

ACAM 2017 Programme

The “Art Cinema = Action + Management” is the only International training course which gives you a full understanding of the cinema industry and the tools to improve your management skills. During the week you will meet top experienced professionals who are ready to offer you their know-how and challenge you in practical workshops.

Here an overview of the programme - ACAM 2017 28/08-04/09 - San Servolo, Venice

LECTURES

Know the cinema industry and rethink your cinema

Economics of cinema
Rethink your cinema: ideas, communication and space
Know your audience
Internal communication and team building
Green cinemas: how to go green

Programming and audience development

Film programming
Working with young audience
Working with classics
Working with disabled audience

Digital world

New technical challenges and opportunities of digitisation
Digitisation 2.0
Web Marketing

How to...tips and tricks

How to build a cinema network
How to do fundraising and crowdfunding
How to cooperate with distributors and film sales agents

PANELS AND MOMENTS OF REFLECTION

Success stories: cinemas who made it

German Film politics
France Film politics
Europa Cinemas

Women's position in cinema industry

special panel at the Venice Production Bridge
Excelsior Hotel - Lido di Venezia

WORKSHOPS

JUNIOR SESSION
(Re)start your cinema

EXECUTIVE SESSION
Team management

Improve your communication and networking skills

JUNIOR+EXECUTIVE
Business Planning
Marketing

