- 20 előadás, 5 workshop /(re)start your own cinema/
- 30 juniors / 12 executives / 23 trainers
- Akkreditáció a velencei filmfesztiválra
- Tréning anyag, szállás és étkezés San Servolo szigetén
- Networking & Kapcsolat építés
- Feltétel: jó angol tudás

ELŐADÁS TÉMÁK

- Mozi tereinek újragondolása (építészet), **üzleti terv**, 5 éves költségvetés megtervezése, pénzalap előteremtése (fundraising), **közösségi finanszírozás (crowdfunding).** *közönségkapcsolatok építése (fiatalok megszólítása)*, data research és digitális marketing, **film programming**, POP-UP CINEMA & SOLAR CINEMA, új technológiák megjelenése (vászon, hangrendszer), **alternatív műsorszolgáltatás**, zöld mozi, EC Innovációs díjat nyert mozi bemutatása, hasznos applikációk használata a mozikban

Audience Development

- 6 things to know: 1. yourself 2. what your existing audience wants 3. what your potential audience wants 4. what is coming (new technologies etc.) 5. how you are going to communicate 6. what are your limits & strenghts

- Who is the audience? Why do people go to cinema?
- Why they will continue going to see films in a Cinema Theater? = Because we are looking for an experience. A positive experience.
- Types of cinema-goers; looking for:
- an emotional experience
- a social experience
- an intellectual / learning or philosophical experience
- an aesthetical / mystical or life-inspiring experience

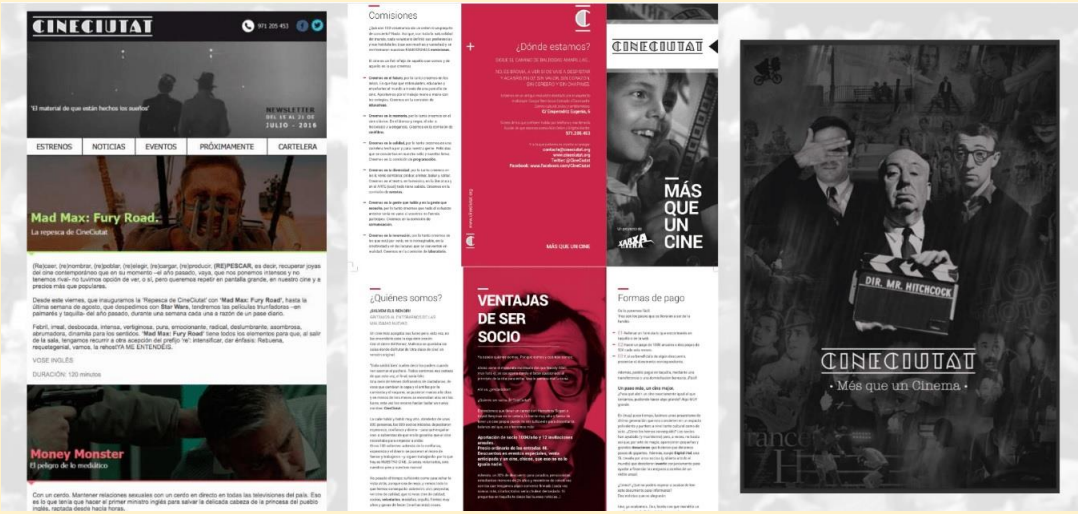
CREATE an EVENT!

- **Our cinemas should be able to build–up unique experiences, based on our Cinemas identity!**

Customer experience, Customer Power, Community

I. Be someone they recognise:

- Image
- Voice
- Attitude
- Trademarks (védjegy)



II. Research (public, private, multi-sector...)
Surveys
Listen (Focus groups, ticket booth, hall...)

III. Film experience is important:
- Offline Post-show (eat, drink, share...)
- Online Post-show (comment, share...)

QUALITY ALWAYS WINS!

Data Research

1. Stop before you do anything! Be clear about your objectives – why do you want to know this?

- **What is your overall aim?**
- Why are you doing this research?
- Why do you want to know this?
- What difference will it make?
- What will you do with the information?

Desk research

	Internal	External
What it is	Information in your own organisation	Information outside of your organisation
Sources	Box office data, e-mail, web and social analytics, membership, feedback forms, previous research, your FOH staff	Other organisations, funders, local government, networks & web resources
Good for finding out	What you already know about your audiences and identifying gaps	Context, eg local population profile, tourism statistics, case studies from other organisations, national cinema trends, cultural trends and barriers
Advantages	Easy and free to obtain, and specific to your organisation	Easy and free to obtain, useful background context
Disadvantage	Not specific to your research objectives	

2. Check the information you need doesn't already exist

- **Desk research: internal & external**

Data research 2.0

3. Choose the right research method:

- **Primary research: quantitative & qualitative**
- **Use free surveys**
- F. e. : What can we do to reach more young people ? What's the best research method?

