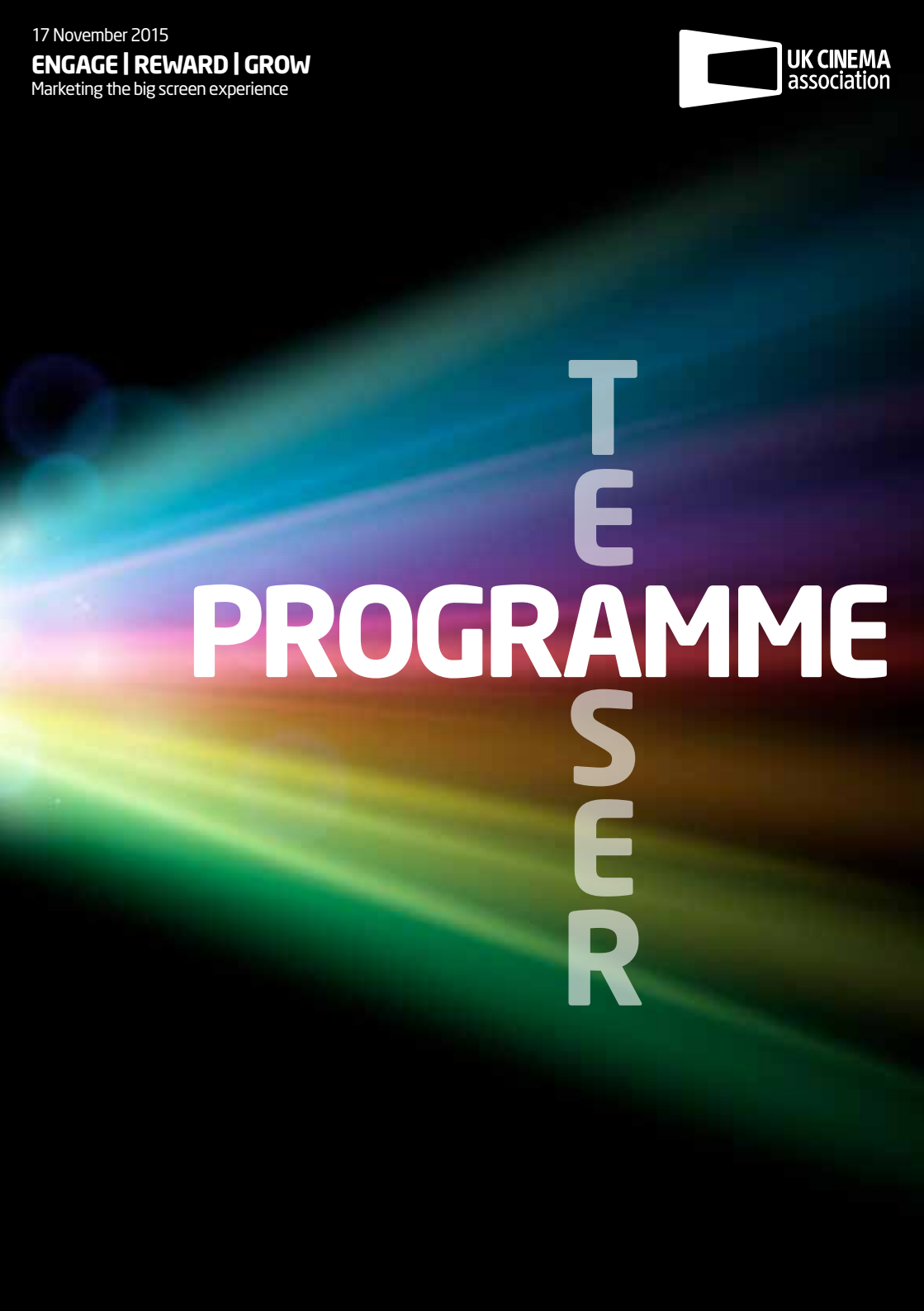
17 November 2015

ENGAGE | REWARD | GROW

Marketing the big screen experience

UK CINEMA association



UK CINEMA association

UK CINEMA ASSOCIATION CONFERENCE:
ENGAGE | REWARD | GROW: Marketing the big screen experience

The UK Cinema Association (UKCA) will host another landmark one-day conference, at Picturehouse Central, London on 17 November 2015.

The event – **Engage | Reward | Grow: Marketing the big screen experience** – is open both to Association members and to colleagues from across the wider industry.

The 2015 event will look at the following key themes:
> what more operators might do to market the big screen experience
> how they can maximise revenue from their audience; and
> what lessons there are to be learnt not just from within the industry but from other relevant sectors.

