CINEMA DAYS UNIC

5-6.11.2026
BRUSSELS

UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

UNIC ASSOCIATION MEMBERS

AUSTRIA
Fachverband der Kino-, Kultur und Vergnügungsbetriebe

BELGIUM
Fédération des Cinémas de Belgique

BULGARIA
Bulgarian Cinema Association

CZECHIA
Czech Cinema Association

DENMARK
Danske Biografer

FINLAND
Finnish Cinema Exhibitors' Association

FRANCE
Fédération Nationale des Cinémas Français

GERMANY
HDF KINO e.V. (Hauptverband Deutscher Filmtheater)

ISRAEL
Cinema Industry Association

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NETHERLANDS
Dutch Cinema Association (NVBF)

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Film & Kino

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Polish Exhibitors' Association

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UK Cinema Association

SERBIA
Serbian Cinemas Network (Mreža kinoprikazivača Srbije)

UNIC OPERATOR MEMBERS

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SVENSKA BIO
UGC
VILLAGE CINEMAS
VUE INTERNATIONAL
WORLD CINEZONE
YELMO CINES (CINÉPOLIS GROUP)

THURSDAY 5 NOVEMBER

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

10.30–13.30 **UNIC Women's Cinema Leadership Programme 2026/27**

(For mentors & mentees of the 10th edition)

The UNIC Women's Cinema Leadership Programme is a 12-month mentoring scheme for women in cinema exhibition. Now in its tenth 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**, Senior Advisor, Creative Industries, Mocha 8 Ltd

Inspirational speaker: **Julien Marcel**, Founder and CEO, Cine Group & President, KLS VIP

This programme is sponsored by

UNIC Cinema Days – Day I

From 13.00 **REGISTRATION**

Sponsored by

13:30 **WELCOME COFFEE**

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EVENT PHOTOGRAPHER

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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 **Laura Houlgatte**, CEO, UNIC

Paul Higginson, Executive Vice President, EMEA, Universal Pictures International

Christof Papousek, Managing Director & CFO, Cineplexx

14.35 **PANEL I – FROM MOMENTUM TO GROWTH**

Markets across Europe have enjoyed a remarkable 2026, with a strong slate driving enthusiasm for the big-screen experience. The challenge now is to turn that momentum into sustainable growth.

What are audiences telling us about what they want from cinema today? Which films, experiences and innovations resonate - and how does that vary between countries, individual cinemas and different audience groups?

Investment inevitably also involves risk. Cinema remains a hit-driven business, and studios and operators often need to make decisions well before knowing how audiences will respond. How do they decide where to place their bets, measure success and learn from what does - and does not - work?

Bringing together leading exhibitors from across Europe alongside a major studio, this session will explore what recent successes can teach us about audiences, content and the cinema experience – and what the industry should be doing today to turn current momentum into long-term growth.

Moderated by **Elise Brandt**, Owner and CEO, Kuusan Kino Ky
Mary Kouinoglou, Senior Vice President, Theatrical, EMEA Licensees, Sony Pictures
Eric Meyniel, Chief Box-office Officer, Kinepolis
Lucie Morvan, Director of Operations, Yorck Kinogruppe
Otto Turton, Chief Commercial Officer, Vue International

15.15 **QUICKFIRE SESSION I – TRENDS IN CULTURAL & CREATIVE ECONOMIES**
Presented by **Johanna Tircazes**, Support & Development Manager, La French Touch

15:30 **COFFEE BREAK**
Sponsored by VISTA GROUP

16.00 **QUICKFIRE SESSION II – UNIC PEOPLE PROGRAMME – DIVERSITY & INCLUSION**
Introduced by **Kamil Jarończyk**, Policy and Communications Officer, UNIC
Sam Clements, Director of Marketing, Picturehouse Cinemas

16.15 **PANEL II – GOOD FOR YOU? CINEMA AND WELL-BEING**
Cinema has always been a place for entertainment, but a growing body of research is also exploring the relationship between cinema-going and well-being. Recent Global Cinema Federation research found that 73% of audiences say going to the cinema is important to their sense of well-being, underlining the emotional and social benefits audiences associate with the shared theatrical experience.
Other research has looked more broadly at the relationship between participation in cultural activities and physical and mental health, including a recent Japanese study examining links between regular attendance at cinemas, theatres and other cultural venues and healthy ageing. Against a backdrop of growing concerns around loneliness, social isolation and screen fatigue, this session will explore what the evidence tells us about cinema-going and well-being, why the shared experience matters, and what this could mean in practice for cinemas and their audiences.
Set the scene & moderated by **Patrick von Sychowski**, International Editor-in-Chief, Cine Group
Eva Demeter, Director, TISZApART Cinema (Film Therapy Film Club)
Paul Giggal, CEO, MediCinema

16.55 **QUICKFIRE SESSION III – AI & CINEMAS**
Guidelines presented by **Christian Chtuka**, Data & Process Analyst / Cybersecurity Officer, DG IUST, European Parliament

