

CI —
20-21.11.2025
BRUSSELS —

U**NIC**

EMA

DAYS



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

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Fachverband der Kino-,
Kultur und Vergnügungsbetriebe

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Fédération des Cinémas
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Bulgarian Cinema Association

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Czech Cinema Association

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NORDISK FILM BIOGRAFER

NOS CINEMAS

ODEON CINEMAS GROUP (AMC GROUP)

PATHÉ CINÉMAS

SVENSKA BIO

UGC

VILLAGE CINEMAS

VUE INTERNATIONAL

WORLD CINEZONE

YELMO CINES (CINÉPOLIS GROUP)

THURSDAY 20 NOVEMBER

DoubleTree by Hilton, Brussels City, 3 Rue Gineste, 1210 Brussels

10.30 – 13.30 UNIC WOMEN'S CINEMA LEADERSHIP PROGRAMME

(For mentors & mentees of the 2025/26 edition)

The UNIC Women's Cinema Leadership Programme is a 12-month mentoring scheme for women in cinema exhibition. Now in its ninth edition, it sees 14 senior female industry executives each mentor an 'up and coming' female leader from across the exhibition sector.

Moderated by **Monica Chadha**, Independent Director, Mocha 8

Inspirational speaker: **Javier Sotomayor**, President of International, Regal Cineworld

This programme is sponsored by



UNIC CINEMA DAYS – DAY 1

From 13.00 **REGISTRATION**

Lanyards sponsored by



13:30 **WELCOME COFFEE**

Sponsored by



14.00 **WELCOMING WORDS**

Laura Houlgatte, CEO, UNIC

14.05 **KEYNOTE DEBATE**

The speakers will be sharing their thoughts on the latest trends, opportunities and challenges.

Moderated by **Phil Clapp**, President, UNIC & Chief Executive, UK Cinema Association

Javier Sotomayor, President of International, Regal Cineworld

Mary Kouinoglou, Senior Vice President, Theatrical, EMEA Licensees, Sony Pictures

14.50 **PANEL DEBATE – FOR A FISTFUL OF EUROS**

While many frequent filmgoers are both willing and able to pay for premium experiences—helping cinemas boost revenue per visit—there remains a large segment of infrequent visitors who are less inclined or less able to spend extra on their cinema trips. The danger is twofold: pricing these audiences out of the market altogether or creating the impression that premium formats are the only worthwhile option.

The challenge, then, is finding the right balance. How can cinemas continue to ensure broad penetration and frequency (i.e. more people coming more often to see more films) while increasing revenue per admission? How to strike the right balance and ensure that cinema-going remains an affordable hobby but also a sustainable business proposition?

Moderated by **Claire Beswick**, Founder & CEO, The Living Room Cinema

Set the scene by **Radek Tomasik**, CEO, Ferment Kolektiv

Asger Flygare Bech-Thomsen, CEO, Nordisk Film Cinemas

Laura Fumagalli, Exhibitor, Head of Marketing & Events, Arcadia Cinema

Mathias Holtz, Cinema Program Producer, Folkets Hus och Parker & President, Europa Cinemas

15.30

SPOTLIGHT SESSION – THE KNOCK AND TALK TECHNIQUE – MOTION PICTURE ASSOCIATION'S (MPA) STRATEGY AGAINST PIRACY

Denis Ozcan, Investigations Manager at Alliance for Creativity and Entertainment (ACE), MPA

15.45

COFFEE BREAK

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16.15

UNIC PEOPLE PROGRAMME – INVEST IN YOUR PEOPLE

The only thing worse than training your employees and having them leave is not training them and having them stay. In cinemas, equipping staff with the right skills is crucial for enhancing the guest experience, increasing efficiency, and reducing employee turnover. Let's look at how tools and initiatives can support companies build and support their teams' growth.



Moderated by **Jan Runge**, Independent Advisor / ICTA

Brett King, CEO & Partner, HighRock, presenting CineTrain

Caro Raedts, Europa Cinemas, Coordinator Cinema ZED Leuven, presenting Europa Cinemas Bootcamps

16.50

QUICKFIRE SESSION I – CINEMA ACCESSIBILITY – 'TOUS ENSEMBLE AU CINÉMA' ('ALL TOGETHER AT THE CINEMA')

Julien Marcel, Founder and CEO, Cine Group

17.05

Quickfire session II – Cinema sustainability

Marie-Christine Desandré, CEO, Loft Cinemas & President 'Ecologie des Cinémas' ('Sustainability for cinemas') for the FNCF (French Cinema Association)

