



ART HOUSE

CONVERGENCE

ANNUAL CONFERENCE

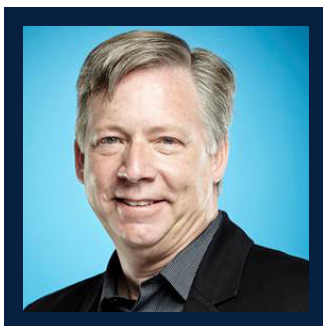
JANUARY 18-21 2016 - MIDWAY UT





WELCOME

ART HOUSE
CONVERGENCE



DEAR ART HOUSE CONVERGER -

Is now a "Golden Age"? During the next few days we will discuss the current age and regardless of what we decide, we hope, dear Art House converger, that you leave Utah feeling more golden than when you arrived!

Most eras seem "golden" in some frame, but I suppose it would be hard to put a "Golden Age" glint on the Dark Ages in the late first and early second millennia. However, it seems that most bygone times in nostalgic reflection have a glow of the "good old days." So, instead of focusing on the trouble and trauma of today, let's meditate on how this time, in this very early part of the third millennia, might be thought of as a "Golden Art House Age".

I hope you will give yourself permission to feel "golden" - intrinsically valuable and thought of as a true asset in your community. You certainly should feel golden because Art House exhibition is a noble and needed endeavor. Noble because celebrating the craft and the transformative power of cinema is worthy of the hard work and dedication required to make our theaters successful. Needed because people and society require significant arts experiences to promote creativity, build true literacy, and promote growth and learning.

The arts challenge the mind, comfort the soul and extend understanding. Cinema is the most significant art form developed in the modern era, which makes you a key community storyteller and a source for transformative art. Your organization is an important community asset which de facto makes you a "golden" person, a leader in your community.

As you meditate on how this time might be recalled with a gilded glint when reflected upon decades from now, remember the sense of unity and camaraderie that we now feel among Art House cinemas in North America. Bolstered by robust community fund raising, Art House cinemas are looking beyond mere profit and are enthusiastically embracing a community cultural mission.

This deeper understanding of artistic and community mission produces an Art House ethos that is communitarian in aspect, supportive in nature, and frequently, but not always, is powered by theaters that are institutionally not-for-profit. The Art House ethos encourages cinema exhibition that is innovative, inclusive, insightful, and promotes understanding, acceptance, personal growth and societal action to solve problems.

Thank you for coming to the Art House Convergence. I sincerely hope you enjoy, learn, share and return home renewed and with a glint of gold in your soul. Your community needs you; the art house movement needs you.

In conclusion, as you always do, work hard, aspire to make a difference, and please, promise to stay in touch. This really might be a "Golden Age" of the Art House and, by working together, we can most assuredly make it so.

Happy Conference!

Russ Collins

SCHEDULE AT A GLANCE

MONDAY JANUARY 18, 2016

8:00am - 9:00pm
Registration Desk Open
Zermatt Conference Center

9:00am - 10:00am
Bus from Zermatt Resort to SLFS
Hotel Entrance, Zermatt Resort

10:15am - 11:15am
Case Study: Salt Lake Film Society
Broadway Centre Cinemas (SLFS)

11:30am - 12:30pm
Community Collaboration with Salt
Lake Film Society
Broadway Centre Cinemas (SLFS)

12:30pm - 1:30pm
Lunch on Your Own
Salt Lake City, UT

1:30 pm
Bus Departs SLFS for Zermatt Resort
Broadway Centre Cinemas (SLFS)

1:45 pm - 3:45pm
Film Screening: DRAGON INN
Broadway Centre Cinemas (SLFS)

4:00 pm
Bus departs SLFS for Zermatt Resort
Broadway Centre Cinemas (SLFS)

7:00 pm - 9:30pm
Film Screening: LAST DAYS IN THE
DESERT
Matterhorn

9:00 pm - 11:00pm
Opening Night Party
Bernese

TUESDAY JANUARY 19, 2016

7:30 am - 6:30 pm
Registration Desk Open
Zermatt Conference Center

8:00 am - 9:00 am
Meet the Delegates
St. Moritz

9:00 am - 10:30 am
Welcome Keynote + State of the Art
House Presentation
Matterhorn

10:00 am- 12:00 pm
Anatomy of a Small Festival
Interlaken

10:30 am- 11:45 am
Coffee Break
Art House Lounge

10:45 am- 12:00 pm
Starting Young: Hooking Youth on
Cinema
Grindelwald

10:45 am- 12:00 pm
Operations/Tech 101
Matterhorn

10:45 am- 12:00 pm
Producing Live Shows in Your Venues
Davos

12:00 pm- 2:00 pm
Sponsor's Lunch
Bernese

1:00 pm - 3:00 pm
How Do You Work?
Interlaken

2:00 pm - 3:15 pm
Programming/Marketing 101
Grindelwald

2:00 pm - 3:15 pm
Case Study: Last Days in the Desert
Matterhorn

2:00 pm - 3:15 pm
Security Measures for Your Theater
Davos

2:00 pm - 3:00pm
Strategies for Increasing Your Sub-
missions
St. Moritz

3:15 pm - 3:45 pm
Coffee Break
Art House Lounge

3:00 pm - 4:00 pm
Mindshare #1
Interlaken

3:45 pm - 5:00 pm
Art Houses V. Millennials
Matterhorn

3:45 pm - 5:00 pm
A Guide to Fiscal Sponsorship
Davos

3:45 pm - 5:00 pm
The Future of Film Projection
Grindelwald

4:00 pm - 5:00pm
Starting A Film Festival
Interlaken

4:00 pm - 5:00pm
Income Beyond the Main Event
St. Moritz

5:00 pm - 6:00 pm
Art House Tales Pt. 1
Matterhorn

5:00 pm - 6:00 pm
Marketing Fashion Show
Grindelwald

6:00 pm - 7:00 pm
Cocktail Party
Art House Lounge

7:15 pm - 9:00 pm
Dinner
Bernese

9:00 pm - 11:00 pm
Film Screening: THE LOBSTER
Matterhorn

9:00 pm - 10:30 pm
Late Night Trivia
Chalet Lounge

WEDNESDAY JANUARY 20, 2016

8:00 am - 6:30 pm
Registration Desk Open
Zermatt Conference Center



8:00 am - 9:30 am
Breakfast Buffet
Z Chop Haus

9:00 am - 10:15 am
Fundraising 101
Interlaken

9:00 am - 10:15 am
Raising Your Technical Game
St. Moritz

9:00 am - 10:15 am
How to Attract New Audiences in the
Era of Social Media (European case
studies)
Davos

9:00 am - 10:15 am
Getting Personal with Your Patrons:
The Secret Weapon for Increasing
Your ROI
Matterhorn

9:00 am - 10:15 am
Filmmaker Central: Your Cinema as a
Supportive Hub
Grindelwald

10:15 am - 12:00 pm
Anatomy of a Medium Film Festival
Interlaken

10:15 am - 10:45 am
Coffee Break
Art House Lounge

10:45 am - 12:00 pm
Maximizing Your Team: Project Man-
agement Tools for Collaboration
St. Moritz

10:45 am - 12:00 pm
Credit Card EMV, PCI, Encryption,
Tokenization, Interchange Explained
Davos

10:45 am - 12:00 pm
Why Critics Matter
Matterhorn

10:45 am - 12:00 pm
Membership: Your Key to Bottomline
Success
Grindelwald

12:00 pm - 1:30 pm
Roundtable Lunch
Bernese

1:00 pm - 2:00 pm
What is Film Festival Alliance?
Interlaken

1:30 pm - 4:30 pm
Meet the Distributors
Bernese

2:00 pm - 3:00 pm
Bring on Your Pitches
Interlaken

2:00 pm - 3:00 pm
DCP is Not Scary
St. Moritz

2:00 pm - 3:15 pm
National Audience Study
Matterhorn

2:00 pm - 3:15 pm
The Secret(s) to Growing Your Annual
Giving
Grindelwald

2:00 pm - 3:15 pm
DIY DCP
Davos

3:00 pm - 4:00 pm
Mindshare #2
Interlaken

3:15 pm - 4:00 pm
Coffee Break
Art House Lounge

4:00 pm - 5:00 pm
Growing Pains: Staffing Solutions
Interlaken

4:00 pm - 5:00 pm
Are You Protected? Legal 101
St. Moritz

4:00 pm - 5:15 pm
Increase Your Box Office - Making
Films Accessible to Deaf and Blind
Audience Members
Davos