= **Qualitative** – you need to know *why* young people aren't coming so you can do something about it

→ discussions with the type of young people you want to reach

4. Think carefully about your questions!

- Go back to your objectives
- Does this survey/discussion/analytics question give me the information I need ?
- Apply the VUMI test = Will the information I get from these questions be **V**aluable **U**seful or **M**erely **I**nteresting
- Don't ask about things you can't/won't change!

Primary research

	Quantitative	Qualitative
Good for finding out	Numbers and proportions of people that fit set criteria eg age & frequency, people's behaviours	Richer information about beliefs, motivations and attitudes
Sample sizes	Large	Small
Methods	Questionnaire – in person, e-survey, telephone, social, web pop-up	Discussion groups, depth interviews
Types of questions	Tick boxes, statements, ratings scales etc	Open ended
Advantages	Low cost/free and DIY. Can scale up answers to whole audience	Gets behind what people do to why they do it
Disadvantages	Only tells you *what* people do, not *why*, answers pre-set questions	Can be expensive and needs expertise. Harder to assume true of whole audience

Sarah Boiling Associates 2019

SurveyMonkey

kwiksurveys

SmartSurvey™

Understand your audience

- Think about **Growth, Health, Action**
- Growth = new followers, likes to an account, email or blog subscribers, website conversions etc.
- Health = how engaged are our audiences with the content on those channels? Eg comments, shares
- Action = if we wanted them to take an action eg watch a trailer, book a ticket

Survey top tips

✓Keep questions short and simple
✓The shorter the survey the better
✓Ensure a logical flow to questions
✓Start with easy questions
✓Have some –but not too many -open responses
✓Use standard questions (and answer codes) if possible
✓Ask personal questions at the end
✓Test your survey

Crowdfunding (Közösségi finanszírozás)

Case Study: Kino Usmev (Slovakia) (http://www.kinousmev.sk/)

Key learnings:

- CREATE COMPLEX CAMPAIGN, PLAY WITH EMOTIONS, CATCHY CLAIM (PITCH)
- 2 WEEKS BEFORE!!!!
- FIRST DAY!
- FIRST WEEK
- **LAST WEEK**
- **FRIENDS, FANS, FAMILY!!!**
- **DREAM BIG**
- UPDATE YOUR GOALS
- COMMUNICATE CONSTANTLY
- INFLUENCERS WON'T HURT YOU
- SM PLATFORM COULD BE OF A GREAT HELP
- INVOLVE STAFF

How they did it:

ONLINE:

PRE-CAMPAIGN
FB + INSTA POSTS
VIDEOS
DIRECT MAIL + MESSAGES
WEEKLY NEWSLETTER
MEDIA ARTICLES

OFFLINE:

ON SCREEN
WORD OF MOUTH
BANNER IN THE BAR
POSTER AND 3D MODEL IN THE BAR

Kino Úsmev
Published by Barbora Tóthová [?] · November 12, 2018 ·

DARUJ ÚSMEVU NOVÝ IMPULZ!
Milí priatelia! Dnes sa dejú veľké veci! Po prvý krát spúšťame crowdfundingovú kampaň! V Kine Úsmev potrebujeme otvoriť ešte jednu kinosálu, aby sme Vám mohli premietať ešte viac filmov, v modernom a pohodlnom prostredí s extra službami Rozhodli sme sa preto oživiť legendárne Kino Impulz, ktoré Košičanov v 90. rokoch tešilo mäkkými červenými sedačkami a paniami uvádzačkami, ktoré nosili kávičku a čaj až na miesto Na dofinancovanie druhej kinosály potrebujeme vyzbierať minimálne 10 000 EUR a máme na to presne 36 dní! Veríme, že s Vašou pomocou sa nám to podarí DARUJ ÚSMEVU NOVÝ IMPULZ! --> klikaj, zdieľaj, prispievaj Tvoje Kino Úsmev
http://bit.ly/impulzkino Daruj Úsmevu nový Impulz!

