UK CINEMA association

Unlocking data and technology

– Driving the big screen experience

28 February-
01 March 2017

Conference 2017
#ukcacon17

UK CINEMA association

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Tuesday 28 February // BFI IMAX Odeon

Data Day

08.45 **Registration and refreshments** sponsored by **Delta Group**

09.30 **2016/2017 Sizzle**

09.40 **Welcome**
Phil Clapp (UK Cinema Association)

09.45 **Keynote address**
Mark Kermode film critic, presenter and writer

10.10 **Session 1**
Daniel Hulme (Satalia) will explain what data is, and why it should matter to everyone in business, how people and data can play well together, and speculate on the future impact of technology.

10.55 **Coffee break** sponsored by **xxxxxx**

11.25 **Session 2**
Sarah Lewthwaite (Movio) is joined by **Gabriel Swartland** (Picturehouse Cinemas) and **Ian Wild** (Showroom, Sheffield) to explain how customer data can help cinema operators increase profitability through better marketing.

12.10 **Session 3**
Christian Kluge (Smart Pricer) will explain how data can be used to inform more intelligent pricing structures, and what lessons can be learnt from other sectors.

12.55 **Lunch** sponsored by **Movio**

14.25 **Session 4**
Dimitrios Mitsinikos (Gower Street Analytics) will explain how data can help exhibitors and distributors improve their decision-making.

15.10 **Session 5**
Jolyon Spurling (Showtime Analytics) is joined by **Graham Spurling** [Spurling Group Cinemas and Movies@ (Ireland)] to explain how cinemas can bring together all of their data sources to measure, analyse and improve their business.

15.55 **Coffee break** sponsored by **Gower Street Analytics**

16.25 **Plenary session**
Tanya Easterman (Cinema First) is joined by **Keith Pullinger** (The Light Cinemas), **Eva-Marie Muller-Stuler** (Alvarez and Marsal), **Daniel Hulme** (Satalia) and **Peter Waugh** (Odeon UK) to discuss what lessons should be taken from the day's discussions and where the industry could do more.

17.10 **Closing remarks**
Phil Clapp (UK Cinema Association)

17.15 **Evening drinks reception** sponsored by **Showtime Analytics** and **Shaken not Stirred**

19.00 **After Party Party** sponsored by **Cinema Next**

Wednesday 1 March // Cineworld at the Empire Theatre

Technology Day

09.00 **Welcome breakfast** sponsored by **Dolby**

09.30 **Event cinema sizzle reel**

09.45 **Welcome**
Phil Clapp (UK Cinema Association)

09.50 **Session 1**
David Hancock (IHS Markit) will explain the current state of play with cinema technology in the UK, the key technological developments and how far they have been adopted.

10.20 **Session 2 // High Dynamic Range (HDR)**
Julian Pinn (Julian Pinn Ltd) is joined by **Peter Doyle** (Technicolor) to explain what High Dynamic Range is and its important to the industry, the benefits for the audience and operators and where the technology might head in the future.

11.05 **Session 3 // Immersive sound**
Laurence Claydon (Motion Picture Solutions) is joined by Glenn Fremantle to explain what immersive sound is and how it works, the benefits for the audience and where the technology might head in the future.

11.35 **Coffee break**

12.05 **Session 4 // Laser illumination**
Mike Bradbury (Odeon & UCI Cinemas) is joined by **Nic Knowland** BSC to explain the laser projection technologies currently on offer, the benefits for audiences and operators and where the technology might head in the future.

12.35 **Plenary session**
David Hancock (IHS Markit) is joined by the lead speakers from the morning sessions plus **James Collington** (Savoy Cinemas) to cast a critical eye over the technologies discussed and look ahead to what the future might hold.

13.20 **Closing remarks**
Phil Clapp (UK Cinema Association)