4:00 pm - 5:15 pm
A Guide to Current Concession Trends
Matterhorn

4:00 pm - 5:15 pm
What is "Science on Screen"?
Grindelwald

5:15 pm - 6:15 pm
Art House Tales Pt. 2
Matterhorn

6:15 pm - 7:15 pm
Cocktail Party
Bernese

7:15 pm - 9:00 pm
Dinner - Cheryl Boone Isaacs
Bernese

9:00 pm - 12:00 am
Closing Night Party
Pavillion @ Homestead

THURSDAY JANUARY 21, 2016

8:00 am - 11:30am
Registration Desk Open
Zermatt Conference Center

8:00 am - 9:00 am
Feedback Booth
St. Moritz

8:45 am - 10:00 am
Making the Case for Event Cinema in
Your Theater
Matterhorn

8:45 am - 10:00 am
Case Study: VOD IRL
Grindelwald

8:45 am - 10:00 am
Asian-Pacific Films in U.S. Art Houses
Davos

8:45 am - 10:00 am
Set The Trend
Interlake

9:30 am - 11:30 am
Anatomy of a Large Film Festival
St. Moritz

10:00 am - 11:00 am
Innovation Pitch
Matterhorn

11:30 am - 1:00 pm
Closing Brunch - Emily Best
Bernese

1:00 pm
Conference Photo
Front of Zermatt Resort


1:30 pm
Buses Depart Zermatt
Zermatt Parking Lot



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TABLE OF CONTENTS

3	Welcome Letter
4	Schedule At A Glance
8	Frequently Asked Questions
10	Thank You to Sponsors
12	Session Tracks
13	Keynote Speakers
14	Monday, January 18
18	Tuesday, January 19
24	Wednesday, January 20
32	Thursday, January 21
36	Hotel Floorplans



FREQUENTLY ASKED QUESTIONS

WHERE CAN I DOWNLOAD THE CONFERENCE APP?

The official 2016 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 conference maps! 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."

WHAT IS THE ART HOUSE LOUNGE?

The Art House Lounge is a space for you to meet with attendees, grab coffee and/or a light snack, and relax. Our sponsoring distributors have shared their upcoming trailers with us, which you can review on the big screen while you take a break. You can also check out the latest technology from Philips LightVibes with their LightVibes kiosk in the back of the Art House Lounge.

The Art House Lounge is sponsored by our Distributors and by Kodak.

HOW CAN I GET ONLINE?

The Zermatt Resort provides FREE wi-fi access throughout the Conference Center. Please remember that there are 500+ devices accessing the wi-fi at the same time, so please be patient if there is a slower-than-usual connection.

WiFi Network: Zermatt Meeting
WiFi Password: zermatt (all lower case)

WHERE CAN I FAX, MAIL OR PRINT SOMETHING?

The Front Desk at both the Zermatt and Homestead Resorts can assist guests with any needs regarding faxes, mailing packages and printing. The Zermatt Resort Conference Center office is able to make copies for a small fee. For any larger shipping needs, via FedEx, please contact the Zermatt Resort Conference Center office or ask for Crystal Draney, Business Center Attendant, on-site.

WHAT IS YOUR RECORDING POLICY?

Events, functions, and sessions hosted and/or promoted by Art House Convergence may be recorded by 4th Row Films and other allowed companies through photographs, video recordings, and live or archived podcasts. Art House Convergence may use this material for any purpose, on the web or in print. Note: As a participant of the Art House Convergence conference your image, voice, or any media may be captured during the event and used as part of our recording archives and future promotion of the Conference,

WHERE IS THE NEAREST DRUG-STORE AND HOSPITAL?

Midway Pharmacy (1.7 miles away)
42 W Main St
Midway, UT 84049
435-654-2396

Hospital (6.5 miles away)
Heber Valley Medical Center
1485 U.S. 40
Heber City, UT 84032
435-654-2500

WHO DO I TELL ABOUT MY ACCESIBILITY NEEDS OR DIETARY RESTRICTIONS?

Conference participants (and guests) with accessibility needs or dietary restrictions are encouraged to make Registration staff aware of any concerns, needs, or accessibility requirements they may have during the conference.

Zermatt Resort CONFERENCE CENTER & GUEST ROOMS

784 W. Resort Drive
Midway, UT 84049
866-937-6288

Homestead Resort GUEST ROOMS

700 Homestead Drive
Midway, UT 84049
800-327-7220



THANK YOU TO:

CONFERENCE STAFF

Barbara Twist, Managing Director
Adrienne Frank, Program Coordinator
Shelley Schulz, Sponsorships & Partnerships
Amy Beth Leber, Operations & Logistics
Toby Leonard, Technical Coordinator
Elle Long, Volunteer Coordinator
Russ Collins, Founding Director

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Andy Smith, Nickelodeon Theatre
Katherine Tallman, Coolidge Corner Theatre
John Toner, Renew Theaters

VOLUNTEERS

Rachael Barbash, Gateway Film Center
Toby Brooks, Sundance Institute
Gabe Chicoine, Amherst Cinema
Chris Collier, Renew Theaters
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Ira Deutchman, Deutchman Company, Inc
Barak Epstein, Texas Theatre
Jon Gann, DC Shorts
Beth Gilligan, Coolidge Corner Theatre
Juliet Goodfriend, Bryn Mawr Film Institute
Tom Hall, Montclair Film Festival
Brian Hunter, Michigan Theater
Jeffrey Jacobs, Jacobs Entertainment
Dave Jennings, Sony Pictures Repertory
Nick Kelso, The Loft Cinema
Jan Klingelhofer, Pacific Film Resources
Gary Meyer, EatDrinkFilms
Matt Polman, Belcourt Theatre
Daniela Ontiveros, The Loft Cinema
Stephanie Silverman, Belcourt Theatre
Dylan Skolnick, Cinema Arts Centre
Colin Stanfield, Film Festival Alliance
John Toner, Renew Theaters

Thank you to the Jacob Burns Film Center
for the cover design.

The mission of the Art House Convergence is to increase the quantity and quality of Art House cinemas in North America. It is operated for cultural and educational purposes by the Board of Trustees of the Michigan Theater Foundation in Ann Arbor. It has a Provisional Board made up of Art House exhibitors and allied colleagues. As a program of the Michigan Theater Foundation it is a tax-exempt corporate charity as defined by IRS tax code provision 501(c)3 - Federal tax ID number: 38-2269013.

THANK YOU TO OUR

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RTS Solutions This Bar Saves Lives
Will Rogers Foundation

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Thank you to Boston Light & Sound, the New Beverly Cinema and A24 Films for contributing to this year's scholarship fund. Their donations helped 8 theaters attend the 2016 Art House Convergence.



THANK YOU TO OUR **SPONSORING DISTRIBUTORS**

A24	Alchemy
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Excel Entertainment	Broad Green
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KinoLober	Dada Films
More2Screen	Drafthouse Films
Sony Pictures Repertory	Eammon Films
Submarine Entertainment	Fathom Events
Telefilm Canada	Film Festival Flix
TheatriCast	Film Rise
TUGG	Funimation Films
Unifrance	Fox Searchlight
	IFC Films
	Janus Films
	Magnolia Pictures
	Menemsha Films
	Momentum Pictures
	Monterey Media
	MTuckman Media
	Music Box Films
	Oscilloscope Pictures
	Outsider Pictures
	Park Circus
	Rising Alternative
	Roadside Attractions
	Screen Vision
	Seed & Spark
	Shoreline Entertainment
	Specticast
	Strand Releasing
	The Animation Show of Shows
	The Film Collaborative
	Tree House Mafia Productions

SESSION TRACKS



ART HOUSE 101

The Art House 101 track is designed for new staff, theater operators who are relatively new, and exhibitors looking to brush up on their Art House basics. From key terms to foundational principles, these sessions, led by experienced Art House veterans, will cover a broad range of topics. From case studies to practical advice, these are can't-miss sessions!



