



Creative Lab European Arthouse Cinema Day

So happy you are here! Share your
experience with **#backtocinema**



Co-funded by the
European Union



Creative
Europe
MEDIA

Creative Lab.

Our agenda for today.

11:00	Kick-Off Agenda & technical notes
11:05	Warm Up: Get to know us Learn about your hosts and "Back to cinema"
11:25	Guide for your marketing Marketing strategy and knowledge transfer social media marketing
11:35	Marketing material Presentation marketing material EACD 2021
11:40	3C's for Art Cinema Day Basis for the development of ideas
11:45	Interaktive brainstorming: Let's break out Collection of ideas in small groups
12:40	Old and new ideas from around the world Get inspired
12:45	Closing



How to zoom with us.

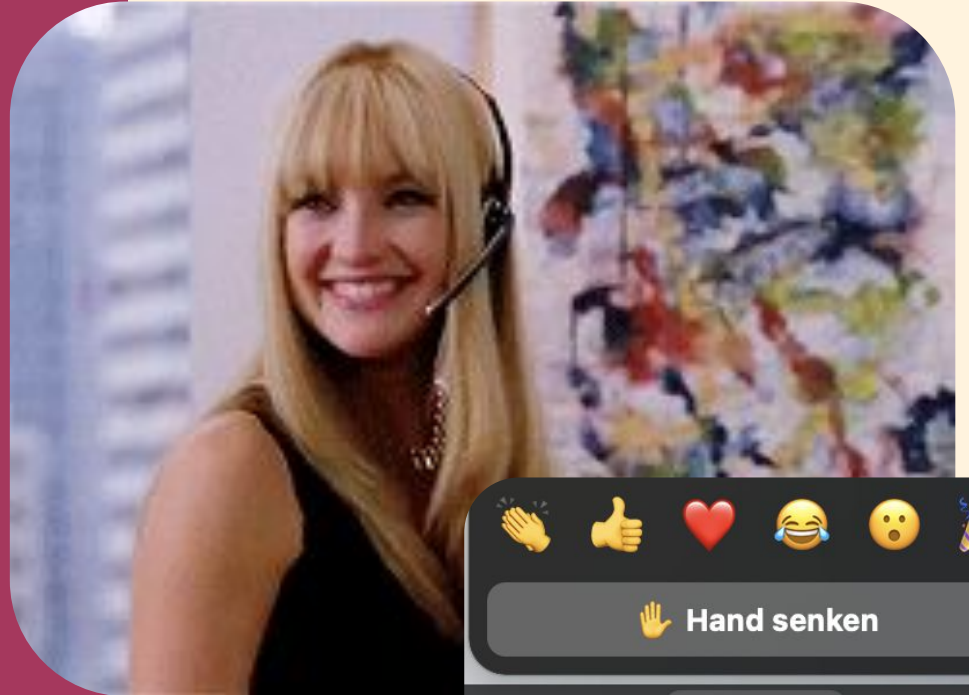


Camera on – mic off

Ask questions in chat

Raise hand to talk

Use reactions for feedback





Warm-Up: Get to know us

Learn about your hosts and “Back to Cinema”

Kick-Off

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Presentation marketing material EACD 2021