HITHIT.COM
Hithit - Kino Impulz - druhá kinosála Úsmevu v Košiciach
Learn More

32,471 People Reached
3,007 Engagements
Boost Again

Performance for Your Post

32,471 People Reached

593 Reactions, Comments & Shares

392 Like	89 On Post	303 On Shares
47 Love	14 On Post	33 On Shares
1 Haha	0 On Post	1 On Shares
1 Wow	0 On Post	1 On Shares
18 Comments	3 On Post	15 On Shares
135 Shares	128 On Post	7 On Shares

2,414 Post Clicks

0 Photo Views	728 Link Clicks	1,686 Other Clicks

NEGATIVE FEEDBACK

9 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

307 323 Kč
vybráno z 258 450 Kč
118% splněno
371 lidí přispělo
Film
Košice, Košický kraj, Slovensko
Úspěšně dokončený

Vyberte si odměnu za váš příspěvek

DIKY! 74
Tak ty si ozajstný filantrop! Podporíš a nič za to nechceš. Ale my ti aj tak

SMILE S IMPULZOM! 16 z 20
Smile je úsmevný stánok pred, kde si s

KOLCUN PRE IMPULZ 54 z 120
Prechádzka s výkladom legendárneho

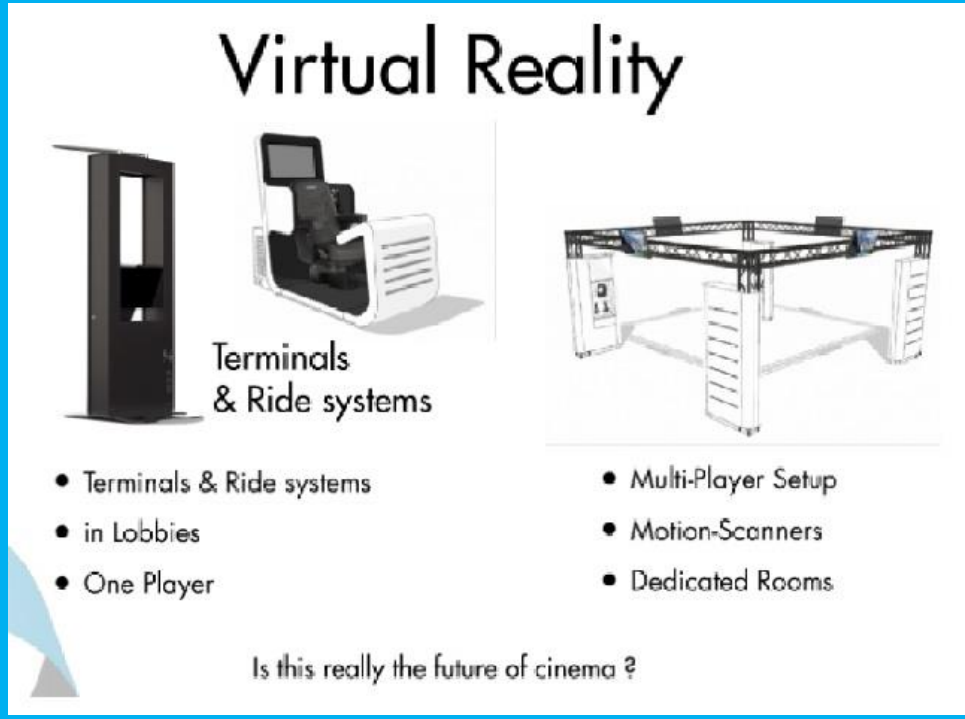
ROBIN PRE IMPULZ 13 z 20
Mmmmm Hot dog. Horúci pes, Robin, Robin je pes, Robin Street Food. Pouličný

Új Technológiák: VR (virtual reality) & AR (augmented reality)

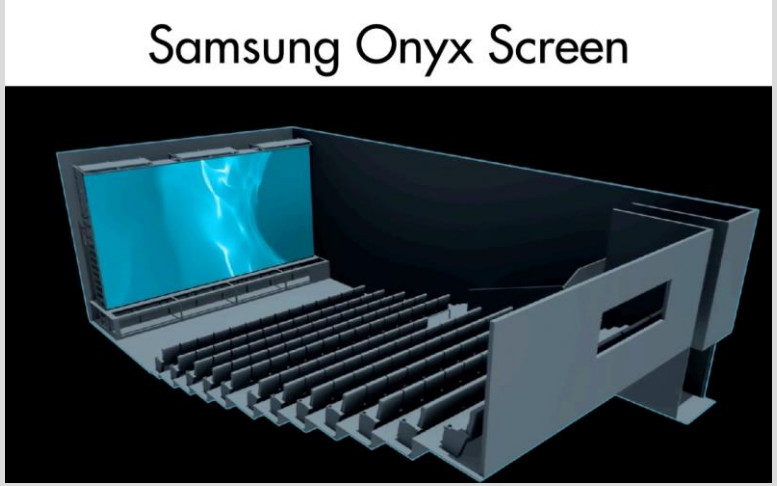
AR: a valóság egyfajta virtuális (látszólagos) kibővítése, amikor egy mobiltelefon kamerájával szétnézve vagy egy erre a célra létrehozott szemüveget használva a valós környezetbe virtuális elemeket vetítünk.
VR: a virtuális valóság egy számítógépes környezet által létrehozott, mesterséges világ, melybe a felhasználók megpróbálnak minél jobban belemélyedni és beleélni magukat az adott virtuális világban történő eseményekbe