AUDIENCE DEVELOPMENT

As the typical Art House crowd grows older, exhibitors are looking to draw in the next generation, and their children. These sessions will each focus on a different segment of the population, sharing case studies, audience research, and ideas for exhibitors to take back to their own theaters. Highly recommended for those in programming and marketing.



BEST PRACTICES

Just as there is the Art House 101 track for "younger" Art Houses, the Best Practices track aims to provide case studies, advice and ideas for different topics on a more advanced level. From fundraising to technology to operations, these sessions will dive more deeply into these issues, providing possible solutions.



FILM FESTIVAL

In its third year, the Film Festival Alliance is back again with a Film Festival track. Open to all attendees, these sessions focus on a range of issues, from technology to fundraising to programming, all from the perspective of a film festival. Highly recommended for those with an existing film festival and those interested in starting a film festival.



NEW IDEAS

Innovation and passion are two necessary traits of an Art House exhibitor. These sessions focus on topics and issues that bring out the best in our innovation and passion. From VOD to Event Cinema to our brand new Innovation Pitch, these sessions will be full of interesting projects to inspire you over the next twelve months.



FOOD AND BEVERAGE

This icon will let you know when food and/or beverages will be provided at an event. **All alcoholic drinks require a drink ticket or cash.**

KEYNOTE SPEAKERS



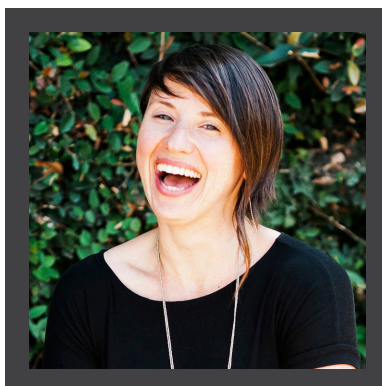
@TheAcademy
**President, Academy of Motion
Picture Arts and Sciences**
Wednesday, Jan 20 @ 7:30PM

CHERYL BOONE ISAACS

Cheryl Boone Isaacs was re-elected for a third term as President of the Academy of Motion Picture Arts and Sciences on August 5, 2015, by the organization's Board of Governors. In her 23 years as an Academy Governor, representing the Public Relations Branch, Boone Isaacs has spearheaded several initiatives, projects and produced the 4th Annual Governors Awards in 2012.

Boone Isaacs is a 2014 inductee into the NAACP Hall of Fame, a recipient of an honorary Doctorate from the University of North Carolina School of the Arts, a Silver Achievement Award from the YWCA of Greater Los Angeles and was honored by the Dallas Film Society with its Dallas Star Award and by the Bryn Mawr Film Society with its Silver Screen Inspiration Award. She also received the 2014 Trailblazer Award from Essence Magazine and serves as a Trustee for the American Film Institute.

Boone Isaacs heads CBI Enterprises, Inc., where she has consulted on marketing efforts on such films as "The Artist," "The King's Speech," "Precious: Based on the Novel 'Push' by Sapphire," "Spider-Man 2" and "Tupac: Resurrection." Boone Isaacs previously served as president of theatrical marketing for New Line Cinema, where she oversaw numerous box office successes, including "Austin Powers: The Spy Who Shagged Me" and "Rush Hour." Prior to joining New Line in 1997, she was EVP of worldwide publicity for Paramount Pictures, where she orchestrated publicity campaigns for the Best Picture winners "Forrest Gump" and "Braveheart."



@emilybest
CEO, Seed&Spark
Thursday, Jan 21 @ 12:00PM

EMILY BEST

Emily Best founded Seed&Spark to make a contribution to the truly independent community in which she would like to make moving pictures. In 2011, she had the great fortune of producing her first feature with a remarkable group of women. The spirit, the community and the challenges of that project, Like the Water, inspired Seed&Spark. Before producing Like the Water, Emily produced theater, worked as a vision and values strategy consultant for Best Partners, ran restaurants, studied jazz singing at the Taller de Musics, tour guided and cooked in Barcelona, and before that, was a student of Cultural Anthropology and American Studies at Haverford College.

Emily was named one of the 2013 Indiewire Influencers, 2014 New York Women of Influence, and 2015 Upstart 100. Emily is touring film and tech festivals around the world as a part of the #StayIndieTour to educate filmmakers and learn their best practices in connecting with their audiences to build a sustainable career. She has raised hundreds of thousands of dollars in crowdfunding for film, and contributed to over 300 campaigns to date.

DAILY SCHEDULE | MONDAY JANUARY 18

8:00AM - 9:00PM

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

9:00AM

Front of Hotel
Zermatt Resort

BUS DEPARTS ZERMATT RESORT FOR BROADWAY CENTRE CINEMAS (SLFS)

To join Monday's activities in Salt Lake City at the Broadway Centre Cinemas (Salt Lake Film Society), hop on this bus at 9AM. It will take approximately an hour to get to Salt Lake City.



10:15AM - 11:15AM

Broadway Centre
Cinemas

CASE STUDY: SALT LAKE FILM SOCIETY

SLFS was started like many art houses: by people who loved movies, but didn't know much about running a theater. Since taking over the Tower Theatre in 2003, Salt Lake Film Society has grown significantly in size: financially, programmatically, and screen-wise. Hear from staff members on the evolution of the organization and how everything runs today to keep this dynamic & growing organization on point.



11:15AM - 11:30AM

Broadway Centre
Cinemas

COFFEE BREAK

Grab a cup of coffee or tea as you catch up with old friends and meet new colleagues.



11:30AM - 12:30PM

Broadway Centre
Cinemas

COMMUNITY COLLABORATION WITH SALT LAKE FILM SOCIETY

Drawing in new audiences through community collaborations is key to the Salt Lake Film Society's mission. From local arts organizations to non-profits focused on social causes, hear from the Salt Lake Film Society and their partners themselves on how they work together, and how their relationships have improved both organizations for the better.

12:30PM - 1:30PM

Salt Lake City

LUNCH ON YOUR OWN

Stay near the theater or explore the city and grab lunch on your own.

1:30PM

Broadway Centre
Cinemas

BUS DEPARTS SLFS FOR ZERMATT RESORT

Ready to head to Midway? Grab this free bus up to the Zermatt & Homestead Resorts. We will have a bus departing before and after the screening of DRAGON INN.

1:45PM

Broadway Centre
Cinemas

**SCREENING COURTESY
OF JANUS FILMS**

FILM SCREENING: DRAGON INN

The Chinese wuxia-martial arts-picture was never the same after Kin Hu's Inn. During the Ming Dynasty, the Emperor's Minister of Defense is framed and executed by a powerful court eunuch, and his family is sent into exile and pursued by secret police. As the chase ensues, a mysterious band of strangers begins to gather at the remote Dragon Gate Inn, where paths (and swords) will cross. This thrilling landmark of film history returns to the screen in a new, beautifully restored 4k digital transfer from the original film negatives. Taiwan - 1967 - 111 Min - Color - In Mandarin with English Subtitles - 2.35:1



ART HOUSE 101



BEST PRACTICES



NEW IDEAS



AUDIENCE
DEVELOPMENT



FILM FESTIVAL



FOOD AND
BEVERAGE

4:00PM

Broadway Centre
Cinemas

BUS DEPARTS SLFS FOR ZERMATT RESORT

This is the second and last bus of the day up to the Zermatt Resort. Catch this after watching the screening of DRAGON INN.

5:00PM

Zermatt Resort &
Homestead Resort

DINNER ON YOUR OWN

After you check-in, grab some dinner at Z Chop Haus, Wildfire Smokehaus or jump on a shuttle to downtown Midway or Heber City for more dining options!



7:15PM

Matterhorn
Zermatt Resort

**SCREENING COURTESY
OF BROAD GREEN
PICTURES**

FILM SCREENING: LAST DAYS IN THE DESERT

Ewan McGregor is Jesus - and the Devil - in an imagined chapter from his forty days of fasting and praying in the desert. On his way out of the wilderness, Jesus struggles with the Devil over the fate of a family in crisis, setting for himself a dramatic test. *Post-film Q&A with director Rodrigo García.*

Sponsored By Boston Light & Sound, Barco and Philips LightVibes



9:00PM - 11:00PM

Bernese Event Center
Zermatt Resort

OPENING NIGHT PARTY

Greet friends and colleagues over a drink to kick off the ninth annual Art House Convergence conference. Learn more about your fellow Convergence attendees by watching a slide show of theater and special event photos from attendees.

