

AGENDA

Registration from 9:30am

Introduction to the Day & Workshop – 10.00am

We'll begin the day with a check-in on your audiences. Come with stories, successes, challenges, bright spots and aspirations and we'll set talking points for the day!

Industry Intelligence: ICO – 10:30am

This interactive session with ICO programmers will examine recent trends in programming from our 29-venue client network, offering you some thoughts on what is working and what needs attention in the current landscape.

Break – 11:30am

Practical UX Design – 11:45am

Following on from the group website review session at the last Audience Development Day, we're delighted to welcome Lauren James from digital marketing agency Split Pixel for a look at key principles of good UX and how to direct users efficiently (and enjoyably!) through your websites, giving you immediate practical applications to take back to your cinemas and drive more ticket sales.

Lunch – 12:45pm

Audience Retention Workshop – 2:00pm

While it's important to focus on new audiences, how do we turn one visit into two (or more!)? Retention is at the heart of strong box office, community connections and successful membership schemes. In this workshop, we'll collaborate on practical routes to make your cinema a habit people love to keep.

Break – 3:00pm

Industry Intelligence: Indigo – Ensuring accessibility and inclusivity for all audiences – 3:15pm

Katy Raines from Indigo shares the findings from the latest sector-wide Indigo Share Hot Topic: Access Culture, which was carried out with the support of Arts Council England. She will discuss what you can do to ensure you are creating truly inclusive experiences, sharing reflections from both disabled and non-disabled audiences. You should leave with an idea of actions you can take to help all audiences access your venues and programmes.

Break – 4:00pm

Case Study: The Magic Lantern – 4:15pm

Sara Hulls of Tywyn's The Magic Lantern Cinema joins us to talk about their historic rural venue's inspiring approaches to audience development, community outreach and staff engagement.

Drinks in the Terrace Room from 5pm