Monday 30 AUGUST 2021 | DAY 1

9:00am - 5:00pm
Arrivals and Check-in at the CICAE Office in Room 8

6:00pm - 7:00pm Opening Session in Sala Teatro
Key Notes | Boglarka Nagy & Katriina Miola, CICAE
Ice Breaking Games | James Calver & Zelia Zbogar, Dream Team

7:30pm - 12:00am
Welcome | Christian Bräuer, CICAE
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)

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
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

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, CICAE), 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
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 CICAE 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 CICAE 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)

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)