

TENTATIVE SCHEDULE OF EVENTS

*As of 1 May 2026
Please note: All times, locations and programming
are subject to change.*

SUNDAY 21 JUNE

08.00 – 18.00

Trade Fair & Meeting Room Registration (Exhibitors Only)
(Entrance C Foyer, Level P0)

14.00 – 18.00

Convention Registration
(Entrance C Foyer, Level P0)

MONDAY 22 JUNE

07.30 – 18.00

Convention, Trade Fair & Meeting Room Registration
(Entrance C Foyer, Level P0)

08.00 – 09.00

Breakfast
(Patio, Level P1)



09.00 – 12.00

Lounge
(CCIB Foyer)

09.00 – 12.00

CineEurope Business Sessions Powered by Boxoffice
(Room 116-117, Level P1)



Best in Class: Lessons from Around the World

Across the world, cinema exhibition continues to evolve. This panel brings together diverse international markets to share what's working—and why. What innovations have made the biggest impact on audience engagement and growth? How do cultural differences shape cinema design, programming, and audience expectations?

Focus on AI and Trends

35 years of CineEurope – Then and Now

As CineEurope marks its 35th anniversary, this session reflects on how cinema exhibition has evolved. From advances in projection and sound to AI and data-driven operations, technology has transformed cinema-going. As audiences expect greater comfort, choice, and more immersive, event-driven experiences, we will explore how exhibition has adapted, innovated, and endured—revealing the constants, the disruptions, and the enduring power of cinema.

10.30 – 10.45

Coffee Break
(Room 116-117 Foyer, Level P1)

12.00

Lunch
(Patio, Level P1)



13.00

Welcome to CineEurope 2026

(HDR by Barco Auditorium)



UNIC Achievement Award Presentation

HONOREE:

Phil Clapp, UK Cinema Association, UNIC

13.30

Studio Presentation

(HDR by Barco Auditorium)



14.45

Studio Presentation

(HDR by Barco Auditorium)



16.00

Reception

(Auditorium Foyer)

17.00

Studio Presentation

(HDR by Barco Auditorium)



18.30

CineEurope 2026 Cocktail Reception on the Trade Fair Floor

(Exhibition Hall, Level P0)

Join vendors, exhibitors, distributors and everyone in between that do their part to make this industry what it is as we celebrate our 35th Anniversary!

TUESDAY 23 JUNE

07.30-18.00

Convention, Trade Fair & Meeting Room Registration

(Entrance C Foyer, Level P0)

08.00

Breakfast

(Patio, Level P1)



08.45

The Coca-Cola Retail Seminar

Presentation of the UNIC / Coca-Cola Retail Award

(Room 116-117, Level P1)



The Coca-Cola Retail Seminar, hosted by Stephanie Morgner, Senior Director Away-From-Home Customers, will focus on insights from a new consumer study conducted by Coca-Cola exploring how Europeans (UK, Germany, Spain, Poland and Romania) use, experience and engage with cinemas and what drives or limits their F&B consumption.

As part of this session, Coca-Cola will celebrate Retail excellence in cinema exhibition with the presentation of the 2026 UNIC/Coca-Cola Retail Awards.

10.00

Studio Presentation

(HDR by Barco Auditorium)



10.30

Studio Presentation

(HDR by Barco Auditorium)



Distinguished Career Award Presentation

HONOREE:

Roger Harris, Unique X

11.00

Studio Presentation

(HDR by Barco Auditorium)



**International Exhibitor of the Year
Award Presentation**

HONOREE:

Multiplex Ukraine

11.00-17.00

Lounge

(CCIB Foyer)

11.00-17.00

CineEurope's Opening Day on the Trade Fair Floor

(Exhibition Hall, Level P0)

12.30

Lunch

(Location TBD)

13.00

ICTA Focus Sessions on the Trade Fair Floor

(Exhibition Hall, Level P0)

Session 1

*Live & Direct: How Event Cinema, Live Experiences
& Streaming Technology Are Set to Transform Cinema-Going*

PRODUCER:

Cathy Huis in 't Veld Esser

Session 2

The Impact of Agentic AI on the Cinema-Going Journey

PRODUCER:

Till Cusmann

16.00

Studio Presentation

(HDR by Barco Auditorium)



17.00 - 17.30

Refreshment Break

(Auditorium Foyer)

17.45

Studio Presentation

(HDR by Barco Auditorium)



**International Distributor of the Year
Award Presentation**

HONOREE:

Jeff Goldstein, Warner Bros.

19.30

Dinner Reception

(Location TBD)

WEDNESDAY 24 JUNE

07.30-18.00

Convention, Trade Fair & Meeting Room Registration

(Entrance C Foyer, Level P0)

08.00

Breakfast

(Patio, Level P1)



09.00 -10.45

E-Motion

**CineEurope Gold Awards & Comscore
International Box Office Achievement Award Presentations**



Coca-Cola Innovation Seminar

(Room 116-117, Level P1)

*Join CineEurope and UNIC as we induct
the 2026 Gold Award Honorees and present
the Comscore International Boxoffice Achievement Award.
Special Seminar by the Coca-Cola Seminar
to follow at 9.45.*

GOLD HONOREES:

Andres Jasper, Apollo Cinemas Baltics, Estonia
Anne-Marie Otter, Bygdekinoen, Norway
Marianne Hoff, Friberg Kino, Norway
Martin McCubbin, ODEON Cinemas Group, United Kingdom
Natalie Mulinowa, Regal Cineworld, Czechia
Nick Davey, Everyman Cinema, United Kingdom
Tomaso Quilleri, Regno del Cinema, Italy
Tony Dilley, Harkness Screens, United Kingdom

COMSCORE AWARD HONOREE:

To Be Announced

11.00

Studio Presentation

(HDR by Barco Auditorium)



11.00-17.00

Lounge

(CCIB Foyer)

11.00-17.00

CineEurope Trade Fair & Luncheon

(Exhibition Hall, Level P0)

Lunch served 12.30



13.30-15.00

UNIC Focus Sessions on the Trade Fair Floor

(Exhibition Hall, Level P0)

Session 1:

Audience Behaviour Insights

Session 2:

UNIC People Programme - Diversity and Inclusion

16.30

Studio Presentation

(HDR by Barco Auditorium)

The **WALT DISNEY** Studios

18.30

Dinner Reception

(Location TBD)

THURSDAY 25 JUNE

08.00-12.00

Convention, Trade Fair & Meeting Room Registration

(Entrance C Foyer, Level P0)

09.00-12.00

**Breakfast on
the Trade Fair Floor**

(Exhibition Hall, Level P0)

Breakfast served 09.00-10.00



10.00

Universal Day!

**Universal Pictures invites you to a Special Presentation
& Screening that you won't want to miss!**

(HDR by Barco Auditorium)



13.30

Join Universal Pictures for the CineEurope 2026

Closing Reception

(Banquet Hall Terrace, Level P2)