3C's for Art Cinema Day

Basis for the development of ideas

Interaktive brainstorming: Let's break out

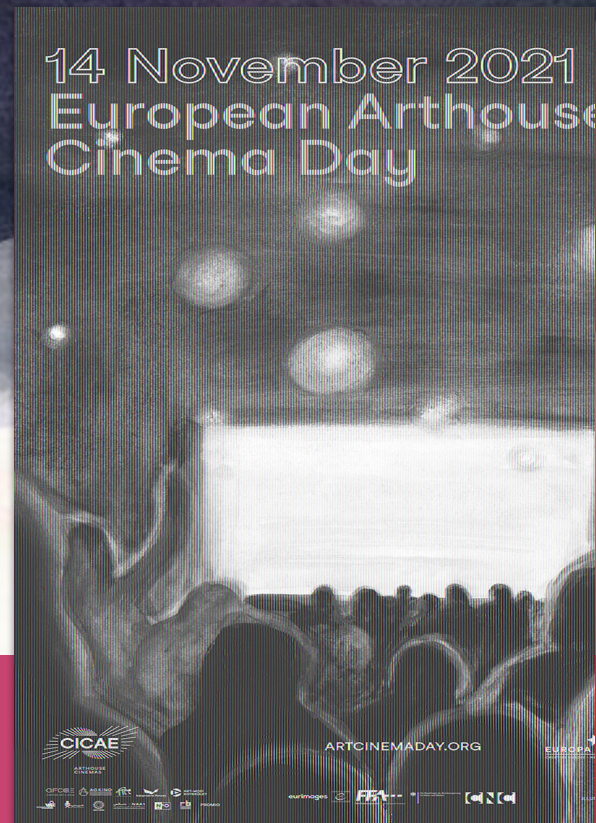
Collection of ideas in small groups

Old and new ideas from around the world

Get inspired

Closing

About the European Arthouse Cinema Day



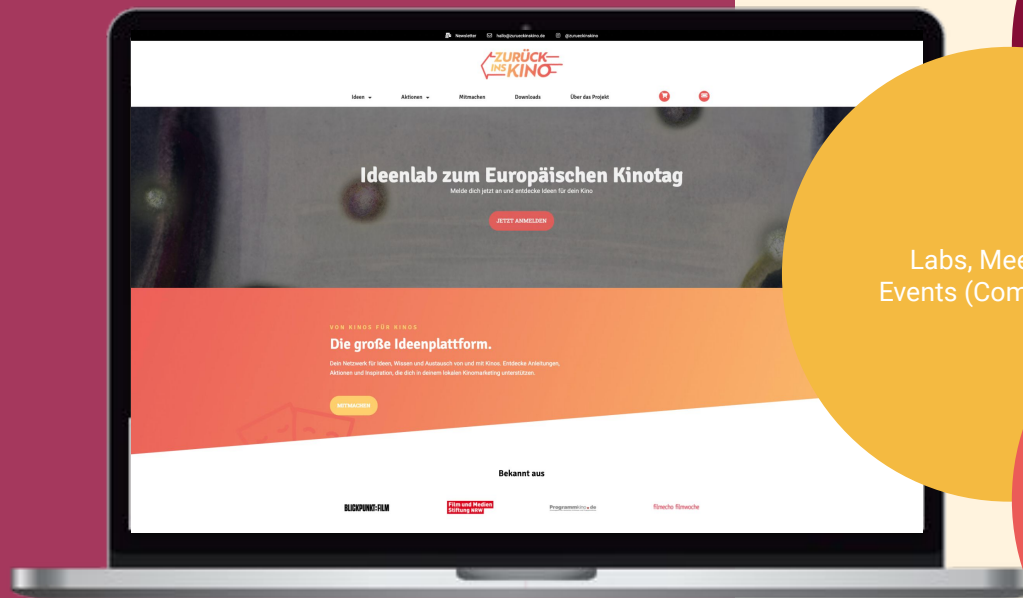
Back to Cinema. Meet the Team.

Deborah Shirley Cohrs &
Thilo Pickartz



Back to Cinema

Platform for ideas by
cinemas for cinemas



Community on
Facebook & Instagram

Labs, MeetUps &
Events (Coming soon)

Exclusive Newsletter to
stay up to day

Ideas, materials and
knowledge on the blog

Creative Labs with “Back to Cinema”

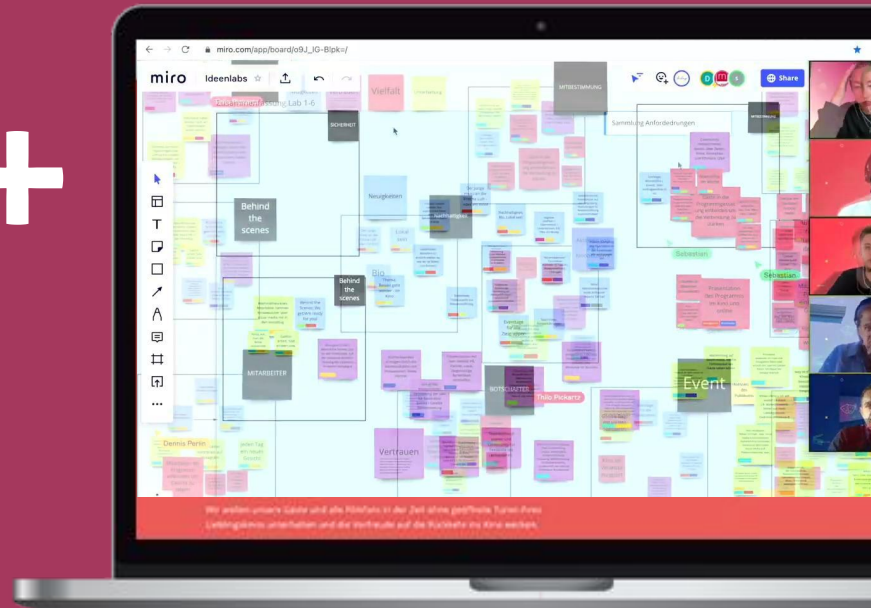


Success of “Dein Kino öffnet. Für Dich”

250+ 100+

Participants

Ideas



Together. But individually.