Juliette Vigoureux, Founder, LA BASE

17.20

Quickfire session III – Women's Cinema Leadership Programme

Moderated by **Laure Galtier**, Head of Projects & Events, UNIC

Ruth Hinton, Group Head of Customer Experience & Insight, Vue International

Katrin Mathe-Cotillon, Sr. Manager Theatrical Marketing EMEA, Crunchyroll



17.35

CONCLUDING REMARKS

18.45

NETWORKING DRINKS

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19.30

DINNER RECEPTION

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FRIDAY 21 NOVEMBER

DoubleTree by Hilton, Brussels City, 3 Rue Gineste, 1210 Brussels

UNIC CINEMA DAYS – DAY 2

08.30

WELCOME BACK COFFEE

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CINEMA MARKETING LAB / CINEMA TECHNOLOGY LAB

A full day of dedicated panels, presentations, and workshops. While there will be no common session on that day, participants will have the opportunity to connect and network during shared breaks.

UNIC CINEMA MARKETING LAB

The morning will be moderated by Sharon Reid, Director of Marketing and Partnerships, Cinema First Ltd. The Lab will be supported by Laure Galtier, Head of Projects & Events, UNIC, Kamil Jarończyk, Communications & Policy Assistant, UNIC, Chiara Elisa Cuneo, Trainee, UNIC.

9.00

WELCOME AND INTRODUCTION

9.05

PANEL – HOW TO CREATE HABITS AND NOT JUST MOMENTS

Big film releases and initiatives like national cinema days can trigger powerful surges in attendance – but how can cinemas turn those occasional visits into lasting habits? How to keep audiences engaged with the slate between blockbusters, encouraging them to see cinema-going as a regular activity rather than a special event? Could behavioural science models offer insights into how to build sustainable and repeat behaviour?

Moderated by **Angela Malvone**, Project Manager & Business Developer, Cinema and Content Expert
Ruth Hinton, Group Head of Customer Experience & Insight, Vue International
Samir Azrioual, Managing Director, Cineville
Sam Clements, Head of Marketing & Membership, Picturehouse Cinemas

9.45

QUICKFIRE SESSION I – ‘GO BIG & GO HOME’ - CONNECTING CINEMA & HOME-ENTERTAINMENT AUDIENCES

Discover how ODEON Cinemas Group partnered with BASE (British Association for Screen Entertainment) and Amazon Prime Video on a promotional campaign that reconsiders how exhibitors and home-entertainment can work together to influence moviegoing decisions within a unified entertainment ecosystem.

Chris Spelman, Director of Group Partnerships, ODEON Cinemas Group
Liz Bales, Chief Executive, British Association for Screen Entertainment (BASE)
Andrew Stewart, Head of Commercial Partnerships, Amazon Prime Video

10.05

FOCUS SESSION – SILVER-HAIRED SCREENS

A recent NRG report revealed something interesting: Gen Alpha—born between roughly 2013 and 2025—is actually more excited about seeing movies on the big screen than older audiences. But what about the 60+ crowd? What kinds of films are drawing them in? What kind of experience keeps them coming back? And perhaps most importantly—can we still tempt them to make the trip to the cinema?

Moderated by **Sara Frain**, Managing Director, Picturehouse Entertainment
Sylvain Bethenod, CEO, Vertigo Marketing Research
Mark De Quervain, Head of Operations & Cinema Strategy, INDY Cinema Group
Stijn Vanspauwen, Country Manager Box Office Sales & Marketing, Kinepolis
Laura Weber, CEO, CINECITTA'

10.35

QUICKFIRE SESSION II – TURNING EMPTY SEATS INTO A NEW OPPORTUNITY: DIRECT MARKETING AND EXCLUSIVE SALES

Mélanie Canivet, Co-Founder & Sylvain Mante, Co-Founder, Ozzak

10.45

COFFEE BREAK

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11.15

PANEL DEBATE – BEYOND THE HYPE: PRACTICAL AI SOLUTIONS DRIVING CINEMA PERFORMANCE

From automated social scheduling and programming to predictive concession ordering and audience segmentation, artificial intelligence is quietly transforming how cinemas [can] operate. In this session, we will explore AI moving past buzzwords to deliver measurable results and spotlight real implementations that help cinema operators work smarter, not harder.

Moderated by **Martin Berg**, Co-Founder, Mojo Works

Clarissa Bergh, Managing Director, Lillehammer Kino

Patrick von Sychowski, Digital Marketing & Communications Manager, CinemaNext

12.00

QUICKFIRE SESSION III – KINO GAMES: A PROGRAMME TO ENGAGE WITH VIDEO GAMES

Thierry Baujard, Co-Founder, Spielfabrique

12.15

SPOTLIGHT ON UNIC/COCA-COLA RETAIL AWARD: 2025 WINNERS PATHÉ CINÉMAS AND ODEON CINEMAS GROUP

Presented by **Stephanie Morgner**, Senior Director, Away From Home Customers, Coca-Cola Europe

Sabine Goldie-Auger, Commercial Director, Pathé Cinémas

Martin Waller, Group Operations Performance and Development Director, ODEON Cinemas Group

12.30

NETWORKING LUNCH

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13.30

Masterclasses and Group Workshops

UNIC Partners will give practical crash courses on “How to...?” – short set the scene will be followed by workshops.

