

 MEDIA

A programme of the European Union

**CICAE TRAINING**
"Art Cinema = Action + Management"**DIAGONALE**

AGENDA /// 31/08 > 09/09/2009

Except contrary indications, all the lectures will take place in Sala Teatro (main building, opposite side of the reception).

Rooms for splitted sessions :

- > German : Sala 4
- > Italian : Sala 5
- > French : Sala 9
- > English : Sala Teatro

Monday 31/08

- 9.30 > 11.00 **OPENING**
Sylvie DA ROCHA, General Delegate of CICAE
Presentation of the training / Presentation of the "Dream Team" / Presentation of all participants
Mara SARTORE, Co-Director of Circuito Off International Short Film Festival
- 11.00 > 11.45 **OFFICIAL OPENING**
Detlef ROSSMANN, President of CICAE
Luigino BUSATTO, President of San Servolo Servizi
Raffaele SPERANZON, Councillor for Culture of the Province of Venice
- 11.45 > 12.30 **COMMENCEMENT OF VENETO PRIZE for "Best Arthouse Exhibitor of the Regione Veneto"**
Maria Teresa DE GREGORIO, Culture and Performing Arts Executive of the Regione Veneto
Decimo POLONIATO, Cinema Department and Film Commission of Regione Veneto
Filippo NALON, Director FICE Veneto
Marco SARTORE, Segretario Delegazione Interregionale Agis Tre Venezie
Mario LORINI, President of FICE (tbc)
- 12.30 > 14.15 LUNCH
- 14.30 > 17.30 **PROJECT WORKSHOP 1** (splitted in work groups)
Submit an International project

20.30 "1 NATION / 1 BOTTLE"
Welcome dinner-buffet (open air)

Tuesday 01/09

9.30 > 13.00 **ECONOMICS OF CINEMA**
Laurent CRETON, University Paris Sorbonne (FR)
History, market and trends of the audiovisual industry from 1970 to 2020.
NB : including a break of 10'

13.00 > 14.15 LUNCH

14.30 > 16.00 **THE CHAIN OF RIGHTS : How films reach the screen?**
Alfred HÜRMER, Producer, Integral Film Production, Berg (DE)
Legal board of the profession : contracts, royalties, international policy, cultural diversity, etc.

16.00 > 16.15 *BREAK*

16.15 > 17.15 INTERNATIONAL SALES/ in definition
International market of films sales

17.30 > 20.00 **FESTIVAL CIRCUITO OFF : Screenings and CICAIE Jury deliberation**

Wednesday 02/09

09.30 > 11.00 **DISTRIBUTION WORKSHOP** (splitted in language groups)
Work with distributors: problems and market complexity, relationship between distributors and PR agents
Roxane ARNOLD, Pyramide International (FR)
Tobias LEHMANN, Alamode Film (DE)
Antonio MEDICI, Bim Distribuzione (IT)
Jacub DUSZYNSKI, Gutek Film (PL)

11.00 > 11.15 *BREAK*

11.15 > 12.45 **KIDS & SCHOOLS WORKSHOP** (splitted in language groups)
Know-how and practices for a successful work with young audiences
Marianne PIQUET, Cinema Le Rex, Chatenay-Malabry (FR)
Basic principles for adapting your cinema theatre to young audience.
Jens SCHNEIDERHEINZE, Münster (DE)
Working with teenagers & students.
Mika ANTTALOINEN, Oulu Film Center and Intl. Children's Film Festival (FI)
Organising a festival for a young audience
Edoardo DELL'ACQUA, Nuovo Cinema Aquila, Roma (IT)
From 0 to 30 years old: how to draw youth to your cinema

12.45 > 14.15 LUNCH

14.30 > 16.00 **FOCUS ON CLASSICS WORKSHOP** (splitted in language groups)
How to present masterpieces of the past, with methods and clues adapted to each market type.