Guide for your marketing

Marketing strategy and knowledge transfer
social media marketing

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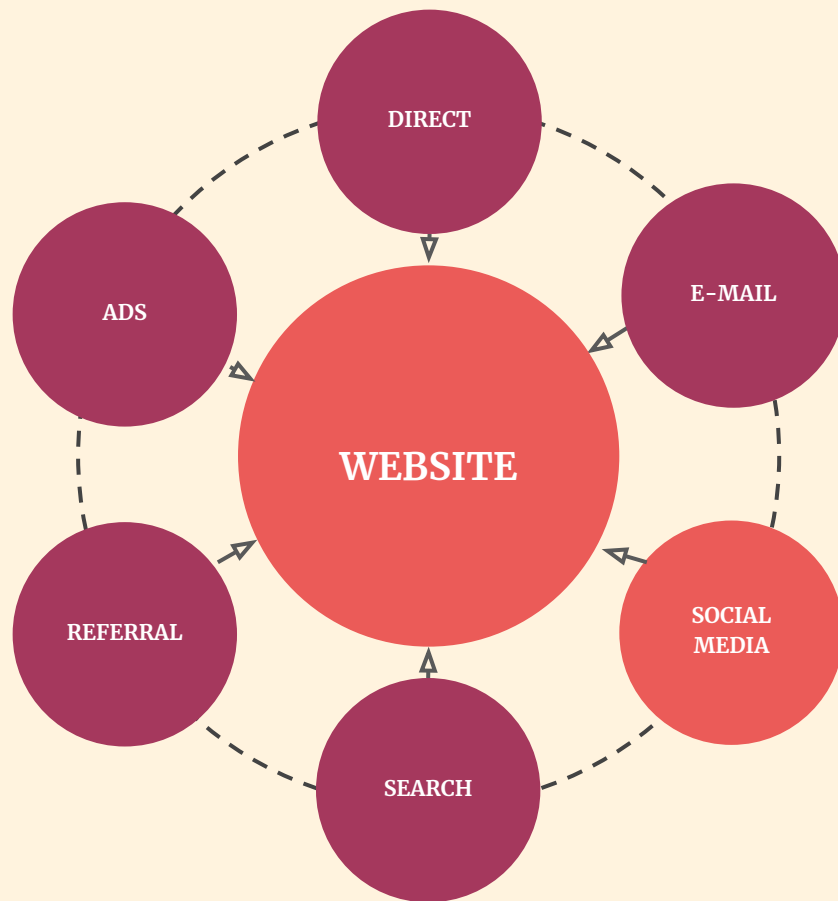
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Social Media for Cinemas



Facebook

Programming

Ticket sales



Instagram

Character

Brand building



LinkedIn

Opinions

Network



TikTok

Trends

Reach



WhatsApp

Communication

Trust



marketing material

Presentation of marketing material for EACD 2021

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BACK TO
CINEMA

European Arthouse Cinema Day

14 • 11 • 21



14 November 2021
European Arthouse
Cinema Day



3C's for Art Cinema Day

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1

Character

cinematic marketing with a lot of personality

2

Community

cinematic involvement of the community

3

Connecting Europe

It's not only us - it's a big thing all over europe. Individually and together.





Interactive brainstorming: Let's break out

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Sum-Up of the break-out sessions



Ideas from around the world

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More Ideas...

Was ist der Europäische Kinotag?

Mit dem EUROPEAN ARTHOUSE CINEMA DAY (oder: dem Europäischen Kinotag) bekommen der europäische Film und alle leidenschaftlichen Kinobetreiber endlich einen Feiertag. Dieses Highlight möchten wir daher gemeinsam mit Ihnen genießen! In über 700 Kinos in Europa wird dieser Tag und der europäische Film zelebriert. Bei uns können Sie sich mit verschiedensten Filmen zu verschiedenen Uhrzeiten ein ganz eigenes „Festival-Programm“ zusammenstellen. Um den Tag zu etwas ganz besonderem zu machen, gibt es gleich zwei Vorpremieren - mindestens 2 Wochen vor offiziellem Filmstart!

