

# MALLORCA ARTS ON SCREEN CONFERENCE: APRIL 6 & 7

PALMA, TEATRE MAR I TERRA, CARRER SANT MAGÍ, 89. 07013 PALMA

THE INTERNATIONAL CONFERENCE OF INDUSTRY PROFESSIONALS INVOLVED IN BRINGING  
EVENT CINEMA AND THE HIGH ARTS ONTO CINEMA SCREENS ALL AROUND THE WORLD

**PRELIMINARY SCHEDULE ANNOUNCEMENT. PLEASE NOTE  
THAT SCHEDULE MAY CHANGE. CHECK UPDATES ON  
WWW.MALLORCAARTSONSCREEN.COM**

## FRIDAY APRIL 6

Growing audiences: Hear, see and learn from entertainment industry experts how to build consistent audiences and sell out Art Event.

### 10:00 - Welcome

*Pedro Barbadillo, Mallorca Film Commission  
TBA, Mallorca Film Commission  
Giovanni Cozzi, Mallorca Arts On Screen*

### 10:30 - Art in Cinema Programs from Balearic Islands

*Javi Pachón, director of Asociación de Productoras de las Illes Balears and president of Cine Ciutat.*

Balears Film Commission and Mallorca producers present trailers of 5 programs about Art.

### 10:50 - Event Marketing and Advertising in a Connected World.

*Ben Johnson, Gruvi*

Ben runs Gruvi, a technology, media company that helps entertainment businesses reach and engage online audiences. Gruvi has worked on movie campaigns for clients like Warner, Disney and Sony as well as indies like Wild Bunch, Scanbox and Dogwoo.

### 11:50 - 2018 Content clips and trailers presentation part I

*International Event Cinema Distributors*

### 12:15 - The 150+ Club: It's not about where and what; It is about HOW.

*From Italy, Padova Piccolo Teatro: Massimo Salasnich  
From Spain, Salamanca: Cines Van Dyk: Mari Luz Delgado  
From Hungary, Budapest Film: Zsuzsanna Talam*

Cinemas that average consistently more than 150 patrons per screening of Arts programs, LIVE AND Recorded, in different European countries and market sizes, share their methods on how they fill their cinemas for special events.

### 13:15 - Added content, added audience?

*Elisabetta Brunella, Media Salles*

With different names, event, added, alternative, non-film content is growing internationally and increasing cinema revenues. European market update

## LUNCH

Mallorca typical cuisine - International networking and visits to sponsors and distributors exhibits.

### 15:30 - Technology: The cinema of tomorrow.

*Piere Carlo Ottoni, Cinemeccanica.*

Technologies and cinema design for the new and future content experiences.

### Technology for Audience and business development.

*Seneit Debes, Greta & Starks*

How new technology can bring enthusiastic audiences through inclusion and diversity. And increase revenues.

### 16:20 - Top Women in Global Cinema.

*Patrick von Sychowski, Editor of Celluloid Junkie.*

Every year Celluloid Junkie publishes the list of the 50 most influential women in the international cinema community. The 2018 list has just been announced.

### 16:50 - 2018 Content clips and trailers presentation part II

*International Event Cinema Distributor*

### 20:20 - Reception / Dinner in Mallorca's Historic center

*Mallorca typical cuisine and cava, international networking opportunities.*

### 21:20 - EUROPEAN CULTURAL HERITAGE AWARD PRESENTATION

A prize awarded to the program that has best represented the values of Europe and the richness and uniqueness of its cultural diversity.

## SATURDAY APRIL 7

Filling seats and the importance of Branding

### 10:00 - Getting people to Opera and Dance performances

*Augusti Filomeno, Gran Teatre Liceu*

How the Liceu, Barcelona's historic Opera and Dance theater, sells out its performances.

### From production to cinema: a Shakespeare program's success story

*John Wyver producer, The Royal Shakespeare Company*

### Filling Theater seats and building a Theatre's Brand

*Johann van der Lancken, Oskar Theatre Stockholm*

### 11:00 - Super Diva: Opera for everyone

*Catarina Molder, Opera Singer, TV presenter and producer*

A TV series, bringing opera to all, including those who might think of hating it!

How to communicate opera to all kinds of audiences.

### 11:20 - 2018 Content clips and trailers presentation part III

*International Event Cinema Distributors*

### 11:45 - MAS Awards presentation: The best arts in cinema programs of 2017

*Host: Patrick Sychowski*

The MAS prizes are the result of the grading by select cinemas in 5 different countries, Arts industry professionals and the Audiences of the MAS Festival.

4 Categories : Opera , Theatre , Dance and Museum

### 13:15 - Conference Review and goodbye