17.10 **QUICKFIRE SESSION IV – UNIC WOMEN'S CINEMA LEADERSHIP PROGRAMME**
Moderated by **Laure Galtier**, Head of Projects & Events, UNIC
Aileen Thomas, Managing Director, Thomas Filmtheater / Cineplex Bayreuth
Silje Utkilen, Managing Director, Hamar Kino

17.30 **CONCLUDING REMARKS**
Jaime Tarrazón, President, UNIC

18.45 **NETWORKING DRINKS**
Sponsored by SHOWTIME analytics MDI

19.30 **DINNER RECEPTION**
Sponsored by BARCO Gofilex since 1938

FRIDAY 6 NOVEMBER

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

UNIC Cinema Days – Day II

08.30 **WELCOME BACK COFFEE**
Sponsored by RENTRAK

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 day will be emceed by Erin Von Hoetzendorff, Vice President, Membership and Global Affairs, Cinema United. The Lab will be supported by Laure Galtier, Head of Projects & Events, UNIC, Kamil Jarończyk, Policy & Communications Officer, UNIC, and Chiara Cuneo, Policy & Events Assistant, UNIC.

9.00 **QUICKFIRE SESSION I – CINEPLEX RFM ANALYSIS MODEL ON UNDERSTANDING CUSTOMER LOYALTY**
Thomas Limmer, Digital Director, Cineplex

9.15 **PRESENTATIONS AND INTERACTIVE SESSIONS**
Each UNIC Marketing Partner will hold a 20-minute session in a plenary setting, presenting a topic of their choice, and including an interactive part.
Rentrak – Nancy Tartaglione "Innovative ways to grow attendance and future KPIs"
The Boxoffice Company – Laureen Philippe & Graeme Watt "Your Next Customer Asked an AI First"
Gruvi – Oanh Nguyenova & Navrin Secker "Gen Z Is Showing Up. So Must We"

10.20 **QUICKFIRE SESSION II – SIMPLYIA CASE STUDY**
Grégory Schuber, CEO & Co-Founder, Simplyia

10.40 **COFFEE BREAK**
Sponsored by REAL D 3D

11.10 **PANEL – THE POTENTIAL OF CREATOR-LED FILMS IN CINEMAS**
Films led by Youtube creators have performed beyond expectations in cinemas 2025 and 2026 - from Iron Lung to The Amazing Digital Circus, Obsession and Backrooms - attracting crowds of Gen Zers and online fans. What makes this type of content so attractive? Is this a temporary hype or does this content have long-term potential for cinemas? Will these films adapt to the existing distribution channels, or should they consider alternative distribution paths? How should cinemas promote these films and attract their target audience?
Moderated by **Marija Samardžić**, Program Editor / Marketing Manager, Pančevo Cultural Centre, Serbia
Set the scene by **Charlotte Jones**, Associate Director - Cinema, Omdia
In discussion with:
Sophie Ménard, Head of Marketing and Publicity, Piece of Magic Entertainment
Etienne Rouillon, Director, MK2.alt

12.00 **SPOTLIGHT ON UNIC/COCA-COLA RETAIL AWARD: 2026 WINNERS**

Presented by **Stephanie Morgner**, Senior Director, Away From Home Customers, Coca-Cola Europe
Andreas Hufer, Head of Sales & Business Development, Member of the Management Board, Kinopolis Management Multiplex GmbH

12.20 **QUICKFIRE SESSION III – COLLABORATE TO INNOVATE PROJECT "EUROPEAN CINEMA PASS SERBIA"**
Boban Stefanović, President, Serbian Cinemas Network

12.40 **NETWORKING LUNCH**
Sponsored by

13.40 **PRESENTATIONS AND INTERACTIVE SESSIONS**
Each UNIC Marketing Partner will hold a 20-minute session in a plenary setting, presenting a topic of their choice, and including an interactive part.
Vista Group – Lauren Greene "Measuring What Moves Moviegoers: Should emphasis shift from engagement to attendance and spend?"
Showtime Analytics – Richard Power "Smart AI, Safe Data: What Cinemas Need to Know"
Compeso – Léon Brechlin "Cinema: The Story We Forgot to Tell"

14.40 **PANEL – THE COLLECTIBLE OBSESSION: FROM LIMITED-EDITION CONCESSION MERCHANDISE TO ORIGINAL CINEMA-BRANDED GOODIES**
From limited-edition popcorn buckets and themed drink cups to exclusive film merchandise, collectibles are becoming an increasingly popular part of the cinema-going experience. Beyond generating additional concession revenues, they offer new ways to engage audiences, build excitement around film releases and extend the experience beyond the screening itself. How are cinema operators embracing this trend, what makes a collectible successful, and what opportunities does it create for exhibitors and their partners? This panel brings together cinema operators and merchandise specialists to share their experiences and explore the growing potential of cinema collectibles.
Moderated by **Marianne Tronet**, Senior Marketing Manager, Everyman Media Group PLC
Nuno Aguiar, Director, NOS Cinemas
Frank Groot, Financial Director / Programmer, KINO Rotterdam
Julie Quirke, Regional Director Europe, Zinc Group

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 Sonia Ragone, Senior Industry Relations & Research Manager, UNIC.