Jean-Jacques GEYNET, President of SFTC, French Syndicate of Cinema Theatres (FR)

Carlo MONTANARO, Pordenone Silent Film Festival, Archive Montanaro (IT)

Tobias LEHMANN, Alamode Film (DE)

Vladimir TRIFONOV, Cinema House, Sofia (BG)

16.00>16.15 *BREAK*

16.15 > 16.30 **FOCUS ON SHORT FILMS**

Presentation of the European Film Marketing and Promotion

Matteo BARTOLI, Co-Director of the Circuito Off Short Film Festival

16.30 > 18.00 **FOCUS ON SHORT FILMS** (splitted in language groups)

How to promote and screen shorts? Presentation of 5 specialised agencies:

Karim ALLAG, Head of the Alternative Distribution Network, Agence du Court Métrage, Paris (FR)

Stefanie REIS, Head of Sales & Acquisitions, KurtzFilmHamburg, Hamburg (DE)

Mario MICAEL, Artistic Director of the Agência da Curta Metragem, Vila do Conde (PT)/

Mar MURO, Head of Lolita Películas, Madrid (ES)

Centro Nazionale del Cortometraggio (IT)

18.00 > 19.00 **CIRCUITO OFF SHORT FILM MARKET: Meeting with a director**

19.00 > **NB : Official opening of the Mostra Int.le d'Arte Cinematografica**

20.30 **NB : Circuito Off Opening Ceremony**

Thursday 03/09

9.30 > 13.45 Free morning for the screenings of the Venice Film Festival

14.00 > 15.30 **EUROPA CINEMAS**

Fatima DJOUMER presents Europa Cinemas: objectives, achievements and prospects

15.30>15.45 *BREAK*

15.45 > 17.15 **STRENGTHEN THE INDEPENDENT EXHIBITION IN EUROPE**

Self-presentation by the trainees, moderated by Alain AUCLAIRE, Civil Administrator at the French Ministry for Culture and Communication

Friday 04/09

9.30 > 11.00 **NETWORK ACTION**

The heads of main Arthouse networks present their action:

Detlef ROSSMANN, AGKG (DE) + CICAÉ

Leipzig Filmmesse, a 4 day convention for 700 exhibitors AG KINO GILDE.

Alain BOUFFARTIGUE, AFCAE (FR)

The collective promotion of 50 films every year for the 1000 French Arthouse Cinema Theatres / Festival Télérama.

Domenico DINOIA, FICE & Cristina LOGLIO, Schermi di Qualità (IT)

The revue VIVILCINEMA diffused by FICE among the 450 cinema theatres members.

Hrvoje LAURENTA, Zagreb Film Festival (HR)

Est Europe: Build your national network

11.00>11.15 *BREAK*

- 11.15 > 12.15 **NETWORK ACTION WORKSHOP** (splitted in language groups)
Q&A and in depth examination of the previous issues at a national level
- 12.15 > 13.45 LUNCH
- 14.00 > 16.00 **ROUND TABLE: DIGITAL PROJECTION**
Interactive session moderated by Detlef ROSSMANN (President of CICAÉ) opened by the presentation of two experts:
Carsten SCHUFFERT de "Bewegte Bilder" (Moving Images)
 - o Short technical focus : technology, laws, problems
 - o Focus on market : number of screens in Europe, investments, perspectives
Martin BIDOÛ, Collective of Independents for Digitalisation
 - o Define an economic model
 - o Keep a planning diversity
 - o Preserve the cinema theatres
Discussion with the participants
- 16.00 > 17.00 **PARTNERS' WORD**
Round table moderated by Alain AUCLAIRE, Civil Administrator at the French Ministry for Culture and Communication
Hughes BECQUART, Head of Distribution sector VoD, Digital distribution department at the MEDIA Program, European Commission
Roland HUSSON, Head of International Affairs CNC (FR)
Maria TROCCOLI, Dirigente Promozione delle Attività Cinematografiche, Cinema General Direction, MBAC (IT)
- 17.00 **TRANSFER BY BOAT TO THE LIDO**
- 17.30 > 18.30 **OFFICIAL WELCOME - cocktail at Lido, offered by the Regione del Veneto**
Detlef ROSSMANN, President of CICAÉ
Angelo TABARO, Secretary-general of Culture, Region of Venice
Maria Teresa DE GREGORIO, Culture and Performing Arts Executive of the Regione Veneto
Decimo POLONIATO, Cinema Department and Film Commission of the Regione Veneto