‘Restoring the Relevance of the Cinema Experience’ by The Boxoffice Company – **Malcolm MacMillan**, Managing Director, UK / EVP Exhibitor Relations, Boost

‘Pushing the Right Buttons: Motivating factors across different film types and audience segments’ by Comscore Movies – **Nena Loncar**, Client Insights Manager, and **Nathalie Kaiser**, Manager, Statistics and Research

‘Turning moviegoer insights into practical marketing strategies’ by VISTA Group – **Lauren Greene**, VP, Strategic Services

‘Fixing the Broken Windows’ by Showtime Analytics – **Richard Power**, CEO

‘Momentum Matters: How Consistent Advertising Builds Trust, Recall & Ticket Sales’ by Gruvi – **Lee Shelton**, Commercial Director

15.30

CLOSING REMARKS & FAREWELL COFFEE

UNIC CINEMA TECHNOLOGY LAB

The Technology Lab will include a series of technical updates, open debates, panels, presentations and group workshops from cinema technology experts. The day will be moderated by Guillaume Branders, Founder, studio funambule. Supported by Gabriele Belluzzi, Industry and Events Assistant, UNIC

9.00 WELCOME AND INTRODUCTION

9.05 THE STATE OF CINEMA TECHNOLOGY

Charlotte Jones, Senior Principal Analyst, Media & Entertainment, Omdia

9.15 KEY CHALLENGES AND OPPORTUNITIES IN CINEMA TECHNOLOGY

Guillaume Branders, Founder, studio funambule, in conversation with **Mike Bradbury**, Head of Cinema Technology, ODEON Cinemas Group

9.35 CONTENT AND INFRASTRUCTURE SECURITY

This session will examine current security challenges in theatrical content distribution, including vulnerabilities linked to legacy equipment. It will include an open discussion with all industry participants aimed at developing a coordinated strategy to address these issues.

Moderated by **Guillaume Branders**, Executive Director, EDCF

Presentation by **Bekhan Batalov**, Manager Content Protection, Motion Picture Association (MPA)

10.20 CINEMA HARDWARE LIFECYCLES: TIME FOR AN INDUSTRY CONVERSATION

Jan Rasmussen, Head of Screen Technology, Nordisk Film Cinemas

10.45 COFFEE BREAK

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11.15 NEXT STEPS IN ENERGY AND OPERATIONAL EFFICIENCY: MAPPING CINEMA'S INNOVATION NEEDS

This interactive workshop will explore how cinemas can enhance their energy and operational efficiency by identifying key industry needs to help shape future R&D priorities.

Moderated by **Jan Petersen**, Owner, Cinetech Consulting, in conversation with **Jan Harmsen**, CTO, Kinopolis, and **Nicolas Harmon**, Projection and Sound Manager, Kinopolis

Presentation by **Brieuc van der Straten Waillet**, Business Development Lead, Jetpack.ai

12.30 NETWORKING LUNCH

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13.30 EPIC: VUE'S NEW PREMIUM LARGE FORMAT EXPERIENCE

Kiril Enikov, Group Director of Cinema Technology, and **Ruth Hinton**, Group Head of Customer Experience & Insight, Vue International

13.45

STAFF TRAINING & CERTIFICATION

Co-produced by the **International Cinema Technology Association (ICTA)**

This collaborative session will provide an overview of the documentation and training resources currently available to cinema professionals. Participants will also be invited to identify gaps and unmet needs, helping to define new areas for development by industry bodies and other relevant partners.

Moderated by **Jan Runge**, Board Member and International Representative, ICTA

14.30

AVATAR: FIRE AND ASH - BEST PRACTICES AND INSIGHTS AHEAD OF RELEASE

Scott Taylor, Senior Manager, Studio Operations, The Walt Disney Company

14.45

CINEMA & CYBERSECURITY: PROTECTING NETWORKS AND EQUIPMENT

Co-produced by the **Cinema Technology Community (CTC)**

As cinema operations become increasingly connected, cybersecurity has become a critical concern. This session will examine vulnerabilities in cinema networks and equipment, and explore best practices in network separation, software maintenance, and risk prevention to ensure the security and resilience of digital cinema infrastructures.

Moderated by **Richard Mitchell**, President, CTC

15.30

TAKEAWAYS AND NEXT STEPS & FAREWELL COFFEE

Passionate about the Big Screen

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exhibition

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