

New

# CineEurope

Official Convention of the International Union of Cinemas

CINEEUROPE 2023 — 19-22 JUNE  
ONLINE SCHEDULE OF EVENTS – 05-31-23

## SUNDAY, 18 JUNE

08.00-18.00 Trade Show Registration (Booth Exhibitors Only)  
(Entrance B Foyer, Level P0)

14.00-18.00 Convention Registration  
(Entrance B Foyer, Level P0)

## MONDAY, 19 JUNE

07.30-18.00 Convention Registration  
(Entrance B Foyer, Level P0)

07.30-18.00 Trade Show Registration (Booth Exhibitors Only)  
(Entrance B Foyer, Level P0)

08.15-09.15 Breakfast  
(Room 116-117 Foyer, Level P1)

Co-Sponsors:  
Comscore  
DTS, an Xperi Company  
Kelonik / KCS

Hosts:  
Mike Viane, Head of Global Revenue, Comscore Movies  
Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC  
Charles Dawes, Senior Director International Marketing, DTS, an Xperi Co.  
Pascal Mabilie, KCS Business Development

09.30-12.00 CineEurope Business Sessions  
(Room 116-117, Level P1)

9:30-10:00 ***UNIC Programming – Driving Commercial Success Through People***  
*The biggest asset an organisation possesses is its people – the ultimate competitive advantage.*

*The challenges that all companies face in attracting and keeping top talent, whilst simultaneously developing a high-performing culture, have perhaps multiplied in the post-COVID environment, with new working arrangements, the changing nature of the workforce, and different expectations around work-life balance. Cinemas are no exception to this, but also face an additional challenge in that many have low or no awareness of opportunities in the cinema industry.*

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*As a result, leaders in our sector need to look for ways to learn, share, and connect as they seek to tackle what are perhaps the biggest challenges we have seen facing HR in recent times.*

*Key questions include: How to navigate a challenging employment market? How to attract, develop, and invest to retain the best? How to create a culture in which talents can flourish? How can you best serve your business?*

*This session explains the launch of the UNIC People Programme and Advisory Board, intended to facilitate the required thinking and dialogue, as well as creating an appropriate response to these challenges.*

Moderator: Phil Clapp, Chief Executive, UKCA

Speakers: Laura Houlgatte, CEO, UNIC

Dee Vassili, Chief People Officer, VUE International

10:15-11:30 ***CineEurope's Executive Roundtable***

Keynote: Juan Antonio Bayona, Film Director

Setting the scene: Lucy Jones, Executive Director, Comscore Movies

***Engaging Audiences & The Future of the Theatre Industry***

*Cinemas continue to adapt, invest and innovate to provide the most engaging experiences for cinema-goers. Together with partners in production and distribution, and perhaps now more than ever, the sector must remain responsive to emerging trends and shifts in consumer behaviours. Strategies for staying relevant and competitive in an ever-changing market are vital to the industry's future success.*

*While 2022 was a positive year for European cinemas, it has to be acknowledged that admissions were concentrated on a comparatively limited range of titles, with smaller films and local content sometimes struggling to find an audience. At the same time, while cinema-goers showed an even stronger appetite for premium experiences, there was also a desire by operators – not least through a number of successful national Cinema Days across a range of major film territories – to use pricing as a mechanism to encourage audiences back.*

*This session will explore those trends and in particular ask what more cinemas can do to promote the full breadth of the film slate, and at the same time continue to offer cinema-goers an unparalleled big screen experience.*

Moderator: Sarah Lewthwaite, CEO, Movio

Panelists: Andrew Cripps, President, International Distribution, Warner Bros. Pictures International

Eddy Duquenne, CEO, Kinopolis

Tim Richards, Founder & CEO, Vue International

Susan Wendt, Director of International Sales & Marketing, TrustNordisk

12.00-16.00 Hospitality Lounge  
(CCIB Foyer)

Sponsor:  
Christie

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Gruvi

12.00

Lunch  
(CCIB Auditorium Foyer)

Co-Sponsors:  
CJ 4DPLEX  
Unifrance & Creative Europe  
Vue Entertainment

Hosts:  
Jongryul Kim, CEO, CJ 4DPLEX  
Don Savant, Chief Business Officer, CJ 4DPLEX Korea

13.00

CineEurope 2023 Opening Ceremony  
(CCIB Auditorium)

Official Welcome  
Andrew Sunshine, CineEurope

CineEurope Milestone Award Presentation  
Vue Entertainment/International (TBC)  
Accepted by: Tim Richards, Founder & CEO

Industry Address  
Phil Clapp, President, UNIC  
Laura Houlgatte, CEO, UNIC

Special Studio Spotlight Presentation from Lionsgate  
*Hunger Games: The Ballad of Songbirds and Snakes*

Unifrance & Creative Europe Product Presentation

Mubi Product Presentation

16.00

Refreshment Break  
(CCIB Auditorium Foyer)

