



List of Ideas

Together with more than 1000 cinemas we want to celebrate the diversity of European film culture and art cinemas on 15th October 2017.

Below we provide practical information and ideas of what the *European Art Cinema Day* could look like in your cinema. You are also welcome to share your own ideas and suggestions with us!

1. What could the EACD look like in your cinema?

The EACD takes place on a Sunday. Consider creating a programme that lasts all day long. You can also start it with an event that opens the EACD. The same event can be organised in other cities.

Programme:

Previews & Premieres

Get in contact with your national distributors and ask for possibilities to arrange previews & premieres of European movies that day.

Short film programme

Possibilities are endless! Short film programmes can range from professional to rather smaller productions, disposed by specific European regions to thematic selections to presenting the work of a particular director.

Children's movies and teen films

Include the whole range of cinemagoers! Children and young people can be receptive to the concept of European art-cinema culture.

European classic movies

Programmes focusing on European film classics or retrospectives of certain directors are a perfect opportunity to show the deep roots of art cinema culture in Europe.

Europe film series

An artful programmed selection can enhance the idea of Europe as a diverse but equally artistic cultural space. Presenting European winners of the Venice film festival, queer movies, thematic selections of films across Europe, could be appropriate means to spread the idea of the EACD.

Favourite films, Cartes Blanches

Ask prominent personalities from your area about their favourite movie. They can present it and create a story around the movie.

Surprise Screenings**Audience's choice**

You have some films in mind but you are not sure which one would be more attractive for your audience? Then ask them in advance which film they would like to see.

Thematic Programming

Choose a theme and screen films related to it. You can even find a slogan for it!

One film in several cities? – Find your partner cinemas

Think European! Every city has a partner city. Try to get in contact with cinemas from that city and work out something special. Get connected via Skype before screening the same movie. Create togetherness even though lots of kilometres are between you. Let the distance bring you together.

Accompanying programme:**Live broadcast**

Collaborate with other cinemas and share the EACD experience with others, for example via Skype.

Exhibitions

Present your partner city's cinema, general exhibitions about European topics or film posters of the same movie from different countries.

Make your cinema pretty!

Decorate your hall with pictures, posters or transform your space according to your programme.

Culinary cinema

Provide food from different countries, wine tasting or a European buffet and include local people with roots in different countries.

Presentation and Q&As

Introduce the movies and discuss about them with the audience. People who are connected to the topic of the movie could be invited to the screening and present it.

Workshops and masterclasses

Invite film talents and experts to give a workshop or masterclass about their work or a concrete cinematic theme.

Invite voice actors

The star is far away, but what about his or her voice? In countries where movies usually get dubbed, the dubbing voice can be invited.

Readings

Readings from the novel the movie is based on can create an interesting insight in how key scenes from the book have been transformed into a film scene.

Music and parties

Concerts of local and European bands can be organised. Other possibilities are after-film parties or just celebrating the EACD.

Quiz, games and awards

Develop a European film quiz - kids and adults can be included.

Share your work / Show your cinema!

Why not show the inside of your cinema and how it works to your faithful audience?

2. Who can support your vision?

It is important to find local supports, who spread the word and help to implement the accompanying programme.

- Local patrons: Majors/VIPs/Press
- Embassies, consulates, cultural institutes (Goethe etc.)
- Partner cities
- Children's film festivals
- (European) Politicians
- Erasmus/Students
- Language schools
- Restaurants with corresponding food offer
- Include communities with roots abroad
- Include Pupils/Expats/Immigrants/Students
- Other international, national or regional multipliers like Young European Federalists or European Student's Forum (AEGEE)

3. How to promote the EACD?

Artwork

We provide a set of artwork and marketing materials for the promotion on site. You can download them, include your own info and logo and use them online or print them.

Online banner / Eye-catcher

For your homepages, Facebook or your own programme.

Facebook and homepage:

We will run little campaigns via Art Cinema Day on Facebook and artcinemaday.org. Please like and share those posts on your social media outlets in order to generate traffic.

Ask your faithful audience to create a video explaining why they love your cinema and why it is their favourite cinema. If they get 1000 likes before the EACD, you can offer them free entry for the EACD. If they get more than 100.000, you offer them a free year subscription.

You need new seats or renovate a part of your cinema? Encourage your audience to participate and allocate the revenues from the EACD tickets as a crowdfunding campaign.

Trailer:

We will provide a main trailer to promote the day on your screens.

Local marketing:

- Include local press and media outlets.
- Use your common promotion channels like printed programmes, homepage and PR channels.
- One day one ticket... Think about tickets for the whole day, special reductions or combined tickets for the showings.
- Connect with other participating cinemas around your town to agree upon promotion activities etc.