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VISIT US IN THE GENEVE ROOM

ART HOUSE
CONVERGENCE

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THEM COMING
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DAILY SCHEDULE | TUESDAY JANUARY 19

7:30AM - 6:30PM

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

8:00AM - 9:00AM

St. Moritz
Zermatt Resort

MEET THE DELEGATES

A great opportunity to kick off the conference by meeting fellow attendees in a fun way.



9:00AM - 10:30AM

Matterhorn
Zermatt Resort

WELCOME KEYNOTE + STATE OF THE ART HOUSE PRESENTATION

Join us for welcoming remarks on the state of independent exhibition and how to get the most out of your four days at the 2015 Art House Convergence, followed by a presentation by DataArts/CDP on the results of this year's Theater Operations Survey. **Speakers: Russ Collins, Michigan Theater; Colin Stanfield, Greenwich Intl Film Festival**



10:00AM - 12:00PM

Interlaken
Zermatt Resort

ANATOMY OF A SMALL FESTIVAL

Over three morning sessions, watch an in-depth interview with key staff members of three festivals – one under \$100K, one under \$500K, and one over \$1M. All are asked the same questions to compare apples to apples – every aspect from submissions to programming; marketing to audience retention; year-round programming to real estate investment; and fundraising to grant writing. After the drilling, the floor is open to everyone to further inquire about their events. **Speaker: Alan LaFave, Hell's Half Mile Film Festival**



10:30AM - 10:45AM

Art House Lounge
Zermatt Resort

COFFEE BREAK

Grab a cup of coffee or tea while you take a break from the invigorating sessions, or continue the conversation over a snack from the Art House Lounge.

Sponsored By Kodak



10:45AM - 12:00PM

Matterhorn
Zermatt Resort

OPERATIONS/TECH 101

Don't know a four-wall from drywall or what kind of concessions to offer? Whether you are a brand new theater or an import from another industry, you will learn the basics of concessions, box office operations, and front-of-house management in this session. **Speakers: Michael Falter, City Lights Cinema; Colette Costa, Gold Town Nickelodeon; Amy Beth Leber, Salt Lake Film Society; Charlie Frankel, Art House Cinema Solutions; Jeremy Stevermer, Technical Consultant**



10:45AM - 12:00PM

Grindelwald
Zermatt Resort

STARTING YOUNG: HOOKING YOUTH ON CINEMA

This session will discuss cultivating the next generation of filmgoers and film lovers. Hear from exhibitors who are actively engaging and growing audiences under 18, from Parent & Baby screenings to High School programs. **Speakers: Amy Averett, Alamo Drafthouse Cinema; Mats Gillmor, Palladium; Hollie Mahadeo, Enzian Theater**



ART HOUSE 101



BEST PRACTICES



NEW IDEAS



AUDIENCE
DEVELOPMENT



FILM FESTIVAL



FOOD AND
BEVERAGE



10:45AM - 12:00PM

Davos
Zermatt Resort

PRODUCING LIVE SHOWS IN YOUR VENUES

From booking acts to navigating contracts, this session will discuss how to produce comedy, music, and other live performances in your theaters. **Speakers:** Landee Bryant-Green, Maiden Alley Cinema; Barak Epstein, Texas Theatre; Ryan Hill, ArtsQuest



12:00PM - 2:00PM

Bernese Event Center
Zermatt Resort

MEET THE SPONSORS LUNCH

Enjoy a buffet lunch while visiting our table-top exhibit for our 2016 Sponsors. From ticketing providers to technical needs, this is your one-stop-shop for new ideas and contacts.



1:00PM - 3:00PM

Interlaken
Zermatt Resort

HOW DO YOU WORK?

Seven festivals will demonstrate and discuss custom and off-the-shelf solutions they use to manage everything from submissions to film review and selection, filmmaker management, material trafficking, and ticketing. **Speakers:** Jon Gann, DC Shorts; Eric Wilson, MSP Film Society; Bart Weiss, Dallas Video Festival; Chris & Pat McFaul, Port Townsend Film Festival; Judy Laster, Woods Hole Film Festival; Riki Kuchek, Newport Beach Film Festival; Leslie Raymond, Ann Arbor Film Festival



2:00PM - 3:00PM

St. Moritz
Zermatt Resort

STRATEGIES FOR INCREASING YOUR SUBMISSIONS

Hear strategies from various events on using multiple submission sites, creative marketing – and from some of the major submission engines – on ways to receive more appropriate and better quality entries.



2:00PM - 3:15PM

Matterhorn
Zermatt Resort

CASE STUDY: LAST DAYS IN THE DESERT

The team behind the film will present a case study focused on the release strategy. Broad Green Pictures is collaborating with Tugg's TheatriCast to release the film in independent theaters in Spring 2016 and the session will present the different marketing strategies developed by the Broad Green and Different Drummer teams. **Speakers:** Rodrigo García, Film Director; Nicholas Gonda, Tugg; Erik Lokkesmoe, Different Drummer



2:00PM - 3:15PM

Grindelwald
Zermatt Resort

PROGRAMMING/MARKETING 101

Don't know a BOR from VOD? Whether you are a brand new theater or an import from another industry, you will learn the basics of booking films, establishing relationships with distributors, and developing your programming strategy in this session. The Art House 101 sessions are for theaters and staff members just starting out in the Art House world. **Speakers:** Richard Lorber, KinoLorber; David Jennings, Sony Pictures Repertory; Dylan Skolnick, Cinema Arts Centre; Connie White, Balcony Booking



DAILY SCHEDULE | TUESDAY JANUARY 19



2:00PM - 3:15PM

Davos
Zermatt Resort

SECURITY MEASURES FOR YOUR THEATER

What does your theater preparedness plan look like? Are your staff equipped to handle emergencies from CPR and First Aid to "shooter in theater" scenarios? This session will share several case studies of theaters and how they plan to stop potential problems at the front door & be prepared to maximize customer and staff safety during an emergency situation. **Speakers: Gina Cuomo, Denver Film Society; Lori Reid, Tropic Cinema**



3:15PM - 3:45PM

Art House Lounge
Zermatt Resort

COFFEE BREAK

Grab a cup of coffee or tea while you take a break from the invigorating sessions, or continue the conversation over a snack from the Art House Lounge.

Sponsored By Kodak



3:00PM - 4:00PM

Interlaken
Zermatt Resort

MINDSHARE #1

Twice during the conference, we will divide into smaller workgroups to solve real-life issues. At the Welcome Dinner, you will be asked to fill out a slip of paper with a concern that your event is facing. At the start of the Mindshare sessions, each group will select an issue from a fishbowl -- and have 30 minutes to come up with a solution. Each group will be allowed two minutes to present their solution to the larger group. All issues and solutions will be written up and shared after the conference.



3:45PM - 5:00PM

Matterhorn
Zermatt Resort

ART HOUSES V. MILLENNIALS

This session will tackle the most discussed audience: Millennials. Hear from several programmers (and representatives of the demographic themselves) how they have approached and engaged this audience. **Speakers: Alan Black, Hot Docs; Gabe Chicoine, Amherst Cinema; Bianca Costello, Coolidge Corner Theatre; Courtney Sheehan, Northwest Film Forum**



3:45PM - 5:00PM

Grindelwald
Zermatt Resort

THE FUTURE OF FILM PROJECTION

Storing your 35mm projector in the booth while operating it occasionally requires more than you might realize. Who is still manufacturing parts? Who is training people in film projection and handling? Is film stock even available? Join the discussion as we assess the current landscape and look into the future of film projection.

Speakers: Bret Berg, Alamo Drafthouse Cinema; Chapin Cutler, Boston Light & Sound; Dan Halsted, Hollywood Theatre; Anne Hubbell, Kodak



3:45PM - 5:00PM

Davos
Zermatt Resort

A GUIDE TO FISCAL SPONSORSHIP

Want to do an education series, set up a community project, apply for a grant, or help a local filmmaker raise funds? Learn about fiscal sponsorship -- a tool that helps groups that don't have their own 501(c)3 raise money for short or long-term projects with a charitable goal.

