Opening / Closing buffet: 20:00

**Friday, 09/09/11**

- **The Chain of Rights**
  - Production: Alfred Hürmer (DE)
  - Distribution: Roxane Arnold (FR), Margherita Chiti (IT), Kochendoerfer Martin (DE), Ivan Hronec (SK)
  - Diploma Ceremony + Picture: 17:30 - 18:30

**Saturday, 10/09/11**

- **Workshop**
  - Cinema programming in the age of digital cinema
  - Alfred Hürmer (DE), Loic Magneron (FR)
  - Moderator: Laurent Creton (FR)
- **How to satisfy the expectations of art cinema audience?**
  - Xavier Blom (FR), Catherine Champenois (FR), Jean-Marc Quentin (FR)
  - Moderator: Elisabeth Prommer (DE)

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**Check in Executives**

- **Check in Juniors**

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**Check out**

- **Debriefing sals 5**

**Departure Executives**

**Departure Juniors**

**Translation from 04/09 to 10/09**

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**Networks in Action:**
- Mario Lorenz (FICE), Patrick Brouiller (AFCAE), Christian Bürer (AGKG), Siobhan Condon (ACCESS CINEMA), Cristina Loglio (Quality Screens)

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**ART CINEMA = ACTION + MANAGEMENT 2011**
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 «DreamTeam» / Presentation of all participants*  
Marketa Hodouskova, General Delegate of the CICAE

10:00 - 11:00  **OFFICIAL OPENING**  
Detlef Rossmann, President of the CICAE  
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 Exhibiutor + 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 Kochendörfer, X Verleih 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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Rooms for sessions in language groups:

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- Italian : Sala 5
- 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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Margherita Chiti, Sacher Distribuzione srl, Roma (IT)  
Martin Kochendörfer, X Verleih AG, Berlin (DE)  
Ivan Hronec, Film Europe, 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, X Verleih AG, Berlin (DE)
Ivan Hronec, Filmeurope, Bratislava (SK)
Moderator: Laurent Creton (FR)

12:30 - 14:30  **Lunch**

14:30 - 17:00  **How to Satisfy 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.*