

Before

Schirmherren

During

After

Pressearbeit: Was passiert lokal bei uns ganz speziell an diesem gemeinsamen Tag?

character

Landingpage auf Kinowebsite: Übersicht der Filme und Veranstaltungen sowie Aktionen

community

Digitale Grußworte

character

Filmquiz im Vorprogramm als DCP: 10 Bilder - 10 Fragen vor jedem Film am EACD

community

Gewinner = Heidelberger Cineastekönig

community

lokale Influencer suchen: Story zu Bezug zum Kino und Filmtipp

community

Statements der Stars zu den Filmen (Todo Verleih)

character

Bonusmaterial: Interviews etc.

character

Digitale Live-Interviews / Übertragungen: QnA

connecting Europe

Berichterstattung Europa im ;ino

community

Produkt kennen!

community

Filmeinführungen als Video oder Live

character

Filmempfehlung von europäischem Kinokollegen als Aufsager

connecting Europe

Vox Pops Gäst: Was ist Europa, das besondere Europäischen Film

community

Filmempfehlung z.B. als Video -> Unser Programm ist kuratiert

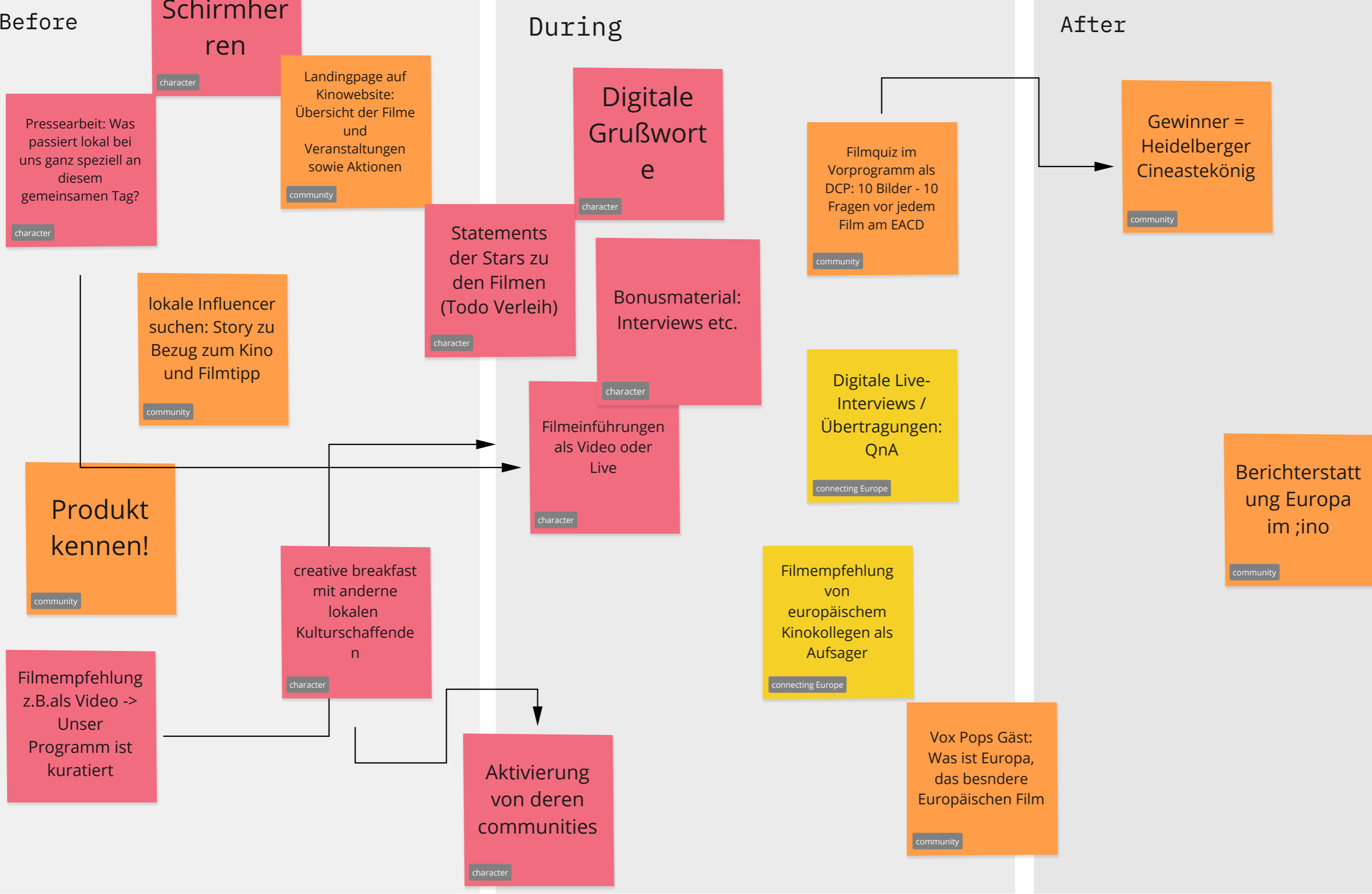
character

creative breakfast mit anderen lokalen Kulturschaffenden

character

Aktivierung von deren communities

character



Before

Regelmäßige Kommunikation und Themen strecken
community

Partnerkino europäisch
Ländern (Hannover mit Polen)
connecting Europe

Stadt-Kontakte nutzen?
connecting Europe

Foto mit Text - Social Media
connecting Europe

Begrüßung austauschen / Vorprogramm
connecting Europe

Was ist der europäische Kinotag? Slideshow erstellen
community

Kontakte passend zu filmen: Kontakt z.B. aus Frankreich und das Kinoland vorstellen
connecting Europe

Kinogeschichte kommunizieren
community

Eigene und die der Länder der Filme
connecting Europe

Wie viele Kinos sind so "alt" wie mein Kino?
connecting Europe

Lay-Over um alles in einem Design zu haben
connecting Europe

Tür öffnet sich / Menschen zeigen
connecting Europe

Eine Aktion in allen Kinos??
connecting Europe

Kinosaal-Hallo-Video?
connecting Europe

Interview - Filmtipp aus [LAND]
connecting Europe

Foto a la Bernie Sanders??
connecting Europe

Farben des Landes projizieren / Kino leuchtet. 2.0 vorher??
connecting Europe

During

Filmcontent mit Event-Charakter anreichern (wie schafft man ein Erlebnis?)
character

Regionale Zusammenarbeiten
character

Gemeinsam mit Partnern ein Erlebnis schaffen
community

Experience erschaffen
character

Fotopunkte im Foyer und im Saal schaffen / Leinwand nutzen
character

Kooperationspartner: Passend zum Filminhalt