Speakers: Dianne Debicella, Fractured Atlas; Selena Juneau-Vogel, Fractured Atlas; Doug Whyte, Hollywood Theatre



ART HOUSE 101



BEST PRACTICES



NEW IDEAS



AUDIENCE
DEVELOPMENT



FILM FESTIVAL



FOOD AND
BEVERAGE



4:00PM - 5:00PM

Interlaken
Zermatt Resort

STARTING A FILM FESTIVAL

So you want to start a film festival? Hear war stories from three who did, and one who collected the tales of 14 others. This practical look into the complexities of creating a new event explores all aspects of a festival, from incorporation through founders' exit strategies. **Speakers: Paula Elias, Citizen Jane Film Festival; Jon Gann, DC Shorts; Judy Laster, Woods Hole Film Festival; Jeff Ross, SF Indie**



4:00PM - 5:00PM

St. Moritz
Zermatt Resort

INCOME BEYOND THE MAIN EVENT

Most festivals make money one week a year. Learn from others about successful year-round and one-off programming, membership and donor programs, and the mystery of online access.



5:00PM - 6:00PM

Grindelwald
Zermatt Resort

MARKETING FASHION SHOW

Show us what you've got! You are asked to bring along some of your festival's marketing materials -- catalogs, posters, postcards, trinkets and banners. Some lucky attendees will be randomly called upon to create a walking fashion -- think Project Runway meets Cannes. Teams will assist in the endeavors, and all will vote on their fashion fave.



5:00PM - 6:00PM

Matterhorn
Zermatt Resort

ART HOUSE TALES PT. 1

This session will present 7 short talks about 7 different Art Houses. Each speaker will present 20 slides, each for 20 seconds. That's 6 mins 40 secs about each theater. The best part of the Convergence is getting to know people and the theaters that they run. Hear about Art Houses big and small. From cities and small towns. Hear how they got started and about the people who make them run.

Part 1 features the following theaters:

Coolidge Corner Theatre - Brookline, MA - Kathy Tallman
The Nickelodeon - Columbia, SC - Andy Smith
Gold Town Theater - Juneau, AK - Collette Costa
Tropic Cinema - Key West, FL - Matthew Helmerich
Belcourt Theatre - Nashville, TN - Stephanie Silverman
Texas Theatre - Dallas, TX - Barak Epstein
California Film Institute - San Rafael, CA - Mark Fishkin



DAILY SCHEDULE | TUESDAY JANUARY 19



6:00PM - 7:00PM

Art House Lounge/
Matterhorn
Zermatt Resort

COCKTAIL PARTY WITH PENELOPE SPHEERIS & ANNA FOX

Join Penelope Spheeris, Anna Fox and Patron Technology for drinks following the first full day of panels. Hang out in the Art House Lounge or sit in on a conversation with Penelope & Anna in the Matterhorn.

Penelope & Anna will share stories from their recent Art House road trip of Penelope's documentary trilogy, *THE DECLINE OF WESTERN CIVILIZATION*, moderated by the Belcourt Theatre's Allison Inman.

Sponsored By Patron Technology

7:15PM - 9:00PM

Bernese Event Center
Zermatt Resort

DINNER

Sit down to dinner with your colleagues and new friends after a full day of panels, speakers, and workshops.

Sponsored By Veezi



9:00PM - 10:30PM

Chalet Lounge
Zermatt Resort

LATE NIGHT TRIVIA

Already seen *THE LOBSTER*? Looking to stretch your brain? Join Tom Hall in the small bar above the lobby for some late night trivia. Three rounds, ten questions each, with the winning team getting a special prize! **Emcee: Tom Hall, Montclair Film Festival**

Film Festival

9:00PM - 11:00PM

Matterhorn
Zermatt Resort

SCREENING COURTESY OF ALCHEMY

FILM SCREENING: THE LOBSTER

Recently dumped by his wife, David (Colin Farrell) is taken to a countryside hotel where guests (John C. Reilly and Ben Whishaw amongst them) must find a suitable mate within 45 days or be turned into the animal of their choice. They attend group meetings and mixers designed by staff (a wryly Nurse Ratched-esque Olivia Colman) to foster compatible pairings. But David's search ultimately leads to the "loners," militant outcasts (led by Léa Seydoux) who live in the woods and are routinely hunted by hotel guests. Although the loners forbid intimacy, he befriends a short-sighted woman (Rachel Weisz).

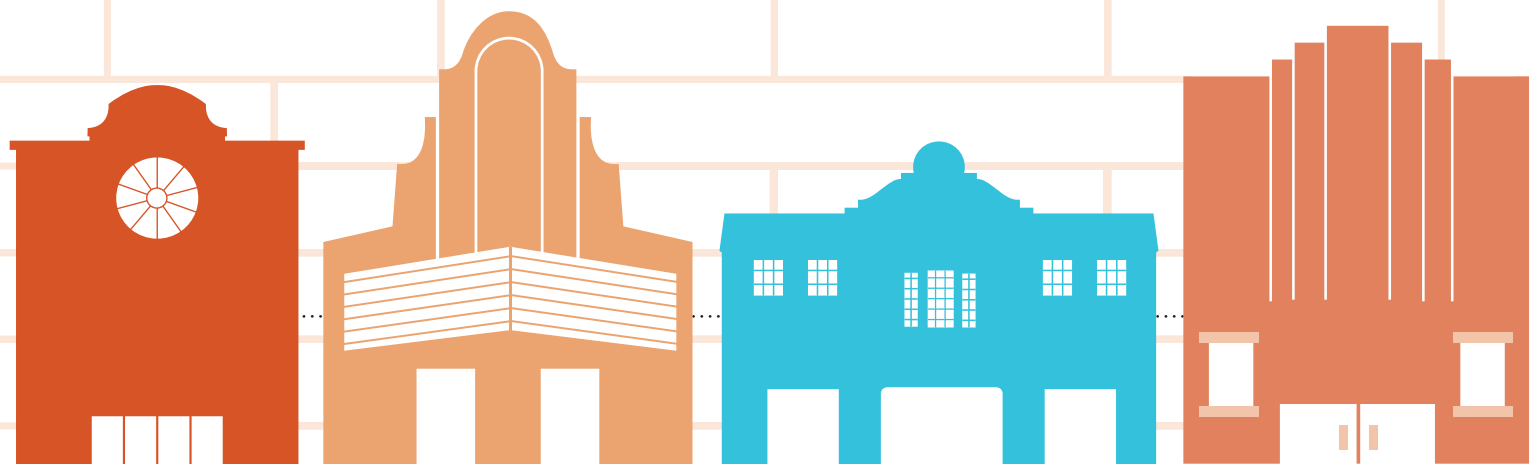
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ART HOUSE THEATER DAY

SEPTEMBER 24, 2016

Sign up at arthousetheaterday.org

Art House Theater Day celebrates the art house theater and the cultural role it plays in a community. It is a day to recognize the year-round contributions of film and filmmakers, patrons, projectionists, and staff, and the brick and mortar theaters that are passionately dedicated to providing access to the best cinematic experience.



DAILY SCHEDULE | WEDNESDAY JANUARY 20

8:00AM - 6:30PM

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



8:00AM - 9:15AM

Z Chop Haus
Zermatt Resort

BREAKFAST BAGEL BAR

Get ready for your second full day of panels with our coffee & bagel bar in the Chop Haus.