Around 300 delegates are expected to attend from: exhibition, distribution, cinema suppliers, local authority, digital integrators, technology companies, architects/designers, property developers, financial and retail sectors. The event will be sponsored by a select number of high profile companies.

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DRAFT SCHEDULE

8.30-9.30	Registration and Welcome Breakfast *sponsored by Ymagis*
9.30-10.15	**Keynote address:** Ian Shepherd, Group Chief Commercial Officer, Odeon & UCI Cinemas
10.15-11.30	**Session 1: Outside looking in - what more should be done to grow the cinema audience?**
11.30-12.00	Break *sponsored by MasterImage 3D*
12.00-13.15	**Session 2: Keeping things simples**
13.15-14.15	Lunch *sponsored by Jack Roe*
14.15-15.30	**Session 3: Growth in the 'experience economy' - The Coca-Cola Company**
15.30-16.00	Afternoon Break *sponsored by TBC*
16.00-17.15	**Session 4: How can we grow and reward the cinema audience?**
17.30-19.00	Drinks Reception *sponsored by Sound Associates*

9.30-10.15 **Keynote address**
Ian Shepherd, Group Chief Commercial Officer, Odeon & UCI Cinemas

10.15-11.30 **Session 1: Outside looking in - what more should be done to grow the cinema audience?**

While many individual cinema operators and film distribution companies hold data about the cinema-going audience, there is surprisingly little shared understanding of key trends or of the strategic challenges the industry faces.

Taking an ongoing YouGov survey of public attitudes to cinema and cinema-going as its starting point, **Matt Mueller, Editor** of ***Screen International***, will ask a panel of marketing professionals from inside and outside of the industry what they see as the key issues the industry faces in growing audiences, and how they would tackle them.

11.30-12.00 Break *sponsored by MasterImage 3D*

12.00 -13.15 **Session 2: Keeping things simples**

As well as driving large numbers of incremental cinema admissions, the ambitious MEERKAT MOVIES promotion, supported by comparethemarket.com, provides an opportunity to improve perceptions around the value of cinema-going.

Drawing on experience of the promotion so far, but also its activities in other areas, **Ed Hughes, Brand and Partnerships Director** of ***comparethemarket.com***, will explain the company's ethos and how it informs their business approach and suggest areas where the cinema sector might learn new approaches or techniques. **Tanya Easterman, Senior Relationship Manager** at **Cinema First**, will provide a cinema perspective.

13.15-14.15 Lunch *sponsored by Jack Roe*

14.15-15.30 **Session 3: Growth in the 'experience economy'. The Coca-Cola Company**

Coca-Cola has been a key partner to the UK cinema business for more than half a century, recognising it both as a significant retail outlet but also as a key marketing platform.

Corinne Thibaut, **International Director**, at **Cinema & Leisure**, **The Coca-Cola Company**, will explore how businesses are tackling the challenge of delivering memorable experiences in the so-called 'experience economy' Corinne will explain how this is playing out across Europe and what more cinemas might do to personalise each customer's visit to make it an event.

15.30-16.00 Afternoon Break *sponsored by TBC*

16.00 -17.15 **Session 4: How can we grow and reward the cinema audience?**

The range and variety of loyalty and retail offerings available to cinemas to offer to their customers continues to grow. This diversity represents both an opportunity and a challenge, in particular perhaps for smaller operators.

Monica Chadha, **Director** of **Mocha 8**, will ask a panel of cinema operators from across the broad spectrum of the industry how they have approached these issues, and what advice and insight they would offer to others looking to improve their performance here.

17.30-19.00 Drinks Reception *sponsored by Sound Associates*

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Session Sponsor	Welcome Breakfast	Lunch & Network Break

Afternoon Break	Morning Break + Photographer	Evening Drinks
tbc		

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Special thanks to:

CONTACTS

For more information on the UKCA, the conference and contact details please visit:

www.cinemauk.org.uk

UK Cinema Association
3 Soho Square
London
W1D 3HD

Tel +44 (0)20 7734 9551

UKCA contacts

Phil Clapp, Chief Executive
phil.clapp@cinemauk.org.uk
Mob +44 (0) 7917 806 887

Gráinne Peat, Policy Executive
grainne.peat@cinemauk.org.uk
Mob +44 (0) 7967 673 188

Annette Bradford, Executive Assistant
annette@cinemauk.org.uk
Tel +44 (0)20 7734 9551

www.cinemauk.org.uk

UK Cinema Association
3 Soho Square
London
W1D 3HD

Tel +44 (0)20 7734 9551