

# ART HOUSE CONVERGENCE

JANUARY 19 - 22, 2015



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# A Letter from the Conference Founder...



**Russ Collins**  
*Conference Founder*  
*Art House Convergence*

Dear Delegates,

Welcome to the Art House Convergence!

The conference staff and volunteer organizers hope you have a productive time and enlightening experiences here in the cradle of Sundance, the beautiful Wasatch Mountains of Utah. Under the umbrella of the Sundance Institute, this is the 10th gathering of Art Houses. The first two years was a gathering of 12 Art Houses, specially invited to the Sundance Film Festival. Eight years ago we began the Art House Convergence, a conference to allow every interested independent cinema the opportunity to participate in the outstanding camaraderie and learning experience first felt by those 12 specially selected theaters.

The growth over the last decade has been outstanding! 25 delegates attended that first Art House Convergence. This year, nearly 500 delegates will attend. And, for the first time, any qualifying theater may be branded a Sundance Institute Art House Project theater. This wonderful opportunity was approved by the Sundance Institute and its Executive Director, Keri Putnam, will tell us more about this exciting development on Tuesday evening.

Last year, a goal we set for ourselves was to get a “seat at the table” as a full partner in the vital life and market of film exhibition in North America. Happily we made some significant strides in that direction this year.

As the representative of the America’s independent cinema exhibition sector, we were asked to testify in Washington, D.C., in front of the Small Business Administration and the Department of Justice, on pending hearing and visually impaired accessibility issues. Juliet Goodfriend and I testified alongside our colleague John Fithian of the National Association of Theatre Owners. John Fithian will address us on Wednesday evening.

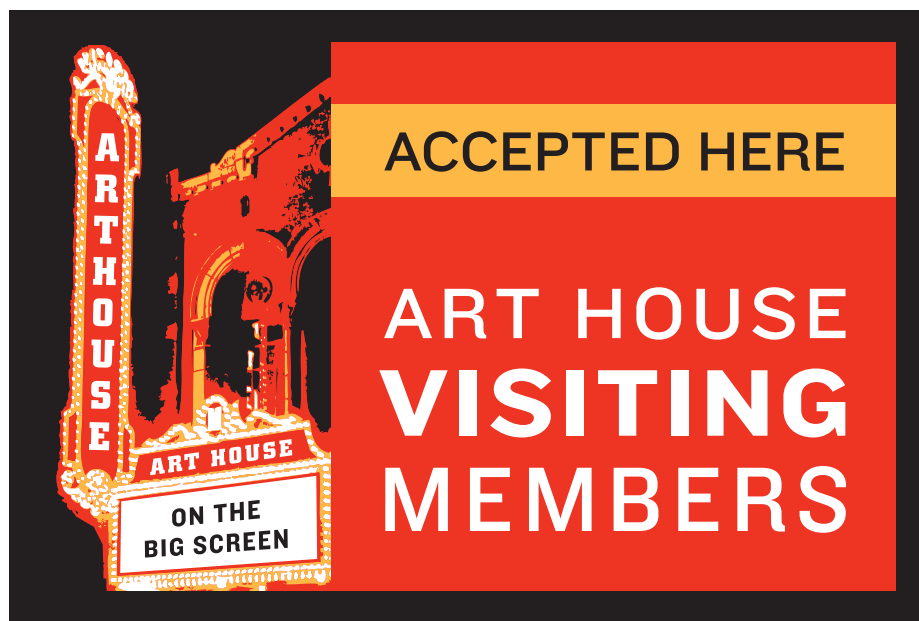
With our friend Tim League of Alamo Drafthouse, the Art House Convergence was a prime mover in speaking out in support of Sony colleagues so negatively affected by the terrible digital hacking they suffered and by offering an alternative release path for “The Interview.” Although “The Interview” most certainly is NOT your typical Art House film, I felt circumstances propelled this work into a nexus of values, both societal and artistic, and I thought the core attributes of the independent Art Houses might allow us to help our Sony colleagues because:

- Independent Art House cinemas have a strong commitment to freedom of expression and speech issues;
- We frequently show edgy films, either in terms of content or aesthetic style;
- Occasionally, films or programs of films Art House cinemas show provoke protest, sometimes even threats of violence.

Art House cinemas are frequently overlooked in the rather monolithic and singular way cinema and the cinema market is viewed by the general public and in mainstream media. These two incidences alone show a clear need for the ethos and capabilities of you, the independent Art House cinema exhibitor! The Art House sector is small, but we have a distinct and powerful voice. We deserve a seat at the “adult” table and we will demand and strive to deserve such a seat.

Clearly our new Art House movement is growing. Thanks to each of you for being passionate Art House mavens and doing your part in the movement. I hope you find camaraderie, learning and networking opportunities at this 2015 Art House Convergence. I hope you will enjoy experiences here that will lift your spirits and bolster your faith in the work you do. You may be a small Art House, but you are powerful: to film artists and, more generally, to world cinema culture. And, most importantly, you are critically important to the geographical community you so passionately serve. Thank you for your passion and your good and hard work. Please, so that we can learn and grow together, stay in touch!

Best -- Russ Collins, Conference Founder



Interested in joining the Art House Visiting Members program? Stop by the Registration Desk to pick up an application! The 2015 enrollment period will end February 28th, so don't delay to make your decision. Join the 43 other theaters who participate and offer your members an exclusive benefit they can't get anywhere else!

# Thank You To:

## CONFERENCE STAFF

Barbara Twist, Program Manager  
Russ Collins, Conference Founder  
Elle Long, Conference Associate  
Stephanie Silverman, Conference Coordinator  
Adrienne Frank, Conference Assistant  
Amy Beth Leber, Operations & Logistics  
Toby Leonard, Technical Coordinator

## ADVISORY BOARD

Tori A. Baker, Salt Lake Film Society  
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John Toner, Renew Theaters

## VOLUNTEERS

Jody Arlington, IFP Festival Forum  
Tori A. Baker, Salt Lake Film Society  
Toby Brooks, Sundance Liason  
Landee Bryant-Greene, Maiden Alley Cinema  
Isaac Calvage, Denver Film Society  
Chris Collier, Renew Theaters  
Lawren Desai, a/perture Cinema  
Barak Epstein, Texas Theatre  
Mark Fishkin, California Film Institute  
Juliet Goodfriend, Bryn Mawr Film Institute  
Tom Hall, Montclair Film Festival  
Jeffrey Jacobs, Jacobs Entertainment  
Dave Jennings, Music Box Theatre  
Jan Klingelhofer, Pacific Film Resources  
Tim League, Alamo Drafthouse  
Gary Meyer, EatDrinkFilms  
Dylan Skolnick, Cinema Arts Centre  
Andy Smith, Nickelodeon Theatre  
Colin Stanfield, New York Film Festival  
Susan Tive, Salt Lake Film Society  
Connie White, Balcony Booking  
**ROOM HOST VOLUNTEERS**  
Isaac Calvage, Denver Film Society  
Shawna DaCosta, The Loft Cinema  
Jason Denholm, The Loft Cinema  
Michael Pierce, Cinema Nation  
Deb Polich, Michigan Theater

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# Thank You To:

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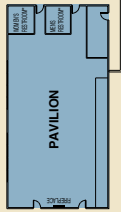
# Download Our 2015 Conference App

The official 2015 app for the Art House Convergence is available for download in the App Store and Google Play. The app features the schedule, speaker bios and photos, sponsors, travel information, and up-to-date industry news from all your favorite news sources!

