



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS



For immediate publication

UNIC LAUNCHES SIXTH EDITION OF THE WOMEN'S CINEMA LEADERSHIP PROGRAMME

Brussels: 22 June 2022 - The International Union of Cinemas (UNIC), the European cinema trade grouping, today launched the sixth edition of its Women's Cinema Leadership Programme, a 12-month mentoring scheme for women in cinema exhibition.

Eleven talented female cinema professionals will get an exclusive opportunity to learn, enjoy networking opportunities and receive career advice from one of an outstanding group of women executives from across the cinema landscape, each recognised for their leadership and business success.

The programme remains UNIC's flagship initiative to help address the current gender imbalance at senior levels of the industry and works to encourage and empower female professionals in order for the industry to realise its full potential. Its 2022/23 edition welcomes the following key female leaders and rising female professionals from the cinema exhibition landscape, representing 13 countries and 22 companies:

Mentors

Claire Beswick, Founder & Director, Living Room Cinema, UK

Yuki Fontayne, Sales Manager Benelux & Nordics, Cinionic

Lucy Jones, Executive Director, Comscore Movies

Jannicke Haugen, CEO, Nordisk Film Kino AS, Norway

Suzanna Helmqvist, CMO, Svenska Bio, Sweden

Magdalena Lewicka, Management Board Member, Finance Director, Multikino, Poland

Maddy Probst, Managing Producer, Watershed, UK

Eva Rekettyei, Programming Director, Cine Yelmo, Spain

Mette Schram, CEO, Empire Bio, Denmark

Donna Tsvetkova, SVP of Commercial and Ecommerce, Cineworld Group

Kezia Williams, Managing Director, eOne Film, UK

Mentees

Viviane Bonga Segnou, Digital Operations Manager, The Boxoffice Company

Gemma Deane, Group Head of HR, Vue International

Linn Fingalsson, Associate Manager, EMEA Marketing, IMAX
Christina Flourentzou, Regional Manager, Curzon, UK
Gvantsa Garmelia, Marketing Director, Cavea, Georgia
Sarah Hofmann, Development & Real Estate Manager, UCI Multiplex, Germany
Blerina Pashollari, Cinema Manager & Digital Marketing Manager, Mastercine, Italy
Katharina Phebey, Head of Marketing & Content/ Member of the Management Board, Kinopolis, Germany
Mirona Radu, Film Programmer & Coordinator, Peasant Museum Cinema, Romania & Festival Director, Film O'Clock International Festival
Michelle Stevens, Commercial Director, Powster
Imke van Schaijk, PR & Communication Manager, Pathé NL

Welcoming this latest edition of the programme, UNIC CEO Laura Houlgate commented:

" Since the programme was launched in 2017, more than 100 mentors and mentees have been part of our journey. We are delighted to witness their career evolution and how previous mentees became mentors along the way. We are grateful to each and every one of them for their trust, support, enthusiasm and vision. They are the real ambassadors of the programme!

We are still on a road to encourage more diversity and inclusion in senior management roles in the industry, and are delighted to see that similar initiatives have been launched recently. Change can only happen if we all do our part. I would also like to thank IMAX and Vista Group - The Champions of the UNIC Women's Cinema Leadership Programme - for supporting our mission.

It's exciting to see our community growing year by year and we are are thrilled to welcome our new mentors and mentees. What a fantastic group of women leaders ready to learn, empower and inspire!

Huge thanks to the graduating mentors and mentees for their dedication, ambition and hard work during the past year. You did it! And to the new cohort - I wish you a very empowering journey!"

Notes for editors

The UNIC Women's Cinema Leadership Programme is a 12-month cross-sector, international mentoring scheme for women in cinema exhibition.

Launched in 2017, the Programme is rooted in the belief that gender-balanced leadership in cinema exhibition is imperative for business success, better governance and equity in the industry.

More information [here](#).

The International Union of Cinemas (UNIC)

The Union Internationale des Cinémas/International Union of Cinemas (UNIC) represents the interests of cinema trade associations and cinema operators covering 39 countries in Europe and neighbouring regions. More information at www.unic-cinemas.org

Champions of the UNIC Women's Cinema Leadership Programme:

IMAX

IMAX, an innovator in entertainment technology, combines proprietary software, architecture and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX theaters to connect with audiences in extraordinary ways, and, as such, IMAX's network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of September 30, 2021, there were 1,664 IMAX theater systems (1,580 commercial multiplexes, 12 commercial destinations, 72 institutional) operating in 85 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "HK.1970."

IMAX®, IMAX® Dome, IMAX® 3D, IMAX® 3D Dome, Experience It In IMAX®, The IMAX Experience®, An IMAX Experience®, An IMAX 3D Experience®, IMAX DMR®, DMR®, IMAX nXos® and Films to the Fullest®, are trademarks and trade names of the Company or its subsidiaries that are registered or otherwise protected under laws of various jurisdictions. More information about the Company can be found at www.imax.com. You may also connect with IMAX on Instagram (<https://www.instagram.com/imax>), Facebook (www.facebook.com/imax), Twitter (www.twitter.com/imax) and YouTube (www.youtube.com/imaxmovies).

Vista Group International

[Vista Group International Ltd](http://www.vistagroup.co) (Vista Group) is a public company, founded in New Zealand in 1996 and listed on both the New Zealand and Australian stock exchanges in 2014 (NZX & ASX: VGL). The Group provides software and additional technology solutions across the global film industry. Cinema management software is provided by Vista Entertainment Solutions ('Vista Cinema'), the originating business of the Group. Movio (authority in moviegoer data analytics), Veezi (cloud-based software for the independent cinema market), Maccs (film distribution software), Numero (box office reporting software for film distributors and cinemas), Powster (creative studio and marketing platform for movie studios) and Flicks (moviegoer 'go to' portal for movie information) provide an innovative range of complementary products across additional film industry sectors, from production and distribution, to cinema exhibition through to the experience of the moviegoer. Vista Group has offices located in New Zealand (Auckland HQ), Sydney, Cape Town, London, Amsterdam, Groningen, Timișoara, Shanghai, Beijing, Los Angeles, and Mexico City.

www.vistagroup.co

Further Enquiries

lhoulgatte@unic-cinemas.org / +32 4 88 085 195 | @UNIC_Cinemas