

On the Ground West Midlands – Maintaining Momentum
Saturday 21 November, 1-4pm
Online (via Zoom)

1:00 – 1:15	<p>Welcome and introductions Ellie Ragdale and Rosie Thompson, Cinema For All</p>
1:15 – 1:45	<p>Networking activity Get to know the other community cinemas from your region through focused break-out room discussions</p>
1:45 – 2:45	<p>Building audiences through additional activity panel Chaired by Ellie Ragdale, Cinema For All</p> <p>Our inspiring panellists talk about experiences of their community cinemas, and how programming with additional activity has helped them to build audiences for their events. We also welcome Film Hub Midlands, who provide funding opportunities and support to those showing films in the Midlands.</p> <p>Denyce Blackman, Caribbean Pop Up Cinema Daniel Kearns, Friendly Neighbourhood Cinema Amy Smart, Film Hub Midlands</p>
2:45 – 3:00	<p>Break / break-out Grab a cup of tea, or ask to be placed in a break-out room with another group for the opportunity to further get to know another community cinema from your area!</p>
3:00 – 4:00	<p>Maintaining momentum and keeping audiences engaged masterclass Led by Rosie Thompson and Ellie Ragdale</p> <p>The session will focus on how to continue to build your audience and keep them engaged, particularly whilst you are unable to run screenings as normal. It will explore creative marketing ideas, how to turn your audience into advocates for your cinema, as well as how additional activities can help you to reach new communities. Featuring case studies from other community cinemas, an interactive activity and plenty of time for your questions and ideas.</p>
	<p>Film Screening (link from Modern Films to watch from home) Luxor, 85 mins When British aid worker Hana (Andrea Riseborough) returns to the ancient city of Luxor, she comes across Sultan (Karim Saleh), an archeologist and former lover. As she wanders, haunted by the familiar place, she struggles to reconcile her past choices with the uncertainty of the present.</p> <p><i>Luxor</i> will be available to watch online via Modern Film’s website. You will be issued a link and code to be able to view the film for free, for a limited time only.</p>