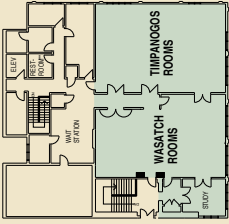
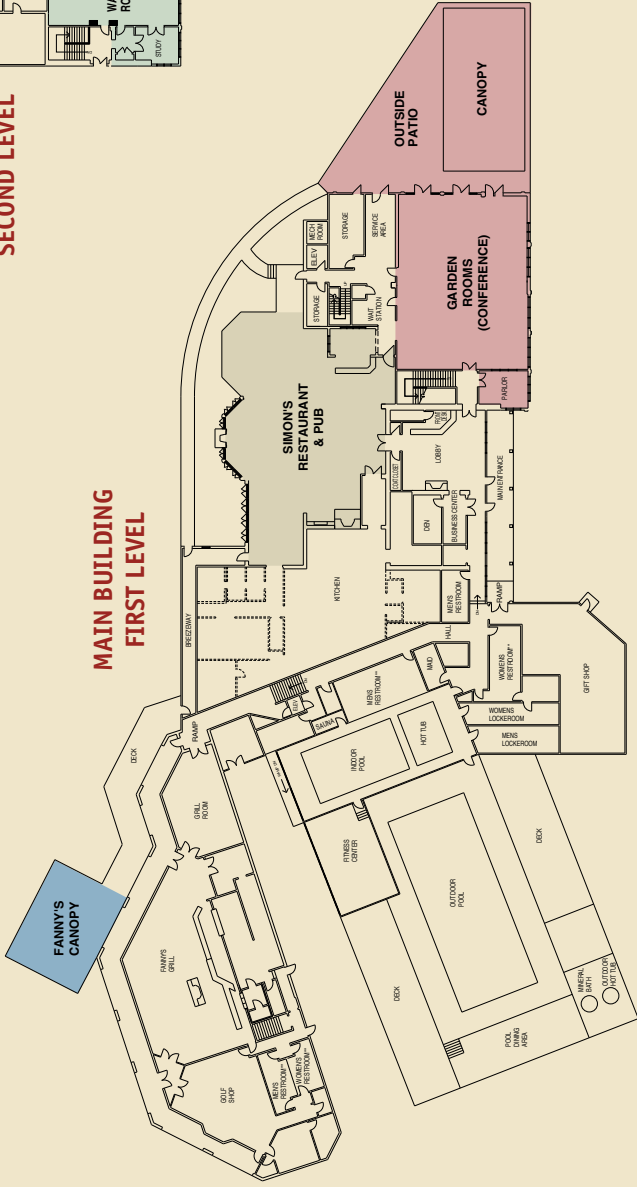
If you downloaded the app last year, all you need to do is update it! Head to your App Store or Google Play store and hit "Updates."



