

AGENDA

Trainers marked with a * will be intervening online.

When not specified the lectures will take place in Sala Teatro, on the 1st floor.
Every morning from 7:30 to 7:50 we will organise short fitness sessions outdoor for a good muscle and brain awakening, with our Dream Team member and PT Alicia Lopez Ríos

Monday 30 AUGUST 2021 | DAY 1

9:00am - 5:00pm

Arrivals and Check-in at the CICAIE Office in Room 8

6:00pm - 7:00pm Opening Session in Sala Teatro

Key Notes | Boglarka Nagy & Katriina Miola, CICAIE

Ice Breaking Games | James Calver & Zelia Zbogor, Dream Team

7:30pm - 12:00am

Welcome | Christian Bräuer, CICAIE

OPENING DINNER AT SALA & TERRAZZA BASAGLIA

Tuesday 31 AUGUST 2021 | DAY 2

9:00am - 10:30am

360° of Cinema | Maeve Cooke, access>Cinema (IE) & Javier Pachón, Cineciutat (ES)

COFFEE BREAK

11:00am - 12:30pm

New Economics of Cinema | Laurent Creton, Université Sorbonne Paris (FR)

LUNCH BREAK

2:00pm - 3:30pm

Rethink Your Cinema / Optimise Your Cinema Spaces | Jean-Marc Lalo, Atelier Architecture Lalo (FR) & Christian Pfeil, Unser Kino (DE)

COFFEE BREAK

4:00pm - 5:30pm

Networking and Group Actions

Université populaire & live events in network | François Aymé, AFCAE (FR); Women Film Programming Cycles & Connecting Cinemas | Valeska Hanel*, Neue Kammerspiele (DE); Cineville Inspired Actions in Development | Wiktoria Pelzer, Stadtkino Wien (AT); Network Programming

5:30pm - onwards

Juniors: Time to Work on the ReStart Project | with the support of the tutors

Executives: Mentoring Session with Wiktoria Pelzer and François Aymé

Wednesday 1 SEPTEMBER 2021 | DAY 3

9:00am - 10:30am

Juniors (sala teatro): Structuring a Business Plan | Raymond Walravens, Rialto Cinema (NL)

Executives (room 6): In-depth session on Financing | Peggy Johnson, The Loft Cinema (US)

COFFEE BREAK

11:00am - 12:30pm

Identity & New Business Models | Wiktoria Pelzer, Stadtkino Wien (AT), Tobias Faust, KultKino Basel (CH), Lysann Windisch, Next Wave & MUBI Germany (DE)

LUNCH BREAK

2:00pm - 3:30pm

From Data to Digital Marketing: Art Cinemas in a Streaming World | Marvin Wiechert, Yorck Kinogruppe (DE)

COFFEE BREAK

4:00pm - 5:30pm

Digital solutions and cinema marketing | Béatrice Boursier, SCARE (FR), Lysann Windisch, MUBI GO (DE), Agustina Lumi, Usheru (AR)

Using Digital Platforms for Cinemas | Maeve Cooke, CINNOVATE Case Study (IE)

5:30pm - onwards

Juniors: Time to Work on the ReStart Project | with the support of the tutors

Executives: Mentoring Session on Financing with Peggy Johnson

Thursday 2 SEPTEMBER 2021 | DAY 4

9:00am - 10:00am

Film Programming | Raymond Walravens, Rialto Cinema (NL)

COFFEE BREAK

10:30am - 11:45am

Working with Young Audiences + Q&A session | Petra Rockenfeller, Lichtburg Filmpalast (DE)

11:45am - 12:30pm

Engaging with Teenage Audiences | moderated by Petra Rockenfeller, Lichtburg Filmpalast (DE) and with Eva Demeter*, TISZApART Mozi (HU), Mira Staleva, Cinema House and Sofia IFF (BG)

LUNCH BREAK

2:00pm - 3:30pm

Juniors (sala teatro): Presenting the Classics | Guy Borlée, Il Cinema Ritrovato & Cineteca di Bologna (IT); Butheina Kazim, Cinema Akil (AE)

Executive (room 6): Communication and Marketing | Marvin Wlechert, Yorck Kinogruppe (DE) & Javier Pachón, CineCiutat (ES)

4 COFFEE BREAK

4:00pm - 5:30pm

Creative Approaches to Audience Development | Paula Astorga*, HOME Films / Circo 2.12 Buró de desarrollo cultural (MX); Maeve Cooke, access Cinema (IE); Mira Staleva, Dom Na Kinoto & Sofia IFF (BG); Khelil Triki, CinéMadart (TS)

5:30pm - onwards

Juniors: Time to Work on the ReStart Project | with the support of the tutors

Executives: Mentoring Session on Diverse Business Models with Lysann Windisch, Raymond Walravens and Paula Astorga*

Friday 3 SEPTEMBER 2021 | DAY 5

9:00am - 10:30am

Juniors: Team Communication in the Digital Era | Catherine Champeyrol, Beautemps (FR)

Executives: Restructuring your Organisation | Marco Robledo, University of the Balearic Islands (ES)

COFFEE BREAK

11:00am - 12:00pm

Juniors: Pitching Techniques | Catherine Champeyrol, Beautemps (FR)