VR: Stereoscopic Displays with Lens for Eyes Accommodation

- Infinite (határtalan) Room Experience
- Tracking of Head position for creating live picture out of 3D graphics
- Technical Limitations: Resolution, Infinity, Wearing comfort
- Dramaturgic limitations: Guided storytelling is much more difficult, no directed camera position



Samsung Onyx Screen



What the advertising clip does not tell you:

- Loss of depth of your auditorium
- Intensive exhaust and AC necessary
- Currently only 2 size: 10,2 x 5,4m or 5,1 x 2,7m
- Big Power consumption 6kW-10kW >> 3x higher then Xenon
- Very temperature sensitive
- Involves Sound system change
- Price: 680.000 € /180.000 €
- 100.000 hrs > But how long is warranty time ? >
- BUT > This will be the way to go in the future

GREEN CINEMA (HOME – MANCHESTER)

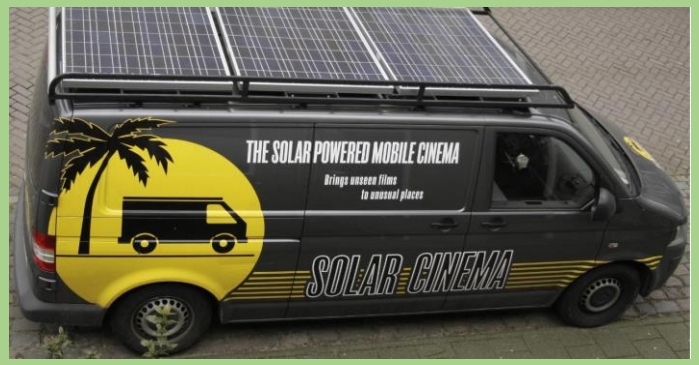
Art & Cultural venue: https://homemcr.org

Vision: is to be a best-practice arts and cultural venue, with environmental, social and economic sustainability

- Two rooftop honeybee hives above the cinema – 4 apiarists (méhész)
- All new starters are trained within 6 months (Carbon Literacy= the awareness of climate change and the climate impacts of mankind's everyday actions)
- Zero plastic by 2020 (HOME keepcups are available in the bookshop and bar. Buy 1 + get a % on hot drinks)
- They use a 100% renewable energy supplier for electricity. Plan: Reduce your carbon footprint
- Engage the audience: Travelling to the cinema by bus, train/tram/bike

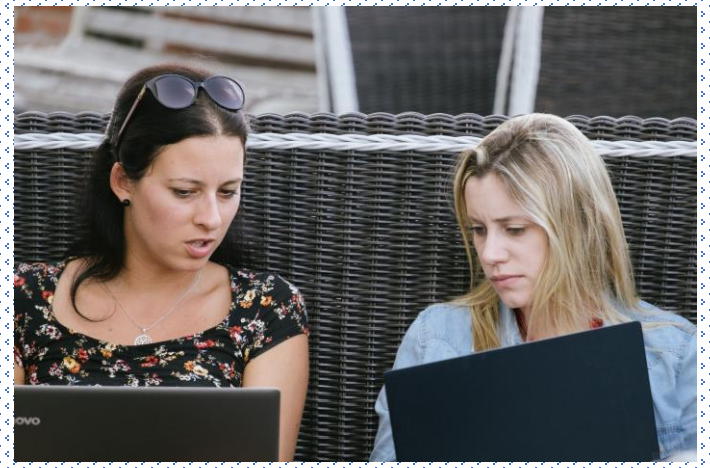
Solar and pop-up cinema: nomadic cinema

- Picnic cinema: bring your own food and drinks
- Joined effort in cleaning
- Raise awareness through film
- Collaborate
- Programming: Not title specific



THANK YOU FOR YOUR ATTENTION

KeepCalmAndPosters.com



For more information contact:

Demeter Éva

office@tiszamozi.hu

+ 70 222-3100