# PROPERTY MAP & MAIN BUILDING

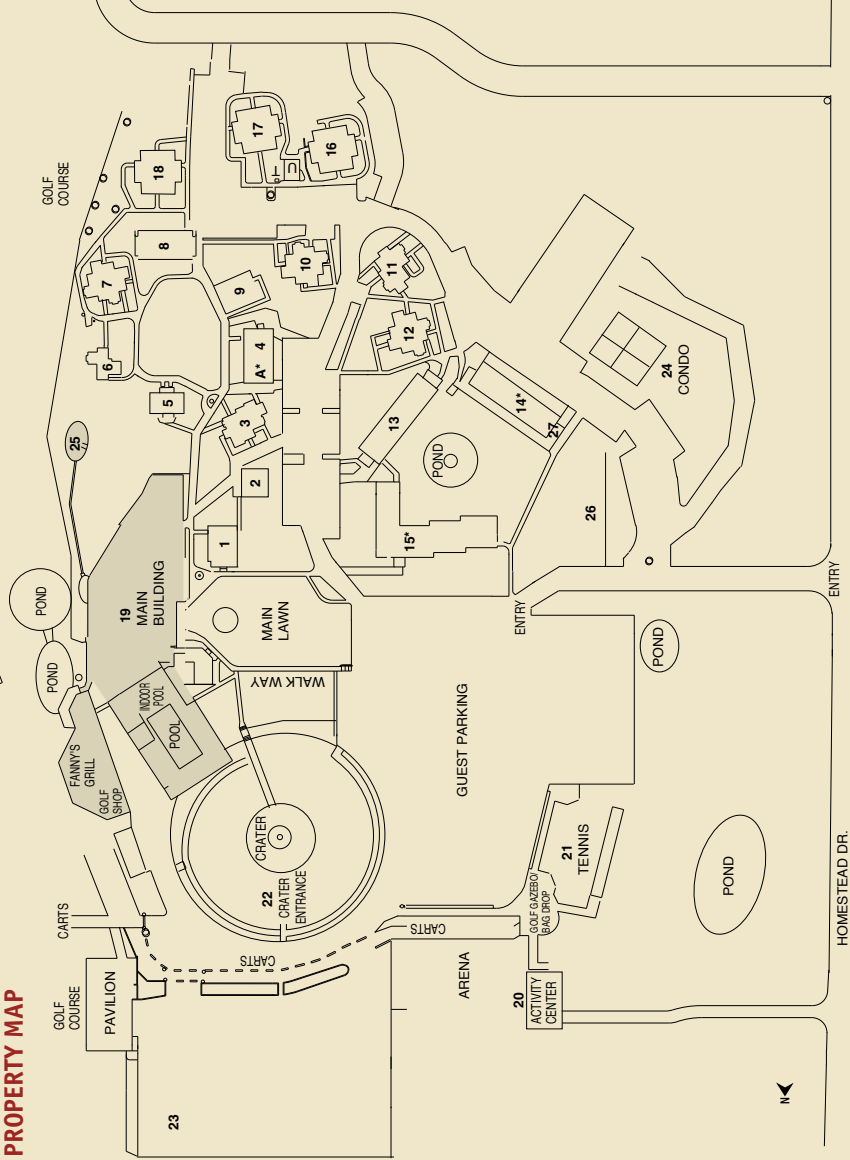


## MAIN BUILDING FIRST LEVEL



## MAIN BUILDING SECOND LEVEL

## PROPERTY MAP

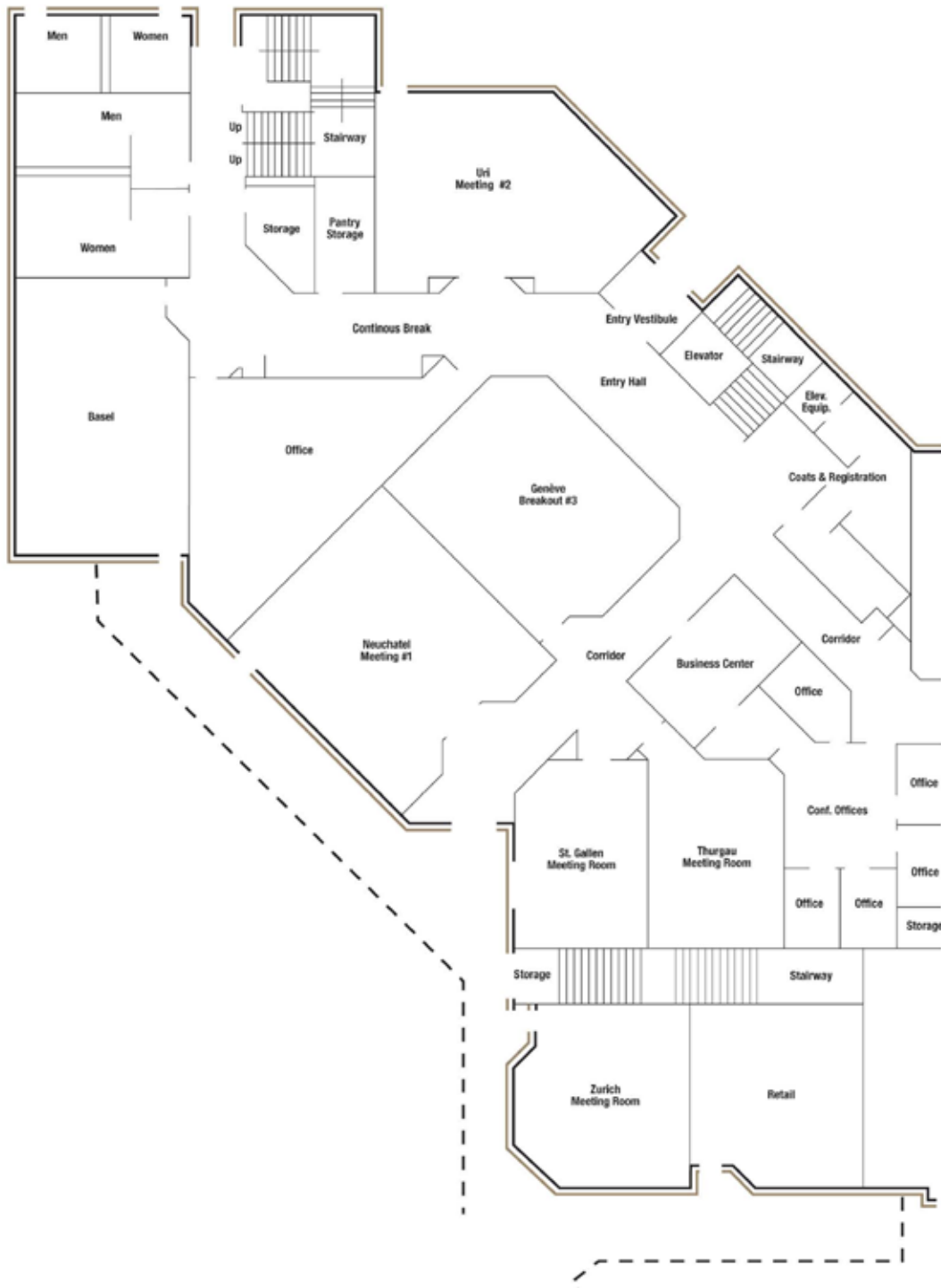


### KEY

#### Building Room #

- 1 Virginia House #101-#108
- 2 Milk House #109-#111
- 3 Guest House #112-#117
- 4 Ranch House #216-#221
- 5 Summer House #122-#125
- 6 Brookside Cottage #126-#128
- 7 Fairway Cottage #129-#134
- 8 Garden View House #135-#142
- 9 Farm House #143-#146
- 10 Willow Wood Cottage #147-#152
- 11 Lake View Cottage #153-#158
- 12 Mountain View Cottage #159-#164
- 13 Bunk House #165-#176
- 14 Barn #177-#192
- 15 Shaker House #193-#211
- 16 Valley View Cottage #222-#227
- 17 Timp View Cottage #228-#233
- 18 St. Andrew's Cottage #234-#239
- 19 Main Building
- 20 Activity Center
- 21 Tennis Courts
- 22 Crater Entrance
- 23 Employee Parking
- 24 Homestead Condos #301-#304
- 25 Gazebo
- 26 Children's Play Area
- 27 Day Spa
- A Guest Laundries
- \* Ice Machine/Vending Areas
- \*\* HC Accessible

## FIRST FLOOR — CONFERENCE CENTER



**SECOND FLOOR – CONFERENCE CENTER**

The floor plan includes the following rooms and areas:

- William Tell Boardroom (Room Of Heroes)
- Monte Rosa Conference Room D
- Grand Matterhorn Ballroom
- Davos
- Grindelwald
- St. Moritz
- Interlaken
- Pre-Function
- Corridor
- Office
- Admin
- Banquet Storage
- Pantry
- Womens Locker
- Mens Locker
- Womens
- Mens
- Audio & Visual
- Electrical
- Mechanical
- Elevator Lobby
- Elev. Shaft
- Stairwell
- Men
- Women

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# Conference Schedule

Monday January 19, 2015

7:30AM - 7:00PM  
**REGISTRATION DESK**  
*Zermatt Resort*

## **Conference Registration & Office**

Come here to pick up your conference badge and delegate materials. We are also here to answer any questions about the conference.

**Sponsored By Spotlight Cinema Networks**

9:15AM  
*Zermatt Resort*

## **Bus Leaves for Salt Lake City**

Head down to Salt Lake City for the day to visit the home of the Salt Lake Film Society, listen to several panels and catch a great film.

10:30AM - 4:00PM  
**BROADWAY CENTRE CINEMAS**  
*Salt Lake City*

## **Salt Lake Film Society Hosts the Art House Convergence**

We will have several panels and a film screening from Drafthouse Films. Take a tour around the home of the Salt Lake Film Society and get a chance to see one of your colleague's theaters. See page 13 for the full schedule.

5:00PM - 8:00PM  
*Zermatt Resort and  
Homestead Resort*

## **Dinner**

Grab a bite to eat before our Opening Night Party at 8pm. There are several restaurants open on the Zermatt and Homestead properties.

Z Chop Haus (Zermatt Resort) Special Buffet Dinner offered tonight! See menu in your delegate bag.  
Matty's Bistro, (Zermatt Resort)  
Simon's Restaurant (Homestead Resort)

8:00PM - 10:00PM  
**BERNESE EVENT CENTER**  
*Zermatt Resort*

## **Opening Night Party**

Greet friends and colleagues and meet new members of the Art House movement over a drink to kick off the eighth annual Art House Convergence. Learn more about your fellow Convergence attendees by watching a slide show of theater and special event photos from attendees. Cash bar.

**Sponsored By Ymagis**

9:00PM - 10:30PM  
**MATTERHORN BALLROOM**  
*Zermatt Resort*

## **Film Screening: PICK UP ON SOUTH STREET**

In this film-noir thriller, a pickpocket chooses the wrong victim when he steals a prostitute's wallet filled with government secrets. Dir. Sam Fuller, USA, 1953, 81min.

**Sponsored By Boston Light & Sound and Sony Digital Cinema**

# Conference Schedule

Monday January 19, 2015

10:30AM - 11:30AM  
BROADWAY CENTRE CINEMAS  
Salt Lake City

## **Developing Relationships with Local Government Entities Towards Public Funding Goals**

This session will cover the steps to successfully engage local government and urban redevelopment entities in support of your nonprofit Art House. The session will include Salt Lake City local panelists knowledgeable in the art of negotiation, grant writing, presentations and political relationships. Through sharing of lessons learned by Salt Lake Film Society, this session will concentrate on how language differs in the public-funding sphere and how best to know expectations of subsidizing entities in county, city and state governments. The session goal is to inform, recommend and encourage Art House theater operators to strengthen relationships with their local government agencies and power players in their cities.

### **Moderator:**

Tori A. Baker, Salt Lake Film Society

### **Panelists:**

Jason Matthis, Downtown Alliance Executive Director  
Jeffrey Burke, consultant to Salt Lake City Mayors office; former advisory board member for Salt Lake County Zoo Arts and Parks grant

11:30AM - 12:30PM  
BROADWAY CENTRE CINEMAS  
Salt Lake City

## **Collaboration and the Salt Lake Film Society: Why and How to Collaborate Successfully**

Collaboration can be tough. This case study of Salt Lake Film Society and its collaborations is aimed at sharing lessons, successes and failures in collaboration. Film can be about anything, so naturally the Art House can be a town-hall environment to collaborate with diverse non-profits. This panel will encourage audience participation and storytelling, in hopes to gain lessons from around the country about what to beware of and excited about when choosing to collaborate.

