



Cinemas and audiences are changing fast. Would you like to know more about cinema exhibition in Europe and throughout the world? Would you like to be prepared for the new scenario?

"Cinemas are the cornerstone of a sustained development of Europe movie industry. Cinema managers have indeed a key role to play in attracting new audiences to European movies, to educate young people. They also must be well-trained in technological fields such as digitalisation. This is the reason why training initiatives such as the MEDIA Salles training courses are crucial. I am proud that the European Commission supports such projects."

Viviane Reding
European Commissioner for Education and Culture



EUROPEAN CINEMA EXHIBITION: A NEW APPROACH

BUDAPEST, HUNGARY
22-26 September 2004

"The idea that an exhibitor should also be a marketing man, who knows and can manage his territory, is suggestive. Suggestive and true. But the exhibitor must not be left on his own here. This is a time of great challenge and the idea that theatres have to change throughout the European Union is essential. The idea that there should be formats that can be used in the whole of Europe, so that the cinema is truly a new place of access that increases the possibility of seeing films, is a fascinating one. In order to put it into practice, we need initiatives like this designed for Europe."

Gianni Profita
Director General for the Cinema,
Italian Ministry for Cultural Heritage



An initiative of the European Union MEDIA Programme
with the support of the Italian Government

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MEDIA Salles, a non-profit organization whose members are the national and international associations of European exhibitors, has been operating since 1991 with the support of the European Union's MEDIA Programme and the Italian Government.

Its principle aim is to strengthen the European identity of the cinema exhibition sector by providing professionals with a series of training and knowledge-based activities.

MEDIA Salles is now promoting

"European Cinema Exhibition: A New Approach"

A training course for European Cinema Exhibitors

Budapest, from 22 to 26 September, will be the venue for the fifth edition of this course, which has now become a regular appointment for European exhibitors who want to keep abreast of developments in international exhibition.

The latest courses, held in Ebeltoft (DK) and in Rome (I), gave participants inspiration and new ideas for implementation within their own regions on many different subjects such as marketing, theatre management, audience analysis, new technologies.

This course, started with the collaboration of the European Film College and DB (the Danish exhibitors' association), which took part in the organisation of previous editions, sees the added collaboration of Mozisok Országos Szövetsége (the Hungarian exhibitors' association) and Magyar Filmunió and has the support of the Hungarian Ministry of Cultural Heritage.



"European Cinema Exhibition: A New Approach"

Budapest (Hungary), 22-26 September 2004

- Lessons and accommodation will be at the European Youth Centre in Budapest
- Lectures can be followed either in Hungarian or in English
- The participation fee, covering tuition, teaching material, accommodation and meals, except on free evenings, is:
 - 200 Euro or
 - 300 Euro, for enrolments after the deadline (according to availability of places)
- Travel costs are not included
- 27 participants
- The programme will be available on www.mediasalles.it

This course is open to cinema professionals from countries belonging to the MEDIA Programme.

The participants selected will receive information on payment and organizational details 5 days after the deadline.

The sessions are conducted by both academic and professional figures in the audiovisual field.

"...I enjoyed the course. It was very good and exceeded my expectations. I hope to join related sessions in the future."

(Participant at DGT, Kuurne 2004)

"I have never been to such a unique and highly professional working/networking experience just for exhibitors, just to talk about cinemas for 5 days in such wonderful surroundings..."

(Participant at ECE, Ebeltoft 2003)

"The meetings were very interesting and I have walked away with motivation, knowing I have generated ideas to further my company."

(Participant at ECE, Rome 2003)"

Application Form



“European Cinema Exhibition: A New Approach”

Budapest (Hungary), 22-26 September 2004

Deadline: 2 August 2004

Name

Family Name

Nationality

Job title

Organization Details

Company

Address

Zip Code – Town – Country

Tel – Mobile

Fax

E-mail

Website

Private Details

Address

Zip Code – Town – Country

Tel – Fax

E-mail

Where did you hear about this course?

Please, attach to this application form:

- Your *curriculum vitae*
- A photograph
- A brief profile of your organization

Applications and attachments

must be sent by e-mail, surface mail or fax to:

CINEMA D'EUROPA



MEDIA SALLES

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