

PROGRAMME ACAM 2018 (J is for Junior group | E is for Executive group)

	MON 27/08/2018	TUE 28/08/2018	WED 29/08/2018	THU 30/08/2018	FRI 31/08/2018	SAT 01/09/2018	SUN 02/09/2018	MON 03/09/2018
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
9:00 - 10:30		J+E The importance of space/user experience (P. Astorga/J. Pachón)	J+E Marketing and communication strategies - from general concepts to specific examples (D. Sibbers)	J+E Know your audience/Work with audience (S. Boiling)	J+E Green cinemas (C. Slijpen / W. Pelzer) + New technologies in cinemas / Space (T. Rüttgers)	10:00-11:30 Conference at the Venice Production Bridge: „ Challenges for art cinemas in changing distribution technologies “ (D. Rossmann, F. Aymé, C. Bräuer, D. Dinoa, P. Johnson, M. Probst)	E - Debriefing CICA Team J - complete workshop project and submission to the jurors (tutors/trainers)	J - departure
coffe break								
11:00 - 12:30	day of arrivals + quick speech of presentation Detlef & Javier (18:00-19:00) + Opening cocktail 19:15 onward	J+E - ice-breaking games (C. Champeyrol) J - Workshop's Explanation (R. Walravens - P. Rockenfeller) E - Explanation of the mentoring system (P. Johnson - J. Pachón)	J - Marketing/Communication Success Stories (R. Diks) E - Marketing plan development / room 3 (D. Sibbers)	J+E Film programming + practical exercise (R. Walravens)	J+E Panel discussion: "Innovation within the distribution models" (C. Bräuer, J. Barrenechea, I. Bergillos, M. Crocchiola)	11:45-12:45 <i>Relationship between Production/Distribution/Exhibition</i> with networking session at the VPB	E - Departure J - Pitch of Workshop Projects	
lunch break	@Sala/Terrazza Basaglia							
14:00 - 15:30	with catering: Ristorando	J+E Team Communication (C. Champeyrol)	J+E Business Plan (basics): Set up your business idea with Business Model Canvas, etc (P. Johnson)	J+E Work with young audience (P. Rockenfeller)	J+E Europa Cinemas Presentation (F. Djoumer) + Fundraising (O. Meek)	European Film Forum panels - if related to cinema exhibition / VR screenings	J - Evaluations, feedback of the projects (Tutors)	
coffe break								
16:00 - 17:30		J - General Success/Learning Stories (Dream Team) E - Team Management (M. Robledo) / <u>room 3</u>	J - Work in Groups with DT tutors + trainers E - Economics of Cinema (L. Creton)	J+E Data on audience and eventification (E. Brunella) Eventification, alternative content and audience segmentation (A. Salson)	J - Work in Groups with DT tutors + trainers E - Advanced topic or mentoring time tbc	*J - time for project work *E - time for last mentoring session J+E 17:30 Group Photo	J - Debriefing CICA Team	
17:30 - 18:30		J - Work in Groups with tutors E - First mentoring	free evening (VFF starts today)	J - Work in Groups with DT tutors + trainers E - Advanced topic or mentoring time tbc	from 18:00 to 20:00 15th ACAM Anniversary = with parliament of funders & partners Cocktail @ Terrazza Basaglia - catering Ristorando	free evening (possible Creative Europe Cocktail)	Free evening	