### **Moderator:**

Tori A. Baker, Salt Lake Film Society

### **Panelists:**

Susan Vogle, Founder Artes De Mexico en Utah  
Don Hemp, Founder and CEO Merco Local  
Bill Allred, SLFS Advisory Board Member and X96 Radio From Hell celebrity  
Josh Elstein, Salt Lake Community College Center for Arts and Media

12:30PM - 1:30PM

**Lunch**

2:00PM

**First Bus Leaves for Midway**

1:45PM - 4:00PM  
BROADWAY CENTRE CINEMAS  
Salt Lake City

## **Film Screening: THE CONNECTION**

In his crosshairs is the charismatic and wealthy kingpin, Gatean "Tany" Zampa (Gilles Lelouche, Point Blank, Mesrine: Killer Instinct), who is running the largest underground heroin trade into the States. The fearless and tenacious Michel, aided by a special unit police team, will stop at nothing to chase down and ensure the crime ring's downfall, but despite a series of orchestrated drug raids and attempted ambushes, Zampa's 'La French' drug syndicate always seems one step ahead. As the stakes get dangerously high, Michel must make a choice--continue fighting his battle, or secure his family's safety--before it's too late. Dir. Cédric Jimenez, France, 2014, 135 min.

4:00PM

**Second Bus Leaves for Midway**

# Conference Schedule

Tuesday January 20, 2015

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7:30AM - 7:00PM  
**REGISTRATION DESK**  
*Zermatt Resort*

**Conference Registration & Office**  
Registration and conference office open.

**Sponsored By Spotlight Cinema Networks**

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7:30AM - 7:00PM  
**MONTE ROSA**  
*Zermatt Resort*

**Art House Lounge Common Area Open**

The Art House Lounge features snacks, refreshing drinks, distributor displays, a movie trailer show reel and a theater information table. Feel free to drop in for a snack or cup of coffee before the day gets started and in between sessions!

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8:15AM - 9:00AM  
**ST. MORITZ**  
*Zermatt Resort*

**Meet the Delegates**

You're invited to join us for a completely optional structured networking event. Sit at a long table across from another delegate and quickly say hello, perhaps exchange cards, before the bell rings and everyone switches partners – it's a fun and easy way to meet new colleagues and reconnect with old.

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9:00AM - 9:50AM  
**MATTERHORN BALLROOM**  
*Zermatt Resort*

**Welcome and Opening Keynote**

Join Russ Collins, Michigan Theater; Stephanie Silverman, Belcourt Theatre; and Jody Arlington, IFP Festival Forum for their welcoming remarks on the state of independent exhibition and how to get the most out of your three days at the 2015 Art House Convergence.

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10:00AM - 10:50AM  
**MATTERHORN BALLROOM**  
*Zermatt Resort*



**Avenue ISR Presents the National Audience Survey**

Avenue ISR returns for a second year to present the National Audience Survey data, which represents over 25 Art Houses and more than 20,000 patrons in North America. Learn about our audience trends and patterns that can help us engage moviegoers more effectively and how this data can help make the case for support in your community. With **Sherwood Smith**, Avenue ISR

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10:00AM - 10:50AM  
**GRINDELWALD**  
*Zermatt Resort*



**Community As Brand**

Building a community through your theater is an invaluable and powerful source of brand creation. It helps to build a firewall between your venue and the multiple sources of entertainment available. This session will explore ways different organizations have made that happen and some ideas about new ways to evolve this increasingly important aspect of running an Art House theater.

**Panelists:**

Jon Barrenechea, Picturehouse Cinemas  
Gabriele Caroti, BAMCinematek  
Sue West, Cinefamily  
Ellen Tejle, Bio Rio

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# Conference Schedule

Tuesday January 20, 2015

10:00AM - 10:50AM

**INTERLAKEN**

*Zermatt Resort*



## **Audience Members As Makers**

This interactive workshop jumps into the joy and learning of creating media through a collection of projects called VIEW NOW DO NOWS. The innovative session will help you experience the inspiration and creativity of communicating with the language of image, sound, and story. Free and easily accessible through the Jacob Burns Film Center's new teaching and learning platform, these projects may very well be addictive in their effective bite-sized engagement for Art House audiences, communities, and storytellers everywhere. With **Emily Keating**, Jacob Burns Film Center

10:00AM - 10:50AM

**GARDEN ROOM**

*Homestead Resort*

## **Festival Roundtables**

Social Media and Guerrilla Marketing

Tech and Projection Issues

Board Activation and Staff Motivation

11:00AM - 11:50AM

**MATTERHORN BALLROOM**

*Zermatt Resort*



## **BMFI Presents the Theater Operations Survey**

Bryn Mawr Film Institute will present the sixth annual Theater Operations Survey data which looks at everything from auditorium sizes to concession trends, from salary benchmarks to audience outreach. Find out the latest data on the nation's Art Houses and the Art House movement and compare your theater's operational statistics against nationwide Art House benchmarks. With **Juliet Goodfriend**, Bryn Mawr Film Institute.

11:00AM - 11:50AM

**GRINDELWALD**

*Zermatt Resort*



## **AMIA@AHC: Managing Archival Film Print Exhibition**

Exhibiting 35mm film prints is an important part of our collective motion picture heritage but must be done with awareness of and sensitivity to the requirements of the lenders: studios and archives protective of their invaluable film assets. This panel of Association of Moving Image Archivists (AMIA) members will discuss the process of requesting, receiving and exhibiting these prints successfully and mindfully, providing a complete overview from what it takes to book a print to detailing what is involved in ensuring that projectionists are properly trained and informed.

### **Panelists:**

Antonella Bonfanti, Canyon Cinema

Katie Trainor, MoMA

11:00AM - 11:50AM

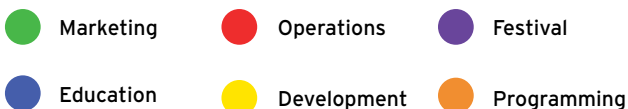
**INTERLAKEN**

*Zermatt Resort*



## **Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century**

Based on his book *Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century*, Gene Carr will show how the symphony and theater worlds are exploiting the use of technology CRM, email marketing, website design, and social media. Attendees will learn specific techniques to improve ticket sales, email response rates, and website and social media success. With **Gene Carr**, Patron Technology.



# Conference Schedule

Tuesday January 20, 2015

12:00PM - 2:00PM  
BERNESE EVENT CENTER  
Zermatt Resort

## Lunch With Our Sponsors

Buffet lunch in the Bernese Event Center. Visit all of the sponsor display tables and earn the chance to win prizes, including a free registration to the 2016 Art House Convergence!

2:00PM - 2:50PM  
MATTERHORN BALLROOM  
Zermatt Resort

## Afternoon Keynote: Anne Thompson

Born and raised in Manhattan, Anne Thompson grew up going to the Thalia and The New Yorker and wound up as a grad in Cinema Studies at NYU. She currently writes her blog, Thompson on Hollywood, hosted by Indiewire. She taught film criticism at USC Critical Studies, and continues to host the fall semester of Sneak Previews for UCLA Extension. In March 2014 HarperCollins published her first book, *The \$11 Billion Year, From Sundance to the Oscars, an Inside Look at the Changing Hollywood System*.

3:00PM - 3:50PM  
MATTERHORN BALLROOM  
Zermatt Resort



## No Sexism Please, We're Swedish

Gender inequality is obviously a problem and the film industry indeed holds a responsibility. Film influences people, and therefore a conservative film industry will hamper progress. Four Swedish independent cinemas decided to have a go at gender inequality by highlighting films in their repertoire that pass the Bechdel Test, which basically means that a film must feature two women (with names) discussing a topic other than a man. The move garnered worldwide media coverage and the Swedish initiator of the A-rating campaign will present its effects in this seminar. With **Ellen Tejle**, Bio Rio Cinemas.