Saturday 05/09

- 09.30 > 11.00 **SUCCESS STORIES**
6 Arthouse exhibitors, from different countries, present original activities developed in their cinema: programming, communication, animation, etc
Greta AKCIJONAITĖ, Skalvijos Kino Centras (LT) *How hand out the copies and build your own distribution company*
Roberto ELLERO, Circuito Cinema Venezia Mestre (IT) *A public network of quality*
Hrvoje LAURENTA, Zagreb Film Festival (HR) & Elma TATARAGIĆ, Sarajevo Film Festival (BA)
Revive quality cinema where it no longer exists
- 11.00 > 11.15 *BREAK*
- 11.15 > 12.45 **SUCCESS STORIES - 2**
Habartik RADIM, Cinema Svetozor, Prague (CZ) *Be unique, adapt the programming to your public and make it faithful*
Alain NOUAILLE, Sémaphore Cinema, Nîmes (FR) *Face competition: be arthouse, be competitive!*
Valentin REBONDY, Cinema Public Films (FR) *The animation @ cinema theatre*
- 12.45 > 14.15 LUNCH

- 14.30 > 16.00 **AUDIENCE**
Know-how and practices to know your public and conquer new audiences
Raymon WALRAVENS, Cinema Rialto, Amsterdam (NL)
- 16.00 > 16.15 **DIGITRAINING PLUS**
Presentation of the course for European cinema exhibitors willing to be prepared to face digital transition.
Elisabetta BRUNELLA, Media Salles (IT)
- 16.15 > 16.30 *BREAK*
- 16.30 > 18.00 **PROJECT WORKSHOP 2** (splitted in work groups)
Submit an International project
- 21.00 **Circuito Off Closing Cerimony and Commitment of the CICAE Off award**

Sunday 06/09

- 9.30 > 13.45 Free morning for the projections of the Venice Film Festival
- 14.00 > 15.30 **COMMUNICATION / MARKETING**
Recognize and communicate the cinema theatre's identity; how improve your image; marketing strategies
Analisis of the communication material given by the trainees (programmes, web sites).
Ros FRY, West Mead Creative Ltd. (UK)
- 15.30 > 15.45 *BREAK*
- 15.45 > 17.15 **COMMUNICATION / MARKETING WORKSHOP**
Each group works on a marketing project.
Ros FRY + Dream Team

Monday 07/09

- 9.30 > 11.00 **FUNDRAISING**
Know-how and practices of fundraising: how to find, approach and keep a good relationship with sponsors
Paula ASTORGA, Circo 2.12, Mexico City (MX)
- 11.00 > 11.15 *BREAK*
- 11.15 > 12.45 **MANAGEMENT**
Rudiments of management and countability
Thomas DALLÜGE, Artop (DE)
- 12.45 > 14.00 LUNCH
- 14.15 > 15.45 **MANAGEMENT WORKSHOP** (splitted in language groups)
The speakers give tips & tricks to manage a team and a place in the most easier and operative way

Jean-Pierre VILLA, SAGEC, Egletons (FR)
Gian Antonio FURLAN, Gruppo Furlan Cinecity srl.(IT)
Thomas DALLÜGE, Artop (DE)
Axel BRUKER, Trailer Museum (FR)

15.45 > 16.00 *BREAK*

16.00 > 18.00 **PROJECT WORKSHOP 3** (splitted in work groups)
Submit an International project

Tuesday 08/09

9.30 > 10.30 **PROJECT MANAGEMENT**
How to develop a project : conception, financement, organisation, équipe, etc.
Dörte NIMZ, Köln (DE)

10.45 > 12.45 **PROJECT WORKSHOP 4** (splitted in work groups)
Submit an International project

13.00 > 14.00 LUNCH

14.00 > 15.00 **EUROPEAN WORKSHOP 4** (splitted in work groups)
Submit an International project

15.00 > 17.00 **PROJECT MANAGEMENT WORKSHOP**
Presentation of the European Workshop's projects
CICAE Project Award Jury: Dörte NIMZ, Paula ASTORGA, Raymond WALRAVENS

17.00 > 17.30 **COMMENCEMENT OF CICAE DIPLOMAS**
Luigino BUSATTO, President of San Servolo Servizi, Province of Venice

17.30 > 18.00 **CICAE PROJECT AWARD 2009**
CICAE Project Award Jury decision's and Commencement of the Project Prizes by the Associazione Mercato di Rialto

18.00 > 18.30 **PICTURE**

20.00 > CLOSING DINNER

Wednesday 09/09

> 8.45 **ROOMS CHECK-OUT**

8.45 > 9.45 *Resolution of all the open administration aspects*

10.00 > 12.30 **DEBRIEFING**
Evaluation, suggestions, resolutions, etc.