17.00

Sony Pictures International Presentation  
(CCIB Auditorium)

18.30

Opening Night Dinner Reception  
(Room 111 & Terrace, Level P1)

Co-Sponsors:  
Sony Pictures International  
Cinionic  
ICE Theaters

Hosts:  
Wim Buyens, CEO, Cinionic  
Guillaume Thomine-Desmazures, Managing Director, ICE Theaters

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TUESDAY, 20 JUNE

07.30-18.00 Convention Registration  
(Entrance B Foyer, Level P0)

07.30-18.00 Trade Show Registration  
(Entrance B Foyer, Level P0)

08.00-08.45 Breakfast  
(Room 116-117 Foyer, Level P1)

Co-Sponsors:  
Comscore  
DTS, an Xperi Company  
Kelonik / KCS

09.00-10.15 The Coca-Cola Sustainability Seminar  
(Room 116-117, Level P1)

Facilitated by: Nick Gault, Away From Home Customers Director, Coca-Cola Europe

***Sustainability – Do Consumers Care?***

*Climate change is now second only to war as the leading concern amongst citizens – it is followed by a majority of environmental issues. Interestingly, a gap persists between consumer aspirations for sustainable / healthy living and actions taken to do so in the past year. Koen Saels, European Sustainability Director for Coca-Cola, takes us through these global insights and identifies the opportunities for cinema operators to help consumers make the right choices. Jerome Labie, Coca-Cola's Packaging Engineer, talks us through the insights on consumer behaviour around the use of reusable vessels and how this is shaping the design of solutions. David Hall, Executive Director at Behaviour Change will take us through how behavioural science can help us develop compelling strategies to enable more sustainable choices by consumers. We will be joined by Andreas Hufer from Kinopolis and some additional panelists to discuss how much is already being learnt and achieved across the industry and how exhibition is benefiting by working collaboratively on sustainability.*

Panelists: Koen Saels, Customer Sustainability Strategy & Stewardship Director –  
Coca-Cola Europe  
Jerome Labie, R&D Packaging and Equipment Engineer EMEA, Coca-Cola  
David Hall, Executive Director, Behaviour Change  
Andreas Hufer, Member of the Board, Kinopolis

10.30 Universal Pictures International Presentation  
(CCIB Auditorium)

Presenters: Niels Swinkels, EVP & MD, International Distribution  
Julien Noble, President, International Marketing

11.00-17.00 Hospitality Lounge  
(CCIB Foyer)

Sponsor:  
Christie  
Gruvi

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11.00-18.00 CineEurope's Opening Day on the Trade Show Floor  
(Exhibition Hall, Level P0)

12.15 Buffet Lunch  
(Auditorium Foyer)

Co-Sponsors:  
Universal Pictures International  
DTS, an Xperi Company

Hosts:  
Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC  
Charles Dawes, Senior Director International Marketing, DTS

14.00-15.00 CineEurope Focus Sessions on the Trade Show Floor  
(Exhibition Hall, Level P0)

Moderator: Tanya Easterman, Daiku

***Piracy Gets Commercial: Are You Ready for the Competition?***  
*An exploration of the emerging commercial model, its scale, and what can be done to disrupt it.*

Presenters: Liz Bales, Chief Executive, BASE

***Sustainable Cinema Design***

*Developing net zero carbon neighbourhood cinemas through the use of offsite, modular, and low carbon technologies.*

Presenter: Stefanie Fischer, Director of InventaCinema Ltd.

15.00-16.00 **STUDIOCANAL Presentation**  
**(CCIB Auditorium)**

16.00-17.30 Refreshment Break  
(Auditorium Foyer)

17.30 **Warner Bros. Pictures International Presentation**  
**(CCIB Auditorium)**

19.30 Dinner Reception  
(Room 111 & Terrace, Level P1)

Co-Sponsors:  
Warner Bros. Pictures International  
Dolby Laboratories, Inc.

Hosts:  
Michael Archer, Vice President, WW Cinema Sales & Partner Management, Dolby Laboratories, Inc.  
Friedrich Deininger, Sr. Dir, Cinema Sales & Ptnr Mgmt, EMEAI, Dolby Laboratories, Inc.