3:00PM - 4:50PM  
GRINDELWALD  
Zermatt Resort



## Need Money, Ask for Advice! Raising Capital Dollars

This two-hour session offers practical and helpful techniques based on real life case studies to help you position your organization to launch a successful capital campaign. It is designed for staff and board members who are planning to raise capital funds for renovation, expansion, debt elimination, working capital, and endowment.

### Panelists:

Alice North, The North Group Inc.  
Halsey North, The North Group Inc.  
Russ Collins, Michigan Theater  
Kathy Tallman, Coolidge Corner Theatre

3:00PM - 3:50PM  
INTERLAKEN  
Zermatt Resort



## Social Media Metrics

Twitter and Instagram have become some of the fastest growing platforms for local business marketing. Learn 9 in-depth strategies for using Twitter and 17 in-depth strategies for using Instagram in your theater. There will be case studies presented from both the exhibitor and the film festival point of view on the topic, as well as a Q&A.

### Panelists:

Sean Wycliffe, Dealflicks  
Chris Collier, Renew Theaters  
Jon Gann, DC Shorts Film Festival



# Conference Schedule

Tuesday January 20, 2015

3:00PM - 3:50PM  
**GARDEN ROOM**  
*Homestead Resort*



## **Festivals and Oscars: A Dynamic Duo**

Festivals have become the default distribution model for most independent film. Learn how the Oscars, together with key events, help to extend the buzz for many films - and how your event can benefit from the national exposure. With **Tom Oyer**, Academy of Motion Picture Arts and Sciences.

4:00PM - 4:50PM  
**MATTERHORN BALLROOM**  
*Zermatt Resort*



## **The Nonprofit Art House: Mission, Message and the Bottom Line**

Whether your Art House has been a 501(c)(3) for years or is considering it for the future, it's much more than a tax status. It's a fundamental foundation of identity, message and mission. But for many audiences and the general public, a nonprofit "movie theatre" is not an easy-to-grasp association. Effective strategies to tell the story of an Art House's nonprofit role are crucial to its mission and to becoming a philanthropic cultural priority for prospective donors.

### **Panelists:**

Beth Gilligan, Coolidge Corner Theatre  
Cindy Wall, Belcourt Theatre

4:00PM - 4:50PM  
**INTERLAKEN**  
*Zermatt Resort*



## **Using Non-Profit Tactics in a For-Profit Model**

Learn how for-profit Art Houses can use non-profit tools to sustain their mission, expand programming, grow audiences and fund capital improvements.

### **Panelists:**

Lawren Desai, a/perture cinema  
Barak Epstein, The Texas Theatre  
Lani Jo Leigh, Clinton Street Theater  
Tim League, Alamo Drafthouse

4:00PM - 4:50PM  
**GARDEN ROOM**  
*Homestead Resort*



## **Festival Roundtables**

Ticketing Solutions

Mastering the Beast: The Program Guide

Sponsors and Partnerships

5:00PM - 5:50PM  
**MATTERHORN**  
*Zermatt Resort*



## **Curating Concession Stands**

In the iModerate report titled "Movies: The High Cost of Admission," how theaters promote better health was 1 of 4 major factors determining lower attendance. Health-conscious consumers point to movie theaters as a place of gluttony as new healthy lunch initiatives in schools make headlines. Our panel will discuss how some theaters are making gradual and even drastic changes at the concession stand and the struggles other theaters have to keep much beloved 'goodies' in stock, because for some audiences, they are just as important to the movie-going experience as the films on-screen! We'll also share highlights of the emerging and evolving trends of theaters going local by bringing community favorites behind the counter.

### **Panelists:**

Christian Meoli, Arena Cinema Hollywood  
Collette Costa, Gold Town Theater  
Doug Whyte, Hollywood Theatre

# Conference Schedule

Tuesday January 20, 2015

5:00PM - 5:50PM

**GRINDELWALD**

*Zermatt Resort*



## **Art House Marketing vs. Public Relations: What's the Difference?**

Art House marketers can feel like they're stuck inside a hamster wheel of repetitive tasks. Learn about the difference between marketing and public relations and how the introduction of some classic public relations strategies can increase awareness of your organization and maybe even get more people out to see films.

### **Panelists:**

Barb Guy, Salt Lake Film Society

Jill Witecki, Tampa Theatre

Jenny Jediny, Film Forum

5:00PM - 5:50PM

**INTERLAKEN**

*Zermatt Resort*



## **The Transparency Project**

While the lack of transparency in film data reporting has been a topic of industry conversation, in the wake of The Interview, the issue has become mainstream news. Sundance Institute and Cinereach have begun working on a project to standardize, collect and eventually report film revenue and P&A data in a more consistent manner. As major stakeholders in the debate about windowing and film revenue, we'd like to solicit your input on this project and ways to incorporate arthouse data into the project. This is a closed door session.

6:00PM - 7:00PM

**BERNESE EVENT CENTER**

*Zermatt Resort*

## **Cocktail Hour**

Join us for drinks before dinner. Mingle with fellow conference attendees and catch up after a great first day of panels.

**Sponsored By CineLife**

7:00PM - 8:30PM

**BERNESE EVENT CENTER**

*Zermatt Resort*

## **Dinner**

Join your fellow delegates for dinner as we wrap up the second day of the Convergence.

**Sponsored By Veezi with Fandango**

7:45PM - 8:15PM

**BERNESE EVENT CENTER**

*Zermatt Resort*

## **Evening Keynote: Keri Putnam**

Keri Putnam oversees all programs of the global nonprofit Sundance Institute, including the Feature Film Program, Documentary Film Program, Sundance Film Festival, Film Music Program, Theatre Program, and Native American and Indigenous Program. She is also responsible for expanding the Institute's international work, initiating strategic partnerships, and growing the Institute's annual operating budget. In addition, Putnam leads Institute initiatives to provide independent filmmakers with access to digital distribution through the Artist Services program and to identify and lessen roadblocks for women in the independent sector via the Women Filmmakers Initiative.

9:00PM - 10:45PM

**MATTERHORN**

*Zermatt Resort*

## **Film Screening: IT FOLLOWS**

After a strange sexual encounter, a teenager finds herself haunted by nightmarish visions and the inescapable sense that something is after her. Dir. David Robert Mitchell, USA, 2014, 100min. Director David Robert Mitchell in attendance.

**Sponsored by Boston Light & Sound and Sony Digital Cinema**

# Conference Schedule

Wednesday January 21, 2015

7:30AM - 7:00PM  
**REGISTRATION DESK**  
*Zermatt Resort*

**Conference Registration & Office**  
Registration and conference office open.

**Sponsored By Spotlight Cinema Networks**

7:30AM - 7:00PM  
**MONTE ROSA**  
*Zermatt Resort*

**Art House Lounge Common Area Open**  
The Art House Lounge features snacks, refreshing drinks, distributor displays, a movie trailer show reel and a theater information table. Feel free to drop in for a snack or cup of coffee before the day gets started and in between sessions!

8:00AM - 10:30AM  
**BERNESE EVENT CENTER**  
*Zermatt Resort*

**Meet the Distributors Breakfast**  
Join our Sponsoring Distributors for breakfast and have an opportunity to hear about their upcoming films, programs and events.

10:00AM - 10:50AM  
**MATTERHORN**  
*Zermatt Resort*



**Offsite Film Education: the Mobile Cinema Experience**

Learn how other theaters work with schools and other community organizations to provide regular film appreciation and education for audiences who can't make it to the cinema. The panel will discuss forming partnerships, selecting content, developing lessons and activities, and acquiring the necessary equipment to take the show on the road.