9:00AM - 10:15AM

Matterhorn
Zermatt Resort

GETTING PERSONAL WITH YOUR PATRONS: THE SECRET WEAPON FOR INCREASING YOUR ROI

Everyone knows that keeping patrons coming back to your art house cinema is about a lot more than what's on the screen. Patrons value a personal relationship with the organization, and they want to feel like they belong. This session will prove – with real numbers and case studies – just how much it matters to make your audience feel like you know them personally! We'll present our decade-long research study on quantifying the value of connecting with your ticket-buyers and how you can increase membership sales & donations, foster greater loyalty, and improve your bottom line. **Speakers: Gene Carr, Patron Technology; Michelle Paul, Patron Technology**



9:00AM - 10:15AM

Grindelwald
Zermatt Resort

FILMMAKER CENTRAL: YOUR CINEMA AS A SUPPORTIVE HUB

Being highly adaptable is a key tenet of today's Art House. Supporting local filmmakers as part of your mission can be a unique and sustainable way to keep your organization community-based and provide bottom-line dollars for your organization. The Austin Film Society and the Coral Gables Art Cinema explore the realities and considerable benefits of turning your cinema into a community hub for filmmakers and media artists. **Speakers: Ronald Baez, Miami Film Project; Ben Delgado, Coral Gables Art Cinema; Holly Herrick, Austin Film Society**



9:00AM - 10:15AM

Interlaken
Zermatt Resort

FUNDRAISING 101

How do you ask for a major gift? Why should you ask for an annual gift? Do you have a membership program yet? Whether you are a brand new theater or an import from another industry, you will learn the fundamentals of fundraising for art house theaters, from annual giving to memberships. **Speakers: Lee Berry, Michigan Theater; Richard Paradise, Martha's Vineyard Film Society; Ken Stein, League of Historic American Theatres**



9:00AM - 10:15AM

St. Moritz
Zermatt Resort

RAISING YOUR TECHNICAL GAME

What are the major technical hurdles of modern digital cinema and how can we all help to make sure content is screened correctly for our audience as well as our artists? Participants will workshop the best practices for DCP exhibition, distribution, and ways to merge live event technology with cinema. **Speaker: Jeremy Stevermer, Technical Consultant**



ART HOUSE 101



BEST PRACTICES



NEW IDEAS



AUDIENCE
DEVELOPMENT



FILM FESTIVAL



FOOD AND
BEVERAGE



9:00AM - 10:15AM

Davos
Zermatt Resort

HOW TO ATTRACT NEW AUDIENCES IN THE ERA OF SOCIAL MEDIA (EUROPEAN CASE STUDIES)

This session will address social networks and new media: how to get young people's attention and direct them towards "quality" cinema? It will also discuss how to develop a keen eye and foster a critical mind in young film viewers as well as partnership strategies to target new audiences. **Speakers: Justin Camilleri, Euro Media Forum; Fatima Djoumer, Europa Cinemas; Mats Gillmor, Palladium; Elisa Giovannelli, Cineteca Bologna; Justyna Kociszewska, Kino Lab**



10:15AM - 12:00PM

Interlaken
Zermatt Resort

ANATOMY OF A MEDIUM FESTIVAL

Over three morning sessions, watch an in-depth interview with key staff members of three festivals – one under \$100K, one under \$500K, and one over \$1M. All are asked the same questions to compare apples to apples – every aspect from submissions to programming; marketing to audience retention; year-round programming to real estate investment; and fundraising to grant writing. After the drilling, the floor is open to everyone to further inquire about their events. **Speaker: Dan Brawley, Cucalorus Film Festival**



10:15AM - 10:45AM

Art House Lounge
Zermatt Resort

COFFEE BREAK

Grab a cup of coffee or tea while you take a break from the invigorating sessions, or continue the conversation over a snack from the Art House Lounge.



10:45AM - 12:00PM

Matterhorn
Zermatt Resort

WHY CRITICS MATTER: A CONVERSATION WITH ANNE THOMPSON AND SAM ADAMS

Join us in a discussion on contemporary film criticism and its importance within the independent exhibition community. **Speakers: Sam Adams, IndieWire; Ira Deutchman, Deutchman Company, Inc; Anne Thompson, IndieWire**



10:45AM - 12:00PM

Grindelwald
Zermatt Resort

MEMBERSHIP: YOUR KEY TO BOTTOMLINE SUCCESS

Membership programs are integral to bottomline success for art house theaters. From creating a consistent cash flow to building a dedicated audience, learn why membership matters in both dollars and sense. Hear from several theaters about their membership program structure, benefits, impact, and take away new ideas for your own! **Speakers: Rene Bouchard, Cinema Arts Centre; Ariel Brownstein, Pickford Film Center; Peggy Johnson, The Loft Cinema**



10:45AM - 12:00PM

Davos
Zermatt Resort

CREDIT CARD EMV, PCI, ENCRYPTION, TOKENIZATION, INTER- CHANGE EXPLAINED

Are you confused by the strange terminology, acronyms, sales tactics, and rates and fees that apply to your theatre's merchant account? This is your chance to have them all explained clearly and get answers from a veteran fellow theatre owner and payments professional. **Speaker: Wynn Salisch, Casablanca Ventures**



10:45AM - 12:00PM

St. Moritz
Zermatt Resort

MAXIMIZING YOUR TEAM: PROJECT MANAGEMENT TOOLS FOR COLLABORATION

This session will showcase a number of collaborative project management tools that not only help with getting things done, but also engage teamwork. **Speaker: Chris Collier, Renew Theaters**



DAILY SCHEDULE | WEDNESDAY JANUARY 20



12:00PM - 2:00PM

Bernese Event Center
Zermatt Resort

ROUNDTABLE LUNCH

Let the discussions continue over lunch. You can choose to sit at a Topic Table with a discussion leader for a focused conversation or you can grab a seat at our other tables and take a break while you eat your lunch.

Sponsored By Magna Tech Electronics



1:00PM - 2:00PM

Interlaken
Zermatt Resort

WHAT IS FILM FESTIVAL ALLIANCE?

Originally founded in 2010 as a program of IFP, The Film Festival Alliance was established in 2015 as an independent non-profit organization which develops and fosters collaboration among mission-driven film festivals around the world. Learn more about our mission and programming -- and join in as a committee or board member. **Speaker: Colin Stanfield, Greenwich Intl Film Festival**



2:00PM - 4:30PM

Bernese Event Center
Zermatt Resort

MEET THE DISTRIBUTORS

Drop in for 15 minutes or all afternoon -- with over 50 distributors in the room, now is your chance to hear about their upcoming films and events.



2:00PM - 3:00PM

Interlaken
Zermatt Resort

BRING ON YOUR PITCHES

Your fundraising efforts are only as good as your last successful pitch. Learn tips and tricks from some of the top fundraisers in the festival industry about making successful (and sometimes non-successful) asks. Then, bring your own 60-second elevator pitch and get critique and feedback from the panel on how to sharpen your asks to get the cash. **Speakers: Lesli Klainberg, Film Society of Lincoln Center; Aran Roche, Montclair Film Festival**



2:00PM - 3:00PM

St. Moritz
Zermatt Resort

DCP IS NOT SCARY

Creating DCPs is much easier with a partner. Learn how SimpleDCP works with festivals to manage file collection, creation and testing for projection optimized for your venues. Then hear from DTA about outfitting any space into a DCP-ready venue -- at a budget friendly price. **Speakers: Bob Deutsch, DTA Global; Garrett Sergeant, SimpleDCP**



2:00PM - 3:15PM

Matterhorn
Zermatt Resort

NATIONAL AUDIENCE STUDY

Avenue ISR returns for a third 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. **Speaker: Woody Smith, Avenue ISR**



ART HOUSE 101



BEST PRACTICES



NEW IDEAS



AUDIENCE
DEVELOPMENT



FILM FESTIVAL



FOOD AND
BEVERAGE



2:00PM - 3:15PM

Davos
Zermatt Resort

DIY DCP

DIY DCP is a workshop on the tools and methods for quick, easy and cost-effective Digital Cinema Package (DCP) creation for special programming promotion, advertising, and other on-screen needs of these organizations. **Speaker: Mike Pearson, SIFF Cinema**



2:00PM - 3:15PM

Grindelwald
Zermatt Resort

THE SECRET(S) TO GROWING YOUR ANNUAL GIVING

From development staffing to creating the right “ask”, growing your annual giving is about cultivating and educating your audience. Annual giving and membership often go together, but it is important to educate your donors on the difference. Learn from several theaters and festivals who have put in the hard work and are happy to share their secrets. **Speakers: Rene Bouchard, Cinema Arts Centre; Colin Stanfield, Greenwich Intl Film Festival; Kathy Tallman, Coolidge Corner Theatre**



3:15PM - 4:00PM

Art House Lounge
Zermatt Resort

COFFEE BREAK

Grab a cup of coffee or tea while you take a break from the invigorating sessions, or head down to the Bernese Event Center to Meet The Distributors!



