

	MONDAY 26/08/2018	TUESDAY 27/08/2018	WEDNESDAY 28/08/2018	THURSDAY 29/08/2018	FRIDAY 30/08/2018	SATURDAY 31/08/2018	SUNDAY 01/09/2018	
	day 1 - Arrival/Welcome day	Structuring cinema inside and outside	Business and budget	Art cinemas and their audience	New technologies and innovation	Reaching out to new audiences/internationally	Day 7 - Workshop Pitch / Exec Departure	
9:00-10:30	<p>day of arrivals + quick speech of presentation</p> <p>Christian Bräuer & Pascal Diot & Boglarka & Katriina (17:30-18:30) + Ice-breaking Game (Catherine Champeyrol) (18:30-19:30) Sala Teatro</p> <p>Opening cocktail 19:30 onward Sala/Terrazza Basaglia</p>	<p>360° of cinema : Javier Pachón (ES), Paula Astorga (MX)</p> <p>Sala Teatro</p>	<p>Structure a business plan depending on your environment - juniors Raymond Walravens (NL) Sala Teatro // Economics of Cinema - executives Market concentration, free market and positioning of independent cinemas Laurent Creton (FR) ROOM 3</p>	<p>Know your audience: Sarah Boiling (presentation + exercise) *** Sala Teatro</p>	<p>New tech applied in cinema and how to survive in a challenging environment full of other digital offers: Carsten Schuffert (DE) (+ online transmission?) *** Sala Teatro</p>	<p>Green Cinema: Korina Gutsche (Kino Natürlich), Home cinema (Alison Criddle), Solar cinema/Maureen Prins *** Sala Teatro</p>	<p>E - Morning at the VFF or Departure J - complete workshop project and give it to jurors</p>	
coffe break								
11:00-12:30			<p>Junior : Team Communication (Catherine Champeyrol/FR) Sala Teatro // Executives Team : Personnel Management (Marco Robledo (ES) ROOM 3</p>	<p>Budgeting – five years provisional plan (+ concessions): Peggy Johnson (US) Sala Teatro</p>	<p>Film Programming and structuring audiences: Raymond Walravens Sala Teatro</p>	<p>11:00-12:30 Alternative content and digital offer in cinemas - Elisabetta Brunella (Media Salles) and Javier Pachón (Cineciutat) Sala Teatro</p>	<p>Europa Cinemas projects : Innovation Award (and Next Exchange) presented by Fatima Djoumer and Eef de Lombaerde (winner of the innovation award in 2019 / Budascoop-Kortrijk) Sala Teatro</p>	<p>E - Morning at the VFF or Departure J - pitch of their projects Sala Teatro</p>
lunch break								
14:00-15:30			<p>cinemas <i>Barbora Tóthova (opening second screen)</i> // Rethink your cinema/optimize your cinema spaces (Jean-Marc Lalo/FR) *** Sala Teatro</p>	<p>Fundraising/Crowdfunding (brand): Success stories : Barbora Tóthova (SK) // Fundraising: Paula Astorga Sala Teatro</p>	<p>Young audiences: Petra Rockenfeller (Lichtburg Filmpalast/DE) + Jen Skinner (Screen Argyll/Scotland) Sala Teatro</p>	<p>14:00-15:00 Cinemas in the context of radical changes in the film market EFADs, FFA, CNC, DG Cinema, AFCAE</p>	<p>European Film Forum at VFF Juniors+Executives: DIY crash courses: useful apps to make your cinema life easier Paul Müller-Hahl (Lichtbilder Filmproduktion), Javier Pachón (Cineciutat), Manuele Sangalli (Cinema Italia)</p>	<p>J - Evaluations, feedback of the projects Sala Teatro</p>
coffe break								
16:00-17:30		<p>16:00-16:30 Introduction to the Junior Workshop by Petra Rockenfeller, Raymond Walravens, Paula Astorga Junior group work Sala Teatro // Executive Introduction to the mentoring system - with Javier Pachón, Peggy Johnson Near the Cafeteria or in ROOM 8 (to be specified at the end of the previous session)</p>	<p>Data analytics + online marketing: (16:00-17:00 General ppt) *** Sala Teatro (17:00-18:00 specific groups) Executives Data Analysis : Marvin Wiechert Sala Teatro Juniors: Javier Pachón work in groups, free space</p>	<p>Eventification Pop-up cinema, event cinema and special movie nights Michael Orange (USA), Maureen Prins (NL) Sala Teatro</p>	<p>16:15 - 17:45 VBP- Round table "Towards an arthouse strategy - arthouse cinemas and the film industry" Moderation of: Valerio Caruso with Christian Bräuer, Domenico Dinoia, Pascal Diot, Christine Dollhofer, Cristina Loglio, Lucia Recalde, Mira Staleva. at the VR island of Lazzaretto Vecchio LIVE TRANSMISSION</p>	<p>Junior complete their project // Executives Debriefing with CICAIE team</p>	<p>J - Debriefing CICAIE Team</p>	
17:30-19:00		<p>16:30-17:00 (Nikica Supe and Javier Pachón "(Re)start a new cinema") Junior start of group work // 17:00-onwards Executive mentoring - working with the space in your cinema - with Javi and Jean-Marc Lalo</p>	<p>Junior group (budgeting + marketing) // Executive mentoring (strategic business planning/fundraising/marketing)</p>	<p>Junior group work // Executives: One on one meetings with VPB sales agents/producers/VR people or Mentoring with Sarah Boiling</p>	<p>Group Photo 18:00 18:00 - 19:30 CICAIE Cocktail at VR island 20:00 onwards - VPB opening party at the beach of Hotel Excelsior</p>	<p>Junior complete their project // E - free afternoon/evening</p>		