**Panelists:**

Julie Anderson Friesen, Cinema Falls  
Allison Inman, Belcourt Theatre  
Allison Koehler, Philadelphia Film Society

10:00AM - 11:50AM  
**INTERLAKEN**  
*Zermatt Resort*



**ZingTrain Presents: Train the Trainer**

In this two-hour session, Stephen Jenkins from ZingTrain will discuss Zingerman's Real Life Approach to Training. Learn how to effectively train your staff using Bottom-Line Training and discuss training techniques and potential roadblocks with a network of peers in this workshop. With **Stephen Jenkins**, ZingTrain

10:00AM - 10:50AM  
**GRINDELWALD**  
*Zermatt Resort*



**Understanding and Learning from European Models**

The International Confederation of Art Houses (CICAE) is a nonprofit organization established in 1955 by the national Art House cinema associations in Europe, designed to create a market for quality films and to help develop national schemes to support Art Houses. CICAE represents about 3,000 screens in 9 national structures and independent cinemas in 24 other countries, as well as a number of Art House film distributors. Two AHC cinemas, The Jacob Burns Center and The Loft Cinema, are members of CICAE, which is also a network between cinemas and festivals. Fifteen festivals are members of the confederation, including Berlin, Festroia, Cannes (Directors' Fortnight), Sarajevo, Venice, Annecy, Hamburg, Mons, where CICAE represents the choice of exhibitors through the Art Cinema Award. CICAE and AHC have a common goal: Ensuring that audiences have access to diverse and high quality art films from around the world. US Art Houses can learn much from the CICAE success in ensuring that the films we champion are recognized as an essential cultural art form.

**Moderator:**

Silvia Cibien, CICAE

**Panelists:**

Jon Barrenechea, Picturehouse Cinemas  
Peggy Johnson, Loft Cinema

# Conference Schedule

Wednesday January 21, 2015

10:00AM - 10:50AM

**GARDEN ROOM**

*Homestead Resort*



## **Beyond the Hospitality Suite**

What does being a “filmmaker-friendly festival” really mean? Come learn how to win the adoration of filmmakers and you’ll discover the key to strengthening your festival’s reputation, increasing submissions, and attracting new sponsors.

### **Moderator:**

Jolene Pinder, New Orleans Film Festival

### **Panelists:**

Clint Bowie, New Orleans Film Festival

Dan Brawley, Cucalorus Film Festival

Tracy Lane, True/False Film Fest

Greg Sorvig, Heartland Film Festival

11:00AM - 11:50AM

**MATTERHORN**

*Zermatt Resort*



## **Action Pack and Interactive Cinema**

For over a decade, the Action Pack has been producing industry-leading interactive screenings and cinematic parties for the Alamo Drafthouse Cinema. This presentation will discuss the past, present and future of the Action Pack with a panel discussion on best practices for other theaters who wish to engage fans through interactive pop & party alternative programming events.

### **Panelists:**

Henri Mazza, Alamo Drafthouse

Sarah Pitre, Alamo Drafthouse

John Smith, Alamo Drafthouse

11:00AM - 11:50AM

**GRINDELWALD**

*Zermatt Resort*



## **Lessons from Star Trek for Managing Your Non-Profit’s Online Presence and Fund-raising**

Learn from 24th century history! Engaging Warp Factor 10, we will view Star Trek clips to seek out brave new ideas and boldly explore best practices for managing online presence (both website & social media) that propelled non-profits to fundraising greatness in the 21st century. (Influenced by Sinek’s Start With Why and Neumeier’s book Zag!) With **Duke Speer** of Open Source Matters.

11:00AM - 11:50AM

**GARDEN ROOM**

*Homestead Resort*



## **Increasing Audience Engagement through Social Justice**

Hear from two platforms focused on social justice and audience engagement and learn how your organization can implement their unique approaches to community partnerships to reach a wider and more diverse audience.

### **Panelists:**

Caitlin Boyle, Film Sprout

Sultan Sharrief, Michigan Theater

12:00PM - 2:00PM

**BERNESE EVENT CENTER**

*Zermatt Resort*

## **Roundtable Lunch**

Small group lunch discussions allow you to share information and concerns with like-minded colleagues. The lunch is broken into two segments so that you can join two different conversations. A boxed lunch will be served. See *pages 28-29 of the guide for full line-up*.

## **Sponsored by Science on Screen**

# Conference Schedule

Wednesday January 21, 2015

2:00PM - 2:50PM

**MATTERHORN**

*Zermatt Resort*

## Film Screening: Alternative Content

A collection of UK alternative content samples including the Royal Shakespeare Company, Stephen Fry Live, The Royal Opera House, Royal Ballet, and Exhibition On Screen. This screening precedes a discussion of Alternative Content in the UK at 3:00PM.

Sponsored by Sony Digital Cinema & Boston Light and Sound.

2:00PM - 2:50PM

**GRINDELWALD**

*Zermatt Resort*



## Catching Fire: Small Films, Big Box Office

Not every film comes with big stars, brand recognition or a large P&A budget, so how do you leverage publicity and marketing for a smaller scale film to impact your box office? Join several distributors and film programmers who are passionate about the films they represent and exhibit, and see how they've turned an unknown into a must-see on their film calendars.

### Moderator:

Scott Mansfield, Monterey Media

### Panelists:

Sumyi Antonson, Alamo Drafthouse

Bret Berg, Cinefamily

Andrew Carlin, Oscilloscope Pictures

Michael Tuckman, mTuckman media, inc.

2:00PM - 3:50PM

**INTERLAKEN**

*Zermatt Resort*



## ZingTrain Presents: The Art of Giving Great Service

Zingerman's has set the standard for great customer service in the specialty foods industry. This success has come from combining an innovative service philosophy with practical working systems, both of which ZingTrain will share in this workshop. Zingerman's approach has been successfully applied in a wide variety of businesses and non-profits that are committed to improving the quality of their customer service, including specialty food and other retailers, banks, insurance agencies, health care providers, museums, schools, and libraries. With **Stephen Jenkins**, ZingTrain.

2:00PM - 2:50PM

**GARDEN ROOM**

*Homestead Resort*



## A Different Audience: Managing Your Board

As a non-profit, your interactions with your board are much different than your interactions with your daily audience and yearly donors. How do you manage these board relationships effectively to yield the board involvement you would like? With both festival and Art House representation, hear from four panelists on how they manage expectations, encourage involvement, and build trust with their boards.

### Panelists:

Rachel Jacobson, Film Streams at the Ruth Sokolof Theater

Andrew Rodgers, RiverRun International Film Festival


Dylan Skolnick, Cinema Arts Centre

Colin Stanfield, New York Film Festival

 Marketing

 Operations

 Festival

 Education

 Development

 Programming



# Conference Schedule

Wednesday January 21, 2015

3:00PM - 3:50PM

**MATTERHORN**  
*Zermatt Resort*



## **Alternative Content: How To Translate Overseas Success for US Audiences**

Alternative Content is big business for Art House cinemas internationally, comprising up to 30% of their box office. Theatre, opera, ballet, art exhibitions and one-off events sit comfortably alongside film in many cinemas' programming. Marc Allenby and Ross Fitzsimons share how these screenings have become so important to UK and European independent cinemas, and together with Mark Rupp, Valerie Temple and Richard Abramowitz, they signpost how similar increases in audience and business might be achieved in the US.