Wir freuen uns, diesen Tag mit Ihnen an dem Ort zu erleben, für den gute Filme gemacht werden - im Kino!

kinouniversumbac • Abonnieren ...
Backnang

kinouniversumbacknang Am 13.10. ist ein ganz besonderer Tag - der Europäische Kinotag! Wir konnten für euch gleich zwei besondere Vorpremieren organisieren. Das Portrait einer jungen Frau in Flammen in der deutschen Version und Das Wunder von Marseille im französischen Original mit Untertiteln.

Wir freuen uns auf Euch! 🍿

#europäischerkinotag
#wirliebengutefilme #vorpremieren
#Filmfestival #kinouniversumbacknang



Vorpremiere!



Vorpremiere!

[Cinemas] bring people together.

IDEENLABS FÜR KINOS ZUM EUROPÄISCHEN KINOTAG
IDEA LAB FOR THE EUROPEAN ARTHOUSE CINEMA DAY

kinouniversumbac
Backnang

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Wir freuen uns auf Euch! 🍿

#europäischerkinotag
#wirliebengutefilme #vorpremieren
#Filmfestival #kinouniversumbacnang



Gefällt 10 Mal

4. OKTOBER 2019

Kommentar hinzufügen ...

Posten

...and some more.

1. The European Cinema Day film selection
2. Show your expertise: recommendations
3. Back to the cinema: what has happened since your last visit to the cinema?
4. Introduce your cinema team
5. Use the day for content



AKTIONEN

ART CINEMA DAY

**Find ideas for
the European
Cinema
Arthouse Day**

Ideas and Materials for the European Cinema Arthouse Day

This year, the sixth European Art Cinema Day will take place on November 14, 2021. This Europe-wide day is organized by the arthouse association CICAIE together with Europa Cinemas. The focus of this day is on arthouse cinema, as it celebrates the diversity of European cinemas as well as of European arthouse films. Each year, more than 600 cinemas in 40 countries participate.

MITMACHEN »

BACK TO
CINEMA

Thank you.

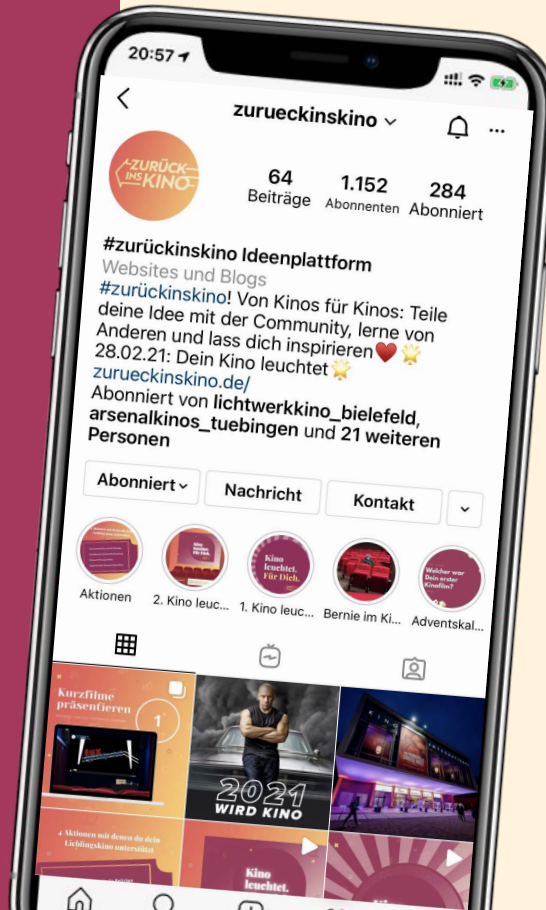


Feedback please.

Join the community.



BACK TO
CINEMA



backtocinema.eu coming soon...

ZURÜCK— INS KINO

Die große Ideenplattform für Kinos

Von Deborah Shirley Cohrs und Thilo Pickartz. Mit Petra Rockenfeller, Sebastian Schmid, Dennis Perlin und Martin Turowski.

@zurueckinskino.de / zurueckinskino.de / hallo@zurueckinskino.de