

# Programme



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## Conference 2020

3 & 4 March

Picturehouse Central, London

#ukcacon20



# Audiences

– growing the big screen experience

# Audiences – growing the big screen experience

Conference: 3 & 4 March 2020

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## Day one – Tuesday 3 March – morning sessions

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**10.15 Registration and refreshments**

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**11.00 Cinema sizzle #1**

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**11.05 Platinum sponsor welcome**

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**11.15 Keynote address**

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**11.35 Understanding the UK cinema audience**

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The success of the UK cinema industry in recent years has not gone unnoticed by a range of brands, who understand the value of advertising on the big screen. Maximising income from this source falls to the two screen advertising agencies, who have as a result needed to develop a detailed understanding of the cinema-going audience. In this session, colleagues from DCM and Pearl and Dean will share their insights into what is currently known about UK cinema-goers: who they are, what are the key trends and what drives them to see film in cinema. Along the way, they will look to address a number of 'myths' around the health of what is undeniably a buoyant sector.

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**12.00 Spotlight – Rio, Dalston: Young Audiences Programme**

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At a time when many have arguably never been as time- and cash-poor, engaging young people in cinema-going experience represents a significant challenge for the sector. In this session, Andrew Woodyatt from the RIO Dalston will explain the lessons learnt from the cinema's Young Audiences Programme, winner of the Cinema Marketing Campaign of the Year at the recent Screen Awards.

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**12.15 Engaging young audiences**

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The youth audience remains the foundation of the success of the UK cinema industry. Yet at a time when they have ever more leisure options, engaging this group in the big screen experience is in many respects becoming ever-more challenging. Part of the industry response to this is its support for Into Film. This session, led by Leigh Thomas of Into Film - which amongst its other activities runs the Into Film Festival, the largest free film festival for children and young people in the World - will look at what the organisation has learnt about young people's attitudes to cinema-going, and what more the industry might do to retain the support of this vital audience.

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**12.45 Spotlight – MASSIVE**

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MASSIVE is where youth culture and cinema collide. Supported by the BFI and National Lottery, MASSIVE is a pioneering initiative that drives 16-24-year-olds into UK cinemas through partnerships, screenings, social media and more. David Kapur, co-founder of ourscreen and elevenfiftyfive, will provide an overview of the initiative and the lessons learnt along the way.

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**13.00 Lunch**

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## Day one – Tuesday 3 March – afternoon sessions

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### 14.00 **Spotlight – Ensuring big screen experiences are not... too big**

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Big screen experiences are important and valuable – but in order to grow our audiences, we need to beware of making them... too big. For people who don't visit cinemas often, we need to ensure they feel welcome and have a simple and easy experience in an unfamiliar environment; and for people who visit on big nights out and special occasions, we need to ensure they also think of cinema for other times, such as midweek and more casual outings. Using new analysis of research with thousands of people across the UK, in this session Ruth Hinton from Vue International will demonstrate the opportunity to make big screen experiences also relevant to the smaller moments in life.

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### 14.15 **Film festivals – a way to engage new audiences**

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The last decade has seen the emergence of a wide range of film festivals, many of them aimed at particular audiences and/or featuring particular genres of film and providing a way of reaching a new and more diverse audience. In this session, a number of operators with 'hands-on' experience will share their learnings on the challenges and opportunities these events present.

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### 15.00 **Spotlight – TBC**

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### 15.15 **Afternoon break**

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### 15.45 **Disabled audiences – business cost or audience opportunity?**

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Latest estimates are that as many as 22 per cent of the UK population have some form of disability, representing a significant and potentially lucrative cinema-going audience. While the UK cinema industry is a World-leader when it comes to delivering accessible cinema, there is always more that can be done to meet the needs of this community. This session will begin with a 'thought-piece' from UK Cinema Association disability advisor Rick Williams, who will encourage cinema operators to adopt a different mindset when it comes to meeting the needs of disabled customers. A series of short presentations will then provide insight into good practice across a variety of aspects of accessible cinema.