### **Panelists:**

Richard Abramowitz, Abramorama  
Marc Allenby, Picturehouses UK  
Ross Fitzsimons, Arts Alliance Ltd  
Mark Rupp, Specticast  
Valerie Temple, Bryn Mawr Film Institute

3:00PM - 3:50PM

**GRINDELWALD**  
*Zermatt Resort*



## **Alfred P. Sloan Foundation and Coolidge Corner Theatre Present: The Science on Screen Program**

The Coolidge Corner Theatre's Science on Screen series has expanded film and scientific literacy with this popular program, now in its tenth year. Last year, 20 grants of \$7,000 were awarded to Art House cinemas nationwide to create Science on Screen programs in their own communities. Through generous funding support from the Alfred P. Sloan Foundation, the Coolidge will once again extend this grant opportunity (awarding funds of up to \$8,500 per theater) to Convergence participants. Join Coolidge staff, select grantees, and a representative from the Alfred P. Sloan Foundation for a discussion of program ideas and past success stories, and to learn more about the grant application process.

### **Panelists:**

Beth Gilligan, Coolidge Corner Theatre  
Stephanie Silverman, Belcourt Theatre  
Kathy Tallman, Coolidge Corner Theatre  
Doron Weber, Alfred P. Sloan Foundation

3:00PM - 3:50PM

**GARDEN ROOM**  
*Homestead Resort*



## **Mastering the Rush Line and Managing Audience Expectations**

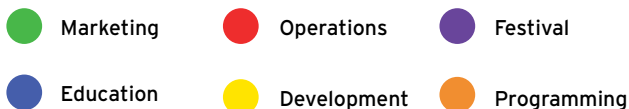
You programmed so many fabulous films, that there are no seats remaining! The challenge of managing audiences goes far beyond queuing them in line. And for those who can't get in, or did but were disappointed, your ability to accommodate might be the key to future successes.

### **Moderator:**

Tom Hall, Montclair Film Festival

### **Panelists:**

Gary Meyer, EatDrinkFilms  
Jenny Jacobi, Alamo Drafthouse





# Conference Schedule

Wednesday January 21, 2015

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4:00PM - 4:50PM

**MATTERHORN**  
*Zermatt Resort*



## **Film Criticism and the Art House Theater**

The session will bring together several notable film critics to discuss the presence and relevance of film criticism in today's Art House exhibition, from building film awareness to audience engagement on a local level.

### **Moderator:**

Steven Gaydos, Variety

### **Panelists:**

Eugene Hernandez, Film Society of Lincoln Center

Sean Means, Salt Lake Tribune

Anne Thompson, Thompson on Hollywood

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4:00PM - 4:50PM

**GRINDELWALD**  
*Zermatt Resort*



## **Art House Communities and the Future of Independent Film**

Art House theaters are known for showcasing independent, outside-the-box storytelling and for building local communities of film lovers. Online piracy hurts independent films the most because their production budgets and profit margins are smaller. This panel will explore how the Art House community can raise awareness about the value of creativity and the harm caused by piracy, while continuing to keep pace with new technology and improve the audience experience.

### **Moderator:**

Ira Deutchman, Emerging Pictures

### **Panelists:**

Ruth Vitale, CreativeFuture

Liz Ogilvie, Fandor

Tim League, Alamo Drafthouse

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4:00PM - 4:50PM

**INTERLAKEN**  
*Zermatt Resort*



## **It's Not Just for Kids Anymore: The Why and How of Film Education for Adults**

This session discusses the opportunities and challenges of film education for adults and elucidates the ways in which it aligns with the broader Art House mission. It offers a case study of BMFI's own program, which presents more than 25 courses to nearly 800 students annually, and provides practical advice for those looking to start a program. With **Andrew Douglas**, Bryn Mawr Film Institute.

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4:00PM - 4:50PM

**GARDEN ROOM**  
*Homestead Resort*



## **Legal Clinic**

From human resource issues in your office to verifying music clearances to protecting your event from feuding filmmakers, all festivals need to consider the legal ramifications of their actions. Learn from festival-savvy attorneys about recent challenges - and bring your own concerns for discussion.

### **Panelists:**

Deirdre Haj, Full Frame Documentary Film Festival

Corey Field, Ballard Spahr, LLP

Michael Donaldson, Donaldson + Callif, LLP

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# Conference Schedule

Wednesday January 21, 2015

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5:00PM - 6:00PM

**MATTERHORN**

*Zermatt Resort*

## **Nine Art House Tales**

9 tales about 9 venues. Theaters big and small. From cities and small towns. From East to West. And, most importantly, about the people who make them run. This session will present 9 short talks about 9 different Art Houses. Each speaker will present 20 slides, each for 20 seconds, and will discuss his/her particular theater. 20 slides x 20 secs = 6:40 each. The best part of the Art House Convergence is getting to know other people, the theaters they run, and what makes them tick. Bingo - that's this session! Be inspired by tales of grit and determination. Be dazzled by beautiful theaters. And see how these awesome theaters got started.

### **Presenters:**

Marc Allenby, Picturehouse Cinemas, London, UK

Carol Johnson, Amherst Cinema, Amherst, MA

Dylan Skolnick, Cinema Arts Centre, Huntington, NY

John Toner, Renew Theaters, Philadelphia, PA

Lawren Desai, a/perture cinema, Winston-Salem, NC

Jon Vickers, Indiana University Cinema, Bloomington, IN

Landee Bryant-Greene, Maiden Alley Cinema, Paducah, KY

Peggy Johnson, Loft Cinema, Tucson, AZ

Doug Whyte, Hollywood Theatre, Portland, OR

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5:00PM - 6:00PM

**GARDEN ROOM**

*Homestead Resort*

## **Festival Roundtables**

Big Events with Small Budgets

Best-of Roundtable A

Best-of Roundtable B

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6:30PM - 7:15PM

**BERNESE EVENT CENTER**

*Zermatt Resort*

## **Cocktail Reception**

Join us in the Bernese Event Center for drinks before dinner. Mingle with fellow conference attendees and catch up after a great second day of panels!

### **Sponsored by Patron Technology**

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7:15PM - 9:00PM

**BERNESE EVENT CENTER**

*Zermatt Resort*

## **Dinner**

Join your fellow delegates for dinner as we wrap up the third day of the Convergence.

### **Sponsored by NEC Display Solutions**

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9:00PM - 12:00AM

**PAVILION**

*Homestead Resort*

## **Closing Night Party**

Join your fellow Art House colleagues for drinks and conversation as we wrap up the last night of the conference.

### **Sponsored by Spotlight Cinema Networks**

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# Conference Schedule

Wednesday January 21, 2015

11:00PM - 12:45AM

**MATTERHORN**

*Zermatt Resort*

## **Film Screening: LABYRINTH Quote-A-Long**

Join The Action Pack and Sony Pictures for this special sneak preview screening of their new interactive LABYRINTH Quote-Along event! A box office disappointment during its initial release in 1986, Jim Henson's final feature film has gone on to achieve a massive cult following and has long been a favorite of repertory audiences for the puppetry, the young Jennifer Connelly, and, of course, for David Bowie and his amazing balls (seriously, the puppetry of the glass balls he holds as the Goblin King is incredible!). During this special screening, the audience will be encouraged to quote-along with the subtitles on screen, we'll have a collection of special props for everyone to use throughout the film, and of course we'll all get out of our seats and dance magic dance around the screening room as often as we can! Dir. Jim Henson, USA, 1986, 101 min.

**Sponsored by Boston Light & Sound and Sony Digital Cinema**

## Thursday January 22, 2015

8:00AM - 11:30AM

**REGISTRATION DESK**

*Zermatt Resort*

## **Conference Registration & Office**

Registration and conference office open. Luggage storage available until 2:30PM.

**Sponsored by Spotlight Cinema Networks**

8:00AM - 11:00AM

**MONTE ROSA**

*Zermatt Resort*

## **Art House Lounge Common Area Open**

The Art House Lounge features snacks, refreshing drinks, distributor displays, a movie trailer show reel and a theater information table. Feel free to drop in for a snack or cup of coffee before the day gets started and in between sessions!

