

Conference 2018

6 & 7 March 2018

Cineworld The O₂, Greenwich, London

#ukcacon18



Building the big screen experience

Day One – Tuesday 6 March

digital marketing



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| 10.30-11.00 | Coffee and refreshments |
| 11.00-11.10 | 2018 cinema sizzle and welcome |
| 11.10-11.45 | Digital marketing and e-commerce – an overview |
| 11.45-12.30 | Using online innovation to harness niche audiences |
| 12.30-13.15 | Establishing an effective web presence |
| 13.15-14.30 | Networking lunch |
| 14.30-15.00 | Harnessing proximity marketing |
| 15.00-15.30 | Implementing the General Data Protection Regulation (GDPR) |
| 15.30-16.00 | Coffee break |
| 16.15-16.45 | Learning lessons in e-commerce |
| 16.45-17.45 | Using social media to broaden audiences |
| 17.45 | Closing remarks |
| 18.00-19.30 | Networking drinks reception |
| 19.30 > | After party party |

Day Two – Wednesday 7 March

leisure & regeneration



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| 9.30-10.00 | Coffee and refreshments |
| 10.00-10.10 | 2018 event cinema sizzle and welcome |
| 10.10-10.30 | Leisure and regeneration – an overview |
| 10.30-11.15 | Embracing 'place-making' – the role of cinemas |
| 11.15-11.45 | Coffee break |
| 11.45-12.30 | Rebalancing the leisure sector – new opportunities for cinemas |
| 12.30-13.45 | Networking lunch |
| 13.45-14.30 | Seeking partners in retail development |
| 14.30-15.15 | Understanding 'competitive socialising' – the new out of home rivals |
| 15.15-15.30 | Closing remarks |
| 15.30-16.30 | Networking drinks |

For more information on the UK Cinema Association conference please visit:

www.cinemauk.org.uk