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WEDNESDAY, 21 JUNE

08.00-18.00 Convention Registration  
(Entrance B Foyer, Level P0)

08.00-18.00 Trade Show Registration  
(Entrance B Foyer, Level P0)

08.00-08.45 Breakfast  
(Room 116-117 Foyer, Level P1)

Co-Sponsors:  
DTS, an Xperi Company  
Kelonik / KCS  
Comscore

08.45-09.45 The Coca-Cola Retail Seminar  
(Room 116-117, Level P1)

Facilitated by: Nick Gault, Away From Home Customers Director, Coca-Cola Europe

10.00 Paramount Pictures International Presentation & Special Screening  
(CCIB Auditorium)

Presenter: Mark Viane, President, Paramount Pictures International

11.00-17.00 Hospitality Lounge  
(CCIB Foyer)

Sponsor:  
Christie  
Gruvi

11.00-18.00 CineEurope Tradeshow & Luncheon  
(Exhibition Hall, Level P0)  
*Lunch served 13.30-14.30*

Co-Sponsors:  
Paramount Pictures International  
Vista Group

13.30-14.00 Gruvi presentation

14.00-16.15 CineEurope Focus Sessions & Manufacturers Presentations on the Trade Show Floor  
(Exhibition Hall, Level P0)

Opening Remarks: Jan Runge, Vice President, ICTA

14:10 ***What's next? Trends and New Technologies Transforming the Cinema Experience***

Produced by: Jan Runge, ICTA

Moderator: Sonia Ragone, Industry Relations & Research Manager, UNIC

Panelists: Pranay Kumar, CTO, GDC Technology  
Serge Plasch, Chief Commercial Officer, Cinionic

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Jan Rasmussen, Head of Screen Technology, Nordisk Film  
Cinemas  
Ron Sterk, CEO, VUE Netherlands  
Guillaume Thomine-Desmazures, Managing Director, ICE  
Theaters

14:50 ***Behind the Screens: Bridging Staff Shortages and Skills Gaps in Cinema***

Produced by: Tammo Buhren, CEO, zweiB & EDCF  
Moderator: Tammo Buhren, CEO, zweiB & EDCF  
Panelists: Mariam El Bacha, General Manager, CinemaxX Denmark  
Mike Bradbury, Head of Cinema Technology, Odeon Cinemas  
Group  
Nick Gault, European Away From Home Customers Director,  
Coca-Cola Europe

15:30 ***How Can Cinemas Prepare For the Next Wave of Marketing Innovations:  
Social, AI and AR***

Produced by: Till Cussman, VISTA  
Moderator: Michelle Stevens, Powster  
Panelists: Tony Barnes, Cofounder, Karta  
Carla Boyd, Sr. Social & Content Marketing Manager,  
Cineworld Cinemas  
Isaac Riesgo, Vertical Lead for Entertainment, TikTok

17.00 **The Walt Disney Studios International Product Presentation  
(CCIB Auditorium)**

18.30 **Dinner Reception  
(Room 111 & Terrace, Level P1)**

Co-Sponsors:  
Christie  
GDC Technology

**THURSDAY, 22 JUNE**

08.00-12.00 Trade Show Registration  
(Entrance B Foyer, Level P0)

08.00-14.00 Convention Registration  
(Entrance B Foyer, Level P0)

08.30-12.00 Breakfast on the Trade Show Floor  
(Exhibition Hall, Level P0)  
*Breakfast served 08.30-10.30*

Co-Sponsors:  
Comscore  
DTS, an Xperi Company  
Kelonik / KCS

Hosts:

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Mike Viane, Head of Global Revenue, Comscore Movies  
Hervé Roux, Consultant DTS Cinema Initiative EMEA & APAC  
Charles Dawes, Senior Director International Marketing, DTS, an Xperi Co.  
Pascal Mabile, KCS Business Development

10.30 *The Walt Disney Studios Special Screening:  
Indiana Jones and the Dial of Destiny*  
(CCIB Auditorium)

14.00 A Toast to the 2023 Honorees  
(Foyer 1, Level P1)

14.15 CineEurope Awards Ceremony  
(Room 116-117, Level P1)

Sponsor:  
The Coca-Cola Company

Emcees: Susanne Fläxl, Managing Director, Cineplex Germany  
Nick Rush, The Walt Disney Studios

#### CINEEUROPE'S 2023 HONOREES

International Exhibitor of the Year  
Nordisk Film Cinemas  
Accepted by Asger Flygare Bech-Thomsen, CEO

International Distributor of the Year  
Tonis Kiis, Senior Vice President, International Distribution, Warner Bros.  
Pictures International

Comscore European Box Office Achievement Award  
Universal Pictures International

UNIC Award of Achievement  
Hans-Joachim Flebbe, ASTOR Cinemas

Coca-Cola & CineEurope Sustainability Award  
Kinopolis Management Multiplex GmbH (Germany)

CineEurope Gold Awards  
Ron Sterk, CEO, Vue Nederland, Netherlands  
Javier Hoyos, Head of Food & Beverage Southern Europe, Odeon Cinemas  
Group, Spain  
Jan Rasmussen, Head of Screen Technology, Nordisk Film Cinemas, Denmark  
Kelly Drew, Operations Director, Cineworld Group, United Kingdom  
Kadri Kaldma, Business Development Manager, Apollo Cinema, Estonia/Baltics  
Tõnis Kümnik, Senior Projectionist/Technical Manager, Cinamon Group, Estonia  
Max Bell, Bell Theatre Services, United Kingdom

15.30 CineEurope 2023 Closing Reception  
(Room 111 & Terrace, Level P1)