4:00PM - 5:00PM

Interlaken
Zermatt Resort

GROWING PAINS: STAFFING SOLUTIONS

As your festival grows, so does the need for extra staff. Learn how to identify your organization’s needs, craft accurate job descriptions and delegate tasks. Hear from big festivals with numerous year-round and seasonal staff on the legalities of hiring practices, and smaller events who creatively rely on volunteers. The panel will discuss how you can turn super-volunteers into part-time and full-time staff (chances are we all started there), best utilize your consultants, and keep interns busy. **Speakers: Alan Black, Hot Docs; Janette Force, Port Townsend Film Festival; Andrew Greenblatt, Philadelphia Film Society; Deirdre Haj, Full Frame Documentary Film Festival**



4:00PM - 5:00PM

St. Moritz
Zermatt Resort

ARE YOU PROTECTED? LEGAL 101

From entry form to closing party – is your organization protected? What if a filmmaker sues? A volunteer gets seriously injured? A studio demands to remove a film? A sponsor pulls out at the last minute? Hear from legal experts on ways to protect your event, board – and yourself. **Speakers: Michael Donaldson, Donaldson & Califf; Corey Field, Ballard Spahr**



4:00PM - 5:15PM

Matterhorn
Zermatt Resort

A GUIDE TO CURRENT CONCESSION TRENDS

What customers say and what they eat are often two different things – the National Association of Concessionaires will share the current trends and patterns it sees among its vendors and customers. From healthy snacks to staples, from in-dining options to menu labeling, this session will answer all your concession questions. **Speaker: Dan Borschke, National Association of Concessionaires**



DAILY SCHEDULE | WEDNESDAY JANUARY 20



4:00PM - 5:15PM

Davos
Zermatt Resort

INCREASE YOUR BOX OFFICE - MAKING FILMS ACCESSIBLE TO DEAF AND BLIND AUDIENCE MEMBERS

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

Speaker: Marc Bovee; Lisa Wrench, Language People Inc.



4:00PM - 5:15PM

Matterhorn
Zermatt Resort

WHAT IS "SCIENCE ON SCREEN"?

The Coolidge Corner Theatre's Science on Screen series has expanded film and scientific literacy with this popular program, now in its 11th year. Last year, 23 grants of up to \$8,500 each 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 now offer an expanded grant opportunity, this time awarding a minimum of 30 grants (up to \$8,500 each) to non-profit art house cinemas or museums with film programs. 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. **Speakers: Carol Johnson, Amherst**

Cinema; Sue Richardson, State Theater, Modesto; Kathy Tallman, Coolidge Corner Theatre; Doron Weber, Sloan Foundation



5:15PM - 6:15PM

Matterhorn
Zermatt Resort

ART HOUSE TALES PT. 2

Part 2 presents 7 completely different Art Houses. Same format: each speaker will present 20 slides, each for 20 seconds. This session promises to be even better than Part 1! Hear about Art Houses big and small. From cities and small towns. From coast to coast and beyond. Hear how they got started and about the people who make them run.

Part 2 features the following theaters:

Bryn Mawr Film Institute - Bryn Mawr, PA - Andrew Douglas
Moxie Cinema - Springfield, MO - Mike Stevens
Salt Lake Film Society - Salt Lake City, UT - Tori Baker
Laemmle Theatres - Los Angeles, CA - Greg Laemmle
Doris Duke Theatre, Honolulu Museum of Art - Honolulu, HI - Taylour Chang
SIFF Cinema - Seattle, WA - Carl Spence
Michigan Theater - Ann Arbor, MI - Russ Collins



ART HOUSE 101



BEST PRACTICES



NEW IDEAS



AUDIENCE
DEVELOPMENT



FILM FESTIVAL



FOOD AND
BEVERAGE



6:00PM - 7:00PM

Matterhorn
Zermatt Resort

COCKTAIL PARTY

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

Sponsored By KOFIC



7:15PM - 9:00PM

Bernese Event Center
Zermatt Resort

DINNER

Sit down to dinner with your colleagues and new friends after a full day of panels, speakers and workshops and hear from our Keynote Speaker, Cheryl Boone Isaacs, President of the Academy of Motion Picture Arts and Sciences

Sponsored By Agile Ticketing Services



KEYNOTE SPEAKER: CHERYL BOONE ISAACS

Cheryl Boone Isaacs was re-elected for a third term as President of the Academy of Motion Picture Arts and Sciences on August 5, 2015, by the organization's Board of Governors. She joins us tonight as a Keynote Speaker to speak to the art house exhibition community. The Academy of Motion Picture Arts and Sciences has been a valuable partner in the independent exhibition community and we want to thank Cheryl Boone Isaacs for her continued dedication, service, and commitment to the independent film industry.



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. After you've had a drink or two, hop aboard for a sleigh ride across the snow, or grab some late night snacks.

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—George Eastman

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*Steven Krams - President
Dara Reusch - Sr. VP
Marketing & Sales*

DAILY SCHEDULE | THURSDAY JANUARY 21

8:00AM - 11:30AM

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. DROP YOUR LUGGAGE WITH US!

Sponsored By Spotlight Cinema Networks

8:00AM - 9:00AM

Interlaken
Zermatt Resort

FEEDBACK BOOTH WITH FILM FESTIVAL ALLIANCE

Grab a cup of coffee and let us know how you thought the conference went. In order for us to grow, we need to hear from YOU -- the good and the "we tried, but did not deliver."



8:45AM - 10:00AM

Matterhorn
Zermatt Resort

MAKING THE CASE FOR EVENT CINEMA IN YOUR THEATER

Event Cinema requires more attention than a typical screening. Eventizing is crucial part of marketing and programming these screenings. This panel will discuss promotion, pricing, delivery, exclusivity/clearances, and non-traditional marketing. The panel will also share market statistics for the UK vs. US event cinema box office and offer suggestions for increasing US box office for theaters. **Speakers: Christine Costello, More2Screen; Ruth Lednicer, Michigan Theater; Jonathan Ross, Event Cinema Association; Mark Rupp, SpectiCast; Robert Sadlon, The Moviehouse**



8:45AM - 10:00AM

Grindelwald
Zermatt Resort

CASE STUDY: VOD IRL

Undeniably, audiences are migrating online. Instead of ignoring or competing with the proliferation of online platforms and services, what if independent theaters figured out how to play with them? This session is a case study of a word-of-mouth VOD screening produced in the movie theater the same day that it debuts on a streaming service. The goal: to successfully eventize a screening while creatively adapting to a changing industry. The presentation will cover the nuts and bolts of how an exhibitor, marketing expert, and SVOD distributor developed the idea and produced the first event. VOD IRL is an experiment that raises and explores the question: is it time for the theater to reinvent its role in the release life of a film, playing with instead of against VOD? **Speakers: Brad Wilke, SmartHouse Creative; Jonathan Marlow, Fandor; Courtney Sheehan, Northwest Film Forum**



8:45AM - 10:00AM

Davos
Zermatt Resort

ASIAN PACIFIC FILMS IN U.S. ART HOUSES

How can you craft a more diverse program and engage a more diverse audience? One way is look towards Asia and the Pacific. With a panel made up of professionals regularly working with Asian-Pacific filmmakers and distributors, this session will cover how to access, curate, and market Asian-Pacific films. **Speakers: Taylour Chang, Honolulu Museum; Soo Jin Hwang, KOFIC; Bird Runningwater, Sundance Institute; Mike Spaeth, Alerion Services**



8:45AM - 10:00AM

St. Moritz
Zermatt Resort

SET THE TREND:

Learn the perspective of several top European sales agents on the key role of cinema on topics from the potential to build producer/director-to-cinema links to how the trusted brand of cinemas can guide audiences to film diversity. **Speakers: Brian Newman, Sub-Genre; Susan Wendt, TrustNordisk; Daniela Elstner, Doc & Film Intl; Thania Dimitrakopoulou, The Match Factory; Leslie Vuchot, The Festival Agency; Barry Rebo, CineConductor**



ART HOUSE 101



BEST PRACTICES



NEW IDEAS



AUDIENCE
DEVELOPMENT



FILM FESTIVAL



FOOD AND
BEVERAGE



9:30AM - 11:30AM

Interlaken
Zermatt Resort

ANATOMY OF A LARGE FESTIVAL

Over three morning sessions, watch an in-depth interview with key staff members of three festivals – one under \$100K, one under \$500K, and one over \$1M. All are asked the same questions to compare apples to apples – every aspect from submissions to programming; marketing to audience retention; year-round programming to real estate investment; and fundraising to grant writing. After the drilling, the floor is open to everyone to further inquire about their events.

