

ACAM 2020 - PROGRAMME

	MONDAY 31/8	TUESDAY 1/9	WEDNESDAY 2/9	THURSDAY 3/9	FRIDAY 4/9	SATURDAY 5/9	SUNDAY 6/9
	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		360° of cinema : Javier Pachón (CineCiutat), Paula Astorga (Circo 2.12), Boglárka Nagy (CICAÉ)	09:00-10:30 Structure a business plan Raymond Walravens (Rialto Cinema)	09:00-10:00 Film Programming and structuring audiences: Raymond Walravens (Rialto Cinema) 10:00-10:30 Potential audience development based on programming - exercise	09:00-10:00 Platforms shared by cinemas : Emanuele de Plano (VISTA), Jens Lanestrånd (Biografcentralen), Hannele Marjavaara (Kino Tapiola) 10:00-11:00 The effects of digitisation on teams and working environment Catherine Champeyrol (Beautemps)	09:00-10:30 Europa Cinemas projects : Innovation Award (and Next/Change) Fatima Djoumer & Innovation Award Winner 2020 The Access Film Initiative at IFI Alicia McGivern	Complete workshop project and give it to jurors
coffe break							
11:00-12:30		Economics of Cinema Recovery after times of crisis Laurent Creton (University of La Sorbonne)	Data analytics + online marketing Marvin Wiechert (Yorck Kinogruppe) for everyone	11:00 - 12:30 Working with Young Audiences Petra Rockenfeller (Lichtburg Filmplast/DE)	11:30-12:30 Green Cinema Wiktoria Pelzer (Stadtkino Wien)	11:00 - 11:30 How to build your business successfully Hristo Hristozov Group work for Juniors # mentoring sessions for the executives	Pitch of their projects
lunch break							
14:00-15:30	day of arrivals + 17:30 Presentation of the workshops and of the mentoring system + Ice-breaking Game / or roadmapping / get to know each other Sala Teatro + Opening cocktail with speeches Sala/Terrazza Basaglia	Rethink your cinema/optimize your cinema spaces Jean-Marc Lalo (Atelier Architect Lalo)	Crowdfunding with Wiktoria Pelzer (Stadtkino Wien) & Marvin Wiechert (Yorck Kinogruppe)	Understanding your audience Anthony Andrews (We Are Parable, UK) & Syla da Rocha	14:00-15:30 Pitching techniques Catherine Champeyrol (Beautemps)	Group work	Evaluations, feedback of the projects
coffe break							
16:00-17:30		(Re)creating a brand & Emerging business models Paula Astorga (Circo 2.12) & Mira Staleva (Sofia International FF & Cinema House) & Javier Pachón (Cineciutat) (outside rebranding) Philippe Martin (Maison de l'Image) Inside rebranding	DIY crash courses: useful apps to make your cinema life easier Javier Pachón (Cineciutat), Manuele Sangalli (Cinema Italia)	EVENTISATION WORKSHOP European Arthouse Cinema Day Olimpia Pont Cháfer (EACD) & Marvin Wiechert (Yorck Kinogruppe)	Community building Maeve Cooke (Access Cinema) & Sylvie da Rocha & Javier Pachón (CineCiutat) (second part free discussions around community building practices)	16:00-18:00 VPB Challenges & opportunities for the arthouse industry after the pandemic Political Panel	Debriefing CICAÉ Team
17:30-19:00		Group work & mentoring sessions	Group work & mentoring sessions	Group work & mentoring sessions	Group photo	Group work & mentoring sessions Free Evening	