Executives: Mentoring Session about Team Management and Optimization of Resources with Marco Robledo & Peggy Johnson

LUNCH BREAK

1:30pm - 2:30pm

Juniors: Time to Work on the ReStart Project | with the support of the tutors

Executives: In-depth Session on Programming and Audience with Butheina Kazim and Mira Staleva

3:00pm - 3:30pm - Vaporetto to Lido di Venezia

4:00pm - 6:00pm PANEL @ VENICE PRODUCTION BRIDGE
“Strategies for the Arthouse Industry in the Post-Pandemic Era:
Recovery through Innovation and Diversity”

Keynote Speech by: Lucía Recalde (Head of unit of the
Audiovisual industry and Media Support Programmes, European
Commission)

Guest speakers: Dr. Christian Bräuer (President, CICAIE), Sonya
Chung (Deputy Director, Film Forum), Matthijs Wouter Knol
(Director, European Film Academy), Bruno Zambardino (Head of
European Affairs and Italy Movies, DG Cinema and Audiovisual,
MIC)

Closing remarks: Selima Yenbou (MEP)

Moderated by: Nick Vivarelli, Variety

6:00pm - 7:00pm COCKTAIL @ TERRAZZA DEI FIORI - Hotel Excelsior

Saturday 4 SEPTEMBER 2021 | DAY 6

9:30am - 10:15am

EVENTISATION WORKSHOP: European Arthouse Cinema Day &
Event Programming | Olimpia Pont Cháfer, European Arthouse
Cinema Day (DE/ES)

10:15am - 10:30am

LUX Audience Award presentation

COFFEE BREAK

11:00am - 12:30pm

Europa Cinemas Projects | Fatima Djoumer, Europa Cinemas (FR)

LUNCH BREAK

2:00pm - onwards

Juniors: Time to Work on the ReStart Project | with the support of
the tutors

Executives: Mentoring Session on Future and Innovation with
Marvin Wiechert and Wiktoria Pelzer

4pm Special Wrap Up with Javier Pachón and Maeve Cooke

Sunday 5 SEPTEMBER 2021 | DAY 7

DAY OF REGATA STORICA

Pay Attention to any Change in the Vaporetto's Schedule and Route

Executives: Final Day at the Festival and/or Departure Day

9:00am - 10:00am

Juniors: ReStart Workshop - Completing of the Final Projects

10:00am

Deadline for Handling the Printed Powerpoints to CICAЕ Staff

COFFEE BREAK

11:00am - 12:30pm

ReStart Projects Presentations

LUNCH BREAK

2:00pm - 3:30pm

Jury Evaluation of the Juniors' Presentations and Juniors' Awards

COFFEE BREAK

4:00pm - 5:00pm

Debriefing Session with Boglárka Nagy & Katriina Miola

Monday 6 SEPTEMBER 2021 | DAY 8

ALL DAY

Venice Film Festival Screenings and/or Trainees' departure

HOW TO [RE]START YOUR OWN CINEMA

THE GROUPS

There are five groups, of 6-7 people each:

1 Management/fundraising

2 Programmers

2 for Marketing & communication

2 for the yearly and investment Budgets

1 CICAÉ tutor will be your time manager and your referent.

THE TASK

Make a strategic presentation and plan for the (re)start of a cinema in a city of your choice and ask a fictitious fund, local government body or bank for funding (max. 50% of your budget). The plan should meet the following criteria:

- Choose a city of one of the team members of your project team
- Choose an existing building (cinema) or a new location where you can build a new art house cinema
- Make a short physical description of the new arthouse cinema (name, location, how many screens and seats per screen, other facilities in the cinema)
- Briefly describe the concept of the new arthouse cinema (audience target groups, what kind of films and activities, other facilities)
- Make a short description of the marketing & communication strategy (describe the competition, how your cinema be different or unique, what are your communication tools and opening activities)
- Fill in the budget form of the investment plan (how much will the renovation or new building cost and how will this investment be financed)
- Fill in the form of the yearly budget for the coming five years (what is your yearly income and what will be the yearly costs involved)
- Find a local/national institution, foundation, private or public body that could finance your project
- Why should this local/national fund, city government or bank invest in this plan to create a new arthouse cinema?

Think about environmentally friendly solutions in every possible aspect of the projects

IN ORDER TO ASK FOR FUNDING

- Fill out the PowerPoint presentation given to you. Fill out all pages (in English) and do not add any extra pages.
- Hand in your presentation on a USB stick or send it to katriina.miola@cicae.org 10:00 on Sunday 5th of September (deadline)

- Present it to the jury in oral form (you will have exactly 10 minutes for that)
- Be prepared to answer the jury's questions (maximum 10 minutes)

THE JURY AND WORKSHOP LEADERS

AWARDING CRITERIA OF PROJECTS

- Quality and effectiveness of the proposed project for a new arthouse cinema in regard of the objectives set
- Feasibility
- Innovative nature (particularly regarding programming activities, target groups and communication tools)
- Cost-effectiveness of the project

THE TUTORS AND JURY

- Maeve COOKE, Access Cinema (IE)
- Petra ROCKENFELLER, Manager, Lichtburg Filmpalast, Oberhausen (DE)
- Raymond WALRAVENS, Managing Director, Cinema Rialto, Amsterdam (NL)