Speaker: Seattle International Film Festival



10:00AM - 11:00AM

Matterhorn
Zermatt Resort

SPOTLIGHT CINEMA NETWORKS PRESENTS: INNOVATION PITCH

Inspired by our European colleagues at Europa Cinemas, and an incredibly popular session at the Boston Regional Seminar, we are bringing the Innovation Pitch to the annual conference. We have heard so many interesting, innovative ideas from our US exhibitors and this session is your opportunity to share your ideas with your colleagues. Each exhibitor selected will have 10-15 minutes to present their idea and receive feedback from the audience.

Presenters:

Lawren Desai, a/perture cinema, & Gabe Chicoine, Amherst Cinema

Alex Mousiadis, CineLife

Sultan Sharrief, Cinetopia International Film Festival

Doug Whyte, Hollywood Theatre



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. Hear from our Closing Keynote Speaker Emily Best, CEO of Seed&Spark.

Sponsored By Art House Cinema Solutions.

KEYNOTE SPEAKER: EMILY BEST

Emily founded Seed&Spark to make a contribution to the truly independent community in which she would like to make moving pictures. Many of our Art House theaters and Film Festivals have hosted Emily as she tours film and tech festivals around the world as a part of the #StayIndieTour to educate filmmakers and learn their best practices in connecting with their audiences to build a sustainable career. We expect many more will have the honor to host Emily in the coming years. We thank her for her inspiration, passion and commitment to the independent film community.



1:15PM

Front of Hotel
Zermatt Resort

ANNUAL GROUP PHOTO

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

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Caption: Fans enjoying the world premiere of the iconic Rolling Stones concert film, *Sweet Summer Sun – Live in Hyde Park*, enhanced with Philips LightVibes.
UCI Kinowelt Ruhrpark cinema in Bochum, Germany, July 15, 2015.

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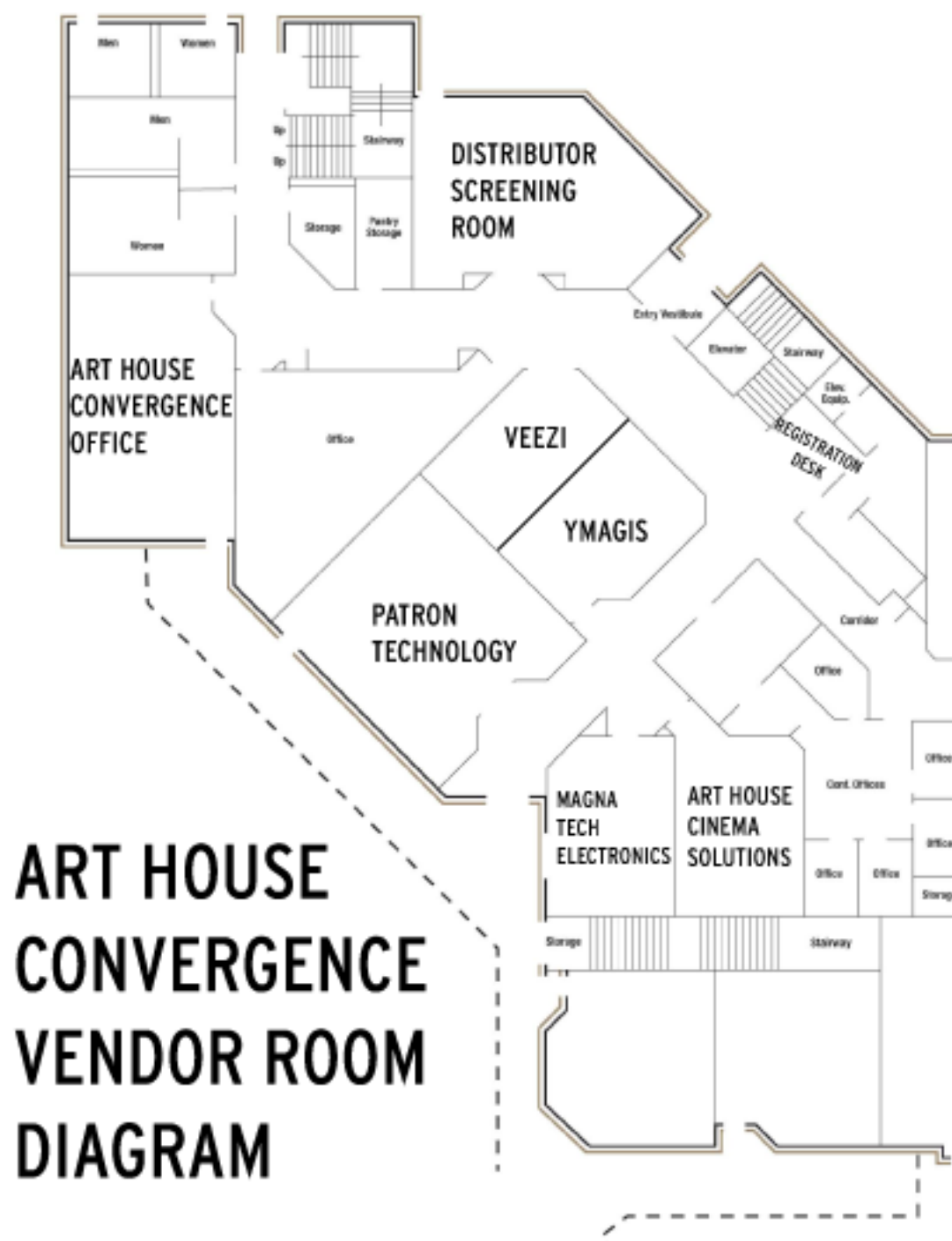


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CONFERENCE ROOM DIAGRAM

2ND FLOOR, ZERMATT RESORT CONFERENCE CENTER





ADDITIONAL VENDOR ROOMS:

Agile Ticketing Solutions can be found in the Appenzel Room above the Zermatt Resort Hotel Lobby, on the 3rd Floor.



DISTRIBUTOR SCREENING ROOM SCHEDULE

This year, we've added a Distributor Screening Room for film distributors to showcase upcoming films, longer trailer reels, and host meetings with exhibitors. Drop by throughout the conference to connect with these distributors and see what's on their slate for 2016!

TUESDAY, JANUARY 19

- 11:30AM - 12:30PM:** BBC Films
- 2:00 PM - 2:30PM:** Emerging Pictures
- 2:30PM - 3:00PM:** Excel Entertainment
- 3:00PM - 3:30PM:** Film Movement
- 3:30PM - 4:00PM:** Submarine Entertainment
- 4:00PM - 4:30PM:** KinoLorber
- 4:30PM - 5:00PM:** More2Screen
- 5:00PM - 6:00PM:** KinoLorber

WEDNESDAY, JANUARY 20

- 10:00AM - 10:30AM:** Sony Pictures Repertory
- 10:30AM - 11:00AM:** TheatriCast
- 11:00AM - 11:30AM:** Tugg
- 11:30AM - 12:00PM:** UniFrance
- 12:00PM - 12:30PM:** TheatriCast
- 4:30PM - 5:00PM:** More2Screen
- 5:00PM - 6:00PM:** Telefilm Canada



SAVE THE DATE!

2016 REGIONAL SEMINAR DATES AND CITIES

+ First Week in May - Los Angeles, CA

+ Second Week in July - Denver Film Society, Denver, CO

Bringing together film exhibitors, film distributors and other industry professionals, these two day mini conferences will feature enlightening conversations about best practices, community-driven programming, and what makes a great Art House. Come join us in May & July for several days of engaging sessions & speakers and fun adventures!

Check for updates on arthouseconvergence.org

