

Dear Friends,

We are pleased to invite you to participate in the:

**22nd EUROPA CINEMAS NETWORK CONFERENCE**  
**Paris - Novotel Paris Centre Tour Eiffel**  
**from Thursday 1 to Sunday 4 December 2022**



**This year is the 30th anniversary of the Europa Cinemas Network.** We can all be proud of the results achieved over the past three decades and the essential contribution of network theatres to the circulation and cultural diversity of European film, thanks - since the very beginning - to the ongoing support of the Creative Europe/MEDIA Programme and the Centre national du cinéma et de l'image animée (Paris). But 2022 can also be seen as a pivotal year for the network and for cinema. After the shock of the pandemic and a COVID-powered boom in audiences for streaming platforms, the film environment has changed and a new ecosystem is emerging. The emphasis for the last few months has necessarily been recovery but this conference will be an opportunity to take a look at how to make the next few years a renaissance for cinemas. That renewal will be built on stressing core values that were perhaps taken for granted before the pandemic forced cinema doors to close.

Cinemas are social spaces and business enterprises, creating jobs, embracing a range of skills, from business management to marketing, as well as projection, social media, data analysis. For the film industry level, theatres are an essential and creative part of the value chain. An average of 60% of screenings of non-national European films take place in the Europa Cinemas network. The network is critical to the economy for sales and distribution, and producers and directors want their films seen on the big screen. The post-COVID recovery has been slow for most and much harder in some countries than others.

**This Network Conference will face those realities with a sense of mission and purpose.** It will be a chance to stress the unique assets of cinema but it will also focus on two critical factors in building the future: Innovation and collaboration. Cinemas are innovating to create a new era for film. It takes the form of improved sound and vision, a stronger "social experience" and more efficient mechanisms for communication and marketing. Cinemas have also been creating stronger relationships with audiences through social media and data analytics. The "Experience Economy" is becoming ever more important for attracting a range of audiences and allowing audiences to engage with European cinema in all kinds of ways, through festivals, events, special screenings, etc. Stronger digital marketing has increased the potential reach to younger and more diverse audiences. Cinemas are using these innovations as a potential means of engaging new generations in what is still a dynamic and evolving art form. Where Europa Cinemas can, and will, make its most essential contribution is in collaboration. It is overwhelmingly made up of small businesses, proudly rooted to their local communities. It is when each of those unique businesses are united into a dynamic, participatory, sharing network that its strength is revealed: More than 3,000 screens in 44 countries with a common purpose.

The network value to European film has been scrutinised in recent years with the growth of streaming and the tests of recent years has only accentuated its importance. Europa Cinemas has also expanded work to capture and share best practice, creative ideas and business experience, through schemes, such as COLLABORATE TO INNOVATE, or the Audience Development & Innovation Labs across Europe.

**Around 500 professionals including exhibitors, distributors, producers and sales agents from all over Europe are expected to attend this conference and they will be part of that vital and dynamic exchange of knowledge and ideas.** The 2022 Network Conference will play a key role in creating the next phase of the history for Europa Cinemas and for the film business. The 22nd Europa Cinemas Network Conference will as well be live-streamed in English, to allow all European exhibitors and professionals not present in Paris to attend our event.

For the sixth time in a row, we will welcome our partners from Europa International (network of European sales agents) which will hold their gathering at the same time as our Conference. This will be once again a good opportunity to exchange on issues such as the circulation of European films and their visibility on an international level.

Europa Cinemas will be presenting in member cinemas in Paris, as in the past, "**European films previews**". These screenings will take place on Thursday 1 December from 1:00pm (afternoon) and Friday 2 December in the morning.

The main Conference sessions and workshops will start on Friday 2 December at 2:00pm and end on Sunday 4 December at around 2:00pm. The conference and screening programme will be available in the next weeks.

## **PRACTICAL INFORMATION ON YOUR TRAVEL AND ACCOMODATION:**

### **1. Conference location and accommodation:**

#### **[NOVOTEL PARIS CENTRE TOUR EIFFEL](#)**

61 Quai de Grenelle  
75015 Paris, France

Europa Cinemas will make the room reservation at the hotel and will cover for one person per agreement the cost of:

- two nights (single room incl. breakfast), the third night will be at your charge for a three-night minimum stay from 1 to 4 December 2022.
- one night (single room incl. breakfast), the second night will be at your charge for a two-night minimum stay at the hotel from 2 to 4 December 2022.
- welcome coffee at the beginning of the afternoon on Friday 2 December.
- the dinner on Friday 2 December.
- the lunches on Saturday 3 and Sunday 4 December.

**Negotiated price of a single room: 160,00 € (incl. VAT, per night incl. breakfast)**

**Negotiated price of a double room: 177,05 € (incl. VAT, per night incl. breakfast)**

Please note that you will benefit of the same negotiated rate for the night of Wednesday 30 November 2022 and the night of Sunday 4 December 2022, if you want to arrive earlier or stay longer in Paris.

IMPORTANT: Please note that each participant has to pay 2,88 € city tax per night when checking out.

### **2. Travel:**

Travel costs to Paris shall be covered by participants. We kindly advise you to book your ticket soon in order to find the lowest fares, knowing that the European film screenings will start on Thursday 1 December at around 1:00pm and that the main conference will end on Sunday 4 December at around 2:00pm, after lunch. We therefore kindly ask you to adjust your arrival and departure times accordingly.

### **3. Online registration:**



Participants will require an access code to register online.

To receive your personal invitation, please send an email to

[inscription-networkconference@europa-cinemas.org](mailto:inscription-networkconference@europa-cinemas.org)

**Registration deadline:  
22/08/2022**

Simultaneous translation in 5 languages (English/French/German/Italian/Spanish) will be provided during the plenary sessions and the workshops.

For any further information, do not hesitate to contact Fatima Djoumer, Lisa Püscher, Miila Norros and Hélène Le Duff by email ([inscription-networkconference@europa-cinemas.org](mailto:inscription-networkconference@europa-cinemas.org)).

We count on your participation and look forward to seeing you in Paris!

Sincerely,

Claude-Eric Poiroux  
General Director

Fatima Djoumer  
COO

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