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### 16.30 **BFI Film Audience Network (FAN) – lessons learnt**

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Using National Lottery Funding, the BFI supports Audience Development across two main activities: the BFI Audience Fund and the BFI Film Audience Network (FAN). While touching on the work of the Audience Fund, this session, led by Ben Luxford, will focus in particular on good practice and lessons learnt around audience development through (the) FAN, a major UK-wide partnership that works through a series of regional hubs to broaden audiences for British independent and international film. Now in its seventh year, (the) FAN brings together mainstream and community cinemas as well as smaller venues and festivals, sharing experience and providing funding and other support.

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### 17.15 **Closing remarks**

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### 17.30 **Networking drinks**

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### 18.15 **After party party**

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## Day two – Wednesday 4 March – morning sessions

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**9.00 Registration and refreshments**

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**10.00 Cinema sizzle #2**

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**10.05 Opening address**

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**10.25 Engaging Black and Minority Ethnic audiences**

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New research from the BFI suggests that while taken as a whole, people from Black and Minority Ethnic communities over-index in terms of cinema-going, there are as might be expected significant differences from group to group. This session will open with a presentation of that BFI research, following which a panel of industry experts will share consider the implications of that work and share examples of good practice in engaging more diverse audiences in the big screen experience.

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**11.15 Spotlight – Reclaim the Frame**

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Developed by the charity Birds' Eye View – which campaigns for greater gender balance across the film industry – the Reclaim the Frame project utilises a nationwide programme of exclusive cinema screenings supported by curated post-screening discussions to spotlight and celebrate new and classic films created by women. At a time when these issues are a key element of industry debate, Birds' Eye View Director (and Oscar-winning twice BAFTA-nominated producer) Mia Bays will explain more about the project, how it works, and the change it is seeking to achieve.

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**11.30 Morning break**

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**12.00 Sinners to Saints? Engaging infringing audiences in the cinema experience**

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The UK film industry continues to invest significant resources into the fight against piracy, in particular the online consumption of illegal film content. Through its comprehensive insight and messaging programme, the Industry Trust for IP Awareness provides a focal point for efforts to understand the nature of the challenge. The Trust's analysis has shown that the most prolific consumers of illegal content are also often the 'best' customers for cinemas and home entertainment. This session, led by Trust Chief Executive Liz Bales, will evidence why tackling infringement remains a category priority and look at what more might be done to increase the willingness of those engaging in infringing behaviour to pay for a legal film experience.

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**12.30 Spotlight – MUBI GO – collaborating to build audiences**

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In 2018 MUBI GO launched a new service in partnership with UK exhibitors and distributors, which has since that time resulted in around 50,000 extra cinema admissions in the UK alone. During this session, MUBI GO founder Jon Barrenechea will talk about how the model works, its results and future expansion. He will also consider that lessons might be learnt and how the approach can be adapted given the quickly evolving cinema landscape.

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**12.45 Lunch**

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## Day two – Wednesday 4 March – afternoon sessions

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### **13.45      Developing new audiences – experience from elsewhere**

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The challenge of developing new cinema audiences is not one which is unique to the UK sector, with counterparts across Europe exploring what more might be done to engage people with the big screen experience. This session will provide an in-depth look at three examples of good practice from three quite different territories, each of which might have lessons that can be learnt by the UK industry.

### **14.30      How movies brought magic to comparethemarket.com**

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Since it began in 2015, the *Meerkat Movies* 2 for 1 cinema ticket promotion – supported by the price comparison company comparethemarket.com has seen over 17 million free tickets given to UK cinema-goers, encouraged by sustained investment in engaging and creative marketing campaigns. This session will explore how the promotion has appealed to the widest parameters of their customer base, to encourage uptake of the offer, and drive repeat visits to the cinema from previously non cinema-going groups who are now watching a wider range of film content.

### **15.00      Afternoon break**

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### **15.30      Developing event cinema audiences**

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Event cinema – the live (and ‘as live’) broadcast of theatre, ballet, opera and music concerts – had an extraordinary 2019, amassing a record-breaking £52 million at the box office in UK and Ireland. This session, moderated by Event Cinema Association Managing Director Gráinne Peat, will explore what we know about the ability of event cinema to draw in a range of audiences across the different genres, and what more cinema operators might do to exploit those opportunities.

### **16.15      Event cinema sizzle**

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### **16.25      Closing remarks**

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### **16.30      Close**

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For more information on the UK Cinema Association conference please visit:

[www.cinema.uk.org.uk](http://www.cinema.uk.org.uk)