9.00 **EXHIBITORS ONLY DISCUSSION 'CLOSED SESSION'**
Moderated by **Mike Bradbury**, Head of Cinema Technology, ODEON Cinemas Group

10.00 **THE TECHNOLOGY LAB OPENS TO MANUFACTURERS**

10.05 **PANEL – FROM FORMAT TO FOMO: HOW THE ODYSSEY MADE IMAX 70MM AN EVENT**
Christopher Nolan's The Odyssey has broken records, becoming the highest-grossing IMAX release of all time. Around $70 million came from just 41 IMAX 70mm locations worldwide, offering what is widely considered the 18K gold standard presentation. Beyond the impressive figures, The Odyssey has demonstrated how a premium format can become an event in its own right, generating excitement, driving demand and giving

audiences another compelling reason to experience a film on the big screen. This panel welcomes representatives from three of the six cinemas equipped with IMAX 70mm across Europe and the UK.
Moderated by **Orianne Bastar**, Cinema Technical Coordinator, British Film Institute
Jacques Durand, Director of Technical Strategy and Procurement, Pathé France
Nicolas Hamon, Head of Projection & Sound, Kinepolis
John Schreiner, Senior Vice President Theatre Development EMEA, IMAX
Stijn Vanspauwen, Country Manager Box Office Sales & Marketing, Kinepolis

10.45 **COFFEE BREAK**
Sponsored by REAL D 3D

11.20 **PRESENTATION AND GROUP WORKSHOPS – EQUIPMENT SUSTAINABILITY AND LIFETIME. PRODUCED BY THE EUROPEAN DIGITAL CINEMA FORUM (EDCF)**
Led by **Guillaume Branders**, Executive Director, EDCF and **Ian Robbins**, SVP, Global Operations and Strategic Planning, Cinema, Deluxe

12.10 **PANEL AND OPEN DISCUSSION – LOUDNESS IN THE PRESHOW**
Moderated by **Julian Pinn**, CEO, SAWA and sound expert
Faustine Nataf-Cantor, Deputy General Director, Mediavision
Loys Philibert, CTO, ADDE

12.40 **NETWORKING LUNCH**
Sponsored by BOXOFFICE GRUVI

13.40 **PANEL – MULTIPLICATION OF FORMATS – CHALLENGE OR OPPORTUNITY?**
The cinema industry has never offered audiences more ways to experience a film. A single release may now exist in multiple aspect ratios, language versions, sound formats, 2D and 3D presentations, premium large formats, and immersive experiences. While this diversification creates opportunities for innovation, differentiation, and enhanced audience experiences, it also introduces new challenges across the value chain, including content preparation, distribution, exhibition, and day-to-day operations. Drawing on perspectives from exhibitors, technology providers and content delivery specialists, this panel will explore whether the continued multiplication of formats is creating sustainable value for audiences and the industry, or whether increasing complexity risks undermining those benefits.
Moderated by **Marie-Laure Barrau-Sabatini**, General Manager Northern Europe, Deluxe
Youry Bredewold, Head of Dolby Cinema Relations EMEAI, Dolby Laboratories
Laura Fumagalli, Exhibitor, Head of Marketing and Events, Arcadia Cinemas
Jan Harmsen, Head of Cinema Technology, Kinopolis Management Multiplex GmbH
Karina Neill, Managing Director and VP of Sales EMEA, RealD

14.30 **PRESENTATION AND OPEN DISCUSSION – KEEPING IT COOL: FROM HVAC CHALLENGES TO INTELLIGENT CINEMA OPERATIONS. PRODUCED BY THE INTERNATIONAL CINEMA TECHNOLOGY ASSOCIATION (ICTA)**
Rising summer temperatures are putting cinema operations under pressure. How can cinemas keep audiences comfortable, projection equipment running and energy consumption under control?
Join cinema operators, HVAC specialists, technology manufacturers and software providers to explore practical solutions for smarter, more sustainable cinema operations.
Moderated by **Jan Runge**, International Representative, ICTA and **Araceli Vaello**, Vice President, Solutions, CinemaNext Group and International Director, ICTA
Francesco Robimarga, Senior Policy and Advocacy Officer, REHVA

15.10 **PRESENTATION & OPEN DISCUSSION – GUIDE ON LIVE EVENT DELIVERY FOR CINEMA OPERATORS**
Cathy Huis in 't veld-Esser, CTO, Gofilex

15.30 **TAKEAWAYS, NEXT STEPS & FAREWELL COFFEE**

Passionate about the Big Screen

Partners of European cinema exhibition

UNIC IS PROUD OF ITS PARTNERSHIP WITH LEADING BRANDS IN THE EUROPEAN CINEMA SPACE

CineEurope

Official Convention of the International Union of Cinemas

21-24 June 2027

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