community

Buffet erschaffen bringe etwas aus deinem Land
community

Wand für Botschaften erschaffen / Fotos teilen
character

Netzwerk und Forum schaffen
community

After

Gästebuch / Rezensionen nutzen auch im Nachgang
community

Before

Communicate on regular basis

community

Throwback and Pictures about that day

community

Behind the scenes videos / pictures

community

Introducing the Team and organizers of EACD

character

Contacting press / invite

character

Connect with other exhibitors to collect ideas and share experiences

connecting Europe

Movie-Recommendations from the cinema / Video Clips

character

Messages being passed on - From Country to Country

connecting Europe

Short Clips and recommendations about movies

connecting Europe

Create a pool about movie recommendations to use for cinemas

connecting Europe

Matchmaking between cinemas from different countries

connecting Europe

During

Make use of the skills of your team

Take photos!

community

Hashtag, Locations make use of user generated content

Create an experience

character

Create places to take photos

Use the screen to welcome and encourage people to share their experiences

community

Ask people to share experiences

community

Use videos of ambassadors

community

After

Contact CICA E / Back to Cinema

guest book / feedback to share

community

Before

Programming for different target groups: Kids, family, young adults, etc.

character

Partners für give aways

character

Event on facebook to share etc.

character

local influencer

community

Questioning audience on facebook: What is Europe for you?

community

good old flyers (some example/blueprint by CICA?)

character

which of those movies (list) you wanna see?

community

talking about the network, in which european cinemas are in contact with each other

connecting Europe

During

Shows all day: from early in the morning until late at night..

character

Life QnA with filmmakers streamed into all theaters

connecting Europe

Personal introduction of every screening!

character

videos from colleagues all over europe with a greeting/recommendation for the movie.

connecting Europe

Partner Cinema: Live-Video Call with a colleague and his audience

connecting Europe

After

testimonials of customers: Whats europe for you?

connecting Europe

Questioning / Voting after screening: share opinion?

character

collect feedback and publish online

character

