Conference 2018
6 & 7 March
#ukcacon18

UK CINEMA association

Revo
Retail. Property. Community.

Building the big screen experience

Day One
digital marketing and e-commerce

Day Two
leisure and regeneration

Programme

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Day One – Tuesday 6 March

digital marketing and e-commerce

10.30–11.00	**Coffee and refreshments**
11.00–11.15	**2018 cinema sizzle and welcome** **Phil Clapp,** UK Cinema Association
11.15–11.45	**Keynote address: New retail – future realities to build for and thrive in** **Laura Chaibi** , MBC, Middle East Broadcast Centre
11.45–12.30	**Using online innovation to develop new audiences** **Ian Cartwright**, Ourscreen Online platforms are effective tools in driving audiences for niche films as well as increasing general footfall in off-peak periods, but they are also increasingly seen as supporting the development of new cinema business models. This session will look at the lessons learnt from these approaches so far, and explore the potential they have to benefit not just cinema operators, but also film distributors and rightsholders.
12.30–13.15	**Establishing an effective web presence** **Julia Brown**, The Film Co-Operative (moderator) **Malcolm MacMillan**, Peach Digital **Kevin Markwick**, Picture House Uckfield **Dominic Rowell**, Vue International **Will Williams**, Walt Disney The company website is often the first point of contact for a cinema operator with their customers. A well-designed and intuitive website can effectively drive ticket sales and retail as well as providing a key route to invaluable customer data. This session will ask a web design company as well as two UK cinema operators to share their own experiences in this area.
13.15–14.30	**Networking lunch**
14.30–15.00	**Harnessing proximity marketing** **Owen Geddes**, Devicescape The role of i-beacons and other geo-location devices in online marketing is an increasing feature across a range of retail areas, but has so far been comparatively under-exploited in the cinema sector. This session will look at the potential of these techniques to drive ticket sales and retail, as well as the dos and don'ts of effective approaches in this area.

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15.00–15.30	**Learning lessons in e-commerce** **Rachael Pollard**, Comparethemarket.com Digital engagement with consumers demands a different set of skills and perhaps even mindset from that required in more traditional retail. In that developing space, comparethemarket.com – sponsors of the ground-breaking *Meerkat Movies* cinema ticket promotion – are recognised as pioneers. This session will explore the principles underpinning the company's approach in this area, and some of the lessons it has learnt along the way around successful strategies for e-commerce.
15.30–16.00	**Coffee break**
16.00–16.30	**Implementing the General Data Protection Regulation (GDPR)** **Chris Coulter**, Cooley The General Data Protection Regulations (GDPR), due to come into effect in the UK in May 2018, will impose significant new duties around the way companies manage and protect personal data involving customers and staff alike. This session aims to provide a simple and straightforward guide to the new provisions and the practical steps that cinema companies should be taking to remain compliant.
16.30–17.30	**Using social media to broaden audiences** **Sharon Reid**, Cinema First (moderator) **Chris Green**, 20th Century Fox **Amy Miller**, Odeon **Stan Ruszkowski**, Webedia **Derren Sequeira**, Facebook **Ste Thompson**, Powster A key feature of the increase in digital marketing and e-commerce in the UK cinema sector has been the growth in engagement with key social media platforms alongside more niche operations. This session will look at what more cinemas might do effectively to engage with the key players and well as the value added by more bespoke offerings.
17.30	**Closing remarks** **Phil Clapp,** UK Cinema Association
17.45–19.15	**Networking drinks reception**
19.15 onwards	**After party party**

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Day Two – Wednesday 7 March

leisure and regeneration

9.30–10.00	**Coffee and refreshments**
10.00–10.10	**2018 event cinema sizzle and welcome** **Phil Clapp**, UK Cinema Association
10.10–10.30	**Leisure and regeneration – an overview** **Ed Cooke**, Revo
10.30–11.15	**Embracing 'place-making' – the role of cinemas** Place-making is becoming the key word in urban regeneration, centring on the desire to establish public spaces as the heart of every community and strengthen the connection between people and the places they live. Local authorities increasingly see cinemas as a cornerstone to these efforts, and as key contributors to local community health, happiness and well-being. This session will explore how local authorities, developers and operators can work together to deliver successful place-making strategies.
11.15–11.45	**Coffee break**
11.45–12.30	**Rebalancing the leisure sector – new opportunities for cinemas** Recent years have seen cinemas take centre stage as the cornerstone of UK retail development, often hand in hand with casual dining outlets. As the latter sector faces increasingly challenging economic conditions, this session will explore the implications for cinema development and the opportunities this might present.

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Revo *supports the diverse world of retail property and placemaking to thrive and prosper. Our members are a mix of major property companies, retailers and other occupiers, local councils and the advisors who provide services to those parts of the market – all the people and businesses that together create, deliver, operate and occupy great places for work, rest and play.*

Day Two – Wednesday 7 March

12.30–13.45	**Networking lunch**
13.45–14.30	**Seeking partners in retail development** A key trend of the last decade has been the extent to which those establishing major retail developments have looked to the cinema sector to provide a means of driving or extending footfall. The role of the cinema as the 'anchor tenant' in such circumstances now being well-established, this session will ask those responsible for such development what they look for when seeking a partner, as well as cinema operators with experience of operating in such environments the lessons they have learnt along the way.
14.30–15.15	**Understanding 'competitive socialising' – the new out of home rivals** The cinema sector has long maintained that it sees itself in competition not with home entertainment but with other out of home leisure experiences. In recent years the breadth and popularity of those experiences has increased significantly. This session will explore what they are, and whether there are lessons for the cinema sector to learn from their success.
15.15–15.30	**Closing remarks** **Phil Clapp,** UK Cinema Association
15.30–16.30	**Networking drinks**
16.30	**Conference ends**

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Cineworld The O2, Greenwich, London

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For more information on the UK Cinema Association, the conference and contact details please visit:

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