8:00AM - 8:50AM

**MONTE ROSA**

*Zermatt Resort*

## **What Is The Sundance Art House Project?**

Come to the Art House Lounge for a bite of breakfast and coffee while asking your questions about our newest program, the Sundance Art House Project. We will discuss the application process, the selection process and the program benefits.

9:00AM - 9:50AM

**MATTERHORN**

*Zermatt Resort*

## **Increase Your Box Office - Making Your Theater Accessible to Deaf and Visually Impaired Audience Members**

There are around 50 million Americans who can't experience your films unless they are accessible. Individuals who are deaf or visually impaired have limited movie options without captions or audio description. It's not just altruism - it's good business sense.

### **Panelists:**

Hilari Scarl, Worldplay, Inc

Nanci Linke Ellis, Captionfish

**Sponsored by Captions, Inc**



# Conference Schedule

Thursday January 22, 2015

9:00AM - 9:50AM

GRINDELWALD

Zermatt Resort



## Turning Relationships Into Gold

Did you know that a well-planned, well-run, membership program can actually add up to 25% to your organization operating budget? This class will help you capitalize on the relationship assets of your organization by creating, maintaining or enhancing your membership program. This is a rich, interactive seminar that's filled with insights that every Art House membership manager and executive director should know.

### Panelists:

Hope Biber, Agile Ticketing Services

Shane Burkett, Agile Ticketing Services

Kathy Tallman, Coolidge Corner Theatre

Patrick Schweiss, Mary D. Fisher Theatre and Sedona International Film Festival

9:00AM - 9:50AM

INTERLAKEN

Zermatt Resort



## Building Your Theater

Thinking about a renovation? Planning a restoration? Looking to replace a few seats? Join the Salt Lake Film Society, Maiden Alley Cinema and Music Box Theatre as they present case studies of their theater projects. These theaters will share their challenges, funding opportunities, and advice for these types of projects.

### Panelists:

Tori Baker, Salt Lake Film Society

Landee Bryant-Greene, Maiden Alley Cinema

Dave Jennings, Music Box Theatre

10:00AM - 10:50AM

MATTERHORN

Zermatt Resort



## Crowdbuilding Your Audience

From indie filmmaker to indie distributor to indie cinema, we are all in the business of building audiences. The defining principles behind crowdsourcing companies are about encouraging community growth through networking, giving back, and authentic engagement. Find out how you can apply those principles to your daily theater marketing and outreach and watch your audience numbers grow.

### Moderator:

Barbara Twist, Art House Convergence

### Panelists:

Nick Gonda, Tugg

Marc Hofstatter, Indiegogo

Ryan Markowitz, Emerging Pictures

Richard Matson, Gathr Films

Ryan Nadel, Emerging Pictures



Marketing



Operations



Festival



Education



Development



Programming

# Conference Schedule

Thursday January 22, 2015

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10:00AM - 10:50AM

**GRINDELWALD**  
**Zermatt Resort**



## **Set The Trend!**

The panel will be a discussion between EU sales agents and US distributors to tackle questions on the future of European film distribution in the US, the role of VoD in the marketing of foreign films, and how the distribution of foreign films is evolving in the digital era.

## **Panelists:**

Ted Hope, Fandor  
Adeline Monzieur, Unifrance Films  
Susan Wendt, TrustNordisk  
Emilie Georges, Memento Films International  
Dave Jesteadt, GKids  
Bill Thompson, Cohen Media Group

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10:00AM - 10:50AM

**INTERLAKEN**  
**Zermatt Resort**



## **Festival Forum's Future**

The annual meeting for the Festival Forum allows for paid members to nominate and vote on new Board and Committee members -- and for all in attendance the opportunity to comment on what YOU want from the organization.

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11:00AM - 11:30AM

**Zermatt Resort**

## **Check Out**

Deadline to be checked out of the Zermatt and Homestead Resorts. Luggage storage available at the registration desk from 8am - 2:30pm.

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11:30AM - 1:00PM

**BERNESE EVENT CENTER**  
**Zermatt Resort**

## **Closing Brunch**

To wrap up the conference, we will come together for a Closing Brunch and celebrate yet another fun and successful week.

## **Sponsored by Art House Cinema Solutions**

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12:00PM - 12:45PM

**BERNESE EVENT CENTER**  
**Zermatt Resort**

## **Keynote: Randy Cohen**

Advocates are made, not born. Your ability to articulate the social, educational, and economic value of your organization to government and community leaders is critical to your funding. Randy Cohen, national arts advocacy leader, will take the mystery out of how to be an effective advocate in this lively keynote as we wrap up the conference. Bring home the tools and strategies that will make you the knowledge resource that decision makers look to for years to come.

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1:15PM - 1:30PM

**Zermatt Resort**

## **Group Photo**

Meet outside at 1:15pm so we can get a group photo of this year's Convergence delegates.

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1:30PM - 1:45PM

**Zermatt Resort**

## **Buses Leave for Airport/Park City, UT**

Sign up at registration!

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# ROUNDTABLE SESSIONS

Wednesday, January 21 12:00PM - 2:00PM

## **Young French Cinema: Gaining Access to Foreign Titles Without US Distribution**

Moderator: Adeline Monzieur

## **Applying Merchandising Principles to Your Business**

Moderator: Kathy Staab

## **Using Crowdfunding as a Fundraising Tool**

Moderator: Marc Hofstatter

## **Xenon vs. Laser Projectors: The (next) Future of Digital Cinema**

Moderator: Scott Hicks

## **What Is The Sundance Art House Project:**

Moderator: Russ Collins

## **Record Store Day, Free Comic Book Day, Art House Theater Day?**

Moderator: Lawren Desai

## **The Feature Film Project**

Moderator: Nicholas Mason

## **Show Me the Money: Capital Campaigns**

Moderator: Richard Paradise

## **The "Wear-All-Hats" Syndrome**

Moderator: Hollie Mahadeo

## **How To Streamline Your Marketing Efforts**

Moderator: Morgan Vidakovich

## **Getting Your Showtimes Out To The Public**

Moderator: Mike Stevens

## **Latino Films & Audiences: Art Cinema In A Multilingual & Multicultural America**

Moderator: Rob Rosenberg

## **Building New Audiences With Local Film History**

Moderator: Jeff Berg

## **What is Doc Club? Learn more about a partnership opportunity to drive concessions sales!**

Moderator: Linda Pan

# ROUNDTABLE SESSIONS

Wednesday, January 21 12:00PM - 2:00PM

## **Programming for Veterans and Military Audiences**

Moderator: Clark Wiens

## **Engaging Student Audiences in a College or University Town**

Moderator: Anna Feder

## **Technology and Current Film Distribution: Challenges, Trends and Opportunities**

Moderator: Peter Belsito

## **Sing-A-Longs, Quote-A-Longs and Eventising The Classic Film for the Modern Audience**

Moderator: Nick Varley

## **The International Independent Film Business: Current Market and Festival Trends**

Moderator: Sydney Levine

## **Welcome to the 21st Century: Web and Back Office Technologies**

Moderator: Duke Speer

## **Digital Innovation in Cinema: Learning from This Way Up UK**

Moderator: Anna Kime

## **Building Classic Film Series For The Contemporary Moviegoer**

Moderator: Randy Siefkin

## **Banned Films Week**

Moderator: Jessica Rosner

## **Financial Services and Credit Card Processing**

Moderator: Wynn Salisch

## **Community Development: Request for Proposals - Collaborative Film Events**

Moderator: Rachel Jacobson and Brooke Masek

## **Why You Should Absolutely Have An App For Your Theater or Festival**

Moderator: Corrine Chagnot

## **Building a Film Community and Building a Community through Film**

Moderator: Doug Tirola

## **Conversations about Potential Collaborations**

Moderator: Jacob Burns Film Center Staff