ECA CONFERENCE 2019

Unlocking Event Cinema Data

Event Programme

THURSDAY 10 OCTOBER, 2019

EYE Film Museum
Amsterdam

CONFERENCE PROGRAMME

9.00   **REGISTRATION AND REFRESHMENTS**

Level 1 EYE Film Museum

10.00   **OPENING SIZZLE AND WELCOME ADDRESS**

Grainne Peat, Event Cinema Association

10.30   **EVENT CINEMA SEGMENTATION AND PROFILING**

Sarah Lewthwaite, Movio   **MOVIO**

Movio will look at audience segmentation and profiling against the highest-performing titles of 2018 across a number of territories, identifying key trends but also highlighting the data gaps in Event Cinema.

11.00   **UNDERSTANDING EVENT CINEMA IMPACTS ON LOCAL MARKET TRENDS**

Comscore, Gower Street and Showtime Analytics

Combing data and analytics to understand key trends in Event Cinema Box Office over the last few years, and more specifically to determine the impact that Event cinema has had on four different territories – UK and Ireland, Germany, Italy and the Netherlands.

11.30   **EVENT CINEMA SURVEY RESULTS AND DISCUSSION**

ECA, UNIC and EDCF

The first session will present the key findings of the Event Cinema survey which has a been completed by over 100 different cinema companies across Europe and the US.

The panel discussion will look to address the key technical issues that have emerged.

12.45   **NETWORKING LUNCH**

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14.15   **EVENT CINEMA CONTENT SHOWREEL**

14.30   **USING DATA TO BUILD A DIGITAL PLATFORM**

Jen Lim, Powster   POWSTER

Powster bring more data insights on how to build a successful platform for event cinema content, looking at consumer behaviour across genres, territories and purchasing options.

15.00   **HOW TO MAXIMIZE F&B SPEND FOR EVENT CINEMA**

Panel Discussion

Given the dwell-time in cinemas for various Event Cinema titles, this session will explore what cinemas are doing to help maximise F&B spend, with an in-depth look at gaming.

15.40   **AFTERNOON BREAK**

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16.00   **DEFINING EVENT CINEMA**

Panel Discussion eca

There is no doubt that Event Cinema has evolved and is mainly defined by content and/or by methodology of release – even within these categorisations, it is not always clear what is considered to be 'Event Cinema content.' This panel will discuss how we can start to move towards a universal definition of what is 'Event Cinema' to help improve the quality of data that is recorded.

16.50   **CLOSING REMARKS**

Grainne Peat, Event Cinema Association

17.00   **NETWORKING DRINKS**

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Further details of the conference after party to be announced, but will take place in a central bar from 20.00 til late.

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Tickets
Date: Thursday 10 October
Location: EYE Film Museum, Amsterdam
Ticket price: ECA members £50/ 50 Euros Standard ticket £100/ 100 Euros
Purchase tickets here:
Tickets incl VAT https://jack-roe.co.uk/book/eca/conf.html
All other tickets https://jack-roe.co.uk/book/eca/conf.html

Logistics
Eye is directly opposite Amsterdam Central Station.
When arriving at Amsterdam Central Station, take the exit to IJzijde (IJ bank) to take a ferry.
Ferry
Take the ferry in the direction of Buiksloterweg. The 24/7 ferry service is free and leaves every few minutes. The ferry ride takes approximately three minutes. Eye is located on your left and is a three-minute walk as you arrive in Amsterdam Noord.

For more information click here: https://www.eyefilm.nl/en/visit/plan-your-visit