



**THIS  
WAY  
UP**

**Talk to me about...**



# SCHEDULE DAY ONE

	usheru Screen 1	usheru Screen 2	Screen 3
	9:00-10:00 Registration + Savoy Systems Welcome Tea/Coffee		
1	<b>10:00-11:20</b> (80 mins) <b>OPENING SESSION</b> Eleanor Thornley Steve Mapp Rabab Ghazoul Mike Williams		
	11:20 - 11:30 Move to sessions (10 mins)		
2	<b>11:30-12:30</b> (60 mins) <b>What Next?</b> <b>Planning and resilience discussion</b> Multi-Screen Cinemas		<b>11:30-12:30</b> (60 mins) <b>What Next?</b> Single Screen Cinemas
3	<b>12:45 - 13:15</b> (30 mins) <b>Show &amp; Share Pt. 1</b>	<b>LUNCH - Café Bar</b> <b>12:30-13:30</b> (60 mins)	
4	<b>13:30-14:30</b> (60 mins) <b>Beyond the Multiplex</b>		<b>13:30-14:30</b> (60 mins) <b>Brexit: What Now?</b>
	14:30 - 14:45 Move to sessions (15mins)		
5	<b>14:45-15:45</b> (60 mins) <b>More Than a Cinema</b>		<b>14:45-15:45</b> (60 mins) <b>Anatomy of a Distributor: Dogwoof</b>
	15:45 - 16:15 Tea/Coffee Served in Café Bar / outside screens 3 & 4		
6	<b>16:15-17:00</b> (45 mins) <b>Intersectionality: What, Why and How?</b>		<b>16:15-17:45</b> (90 mins) <b>Film Screening: Midnight Traveller</b>

**UPDATE:** All sessions in usheru Screen 2 have been moved to usheru Screen 1 to increase conference capacity

	Screen 4	The Studio	The Workshop
	9:00-10:00 Registration + Savoy Systems Welcome Tea/Coffee		
	11:20 - 11:30 Move to sessions (10 mins)		
	<b>11:30-12:30</b> (60 mins) <b>What Next?</b> Community Cinema / Pop-Up / Film Club	<b>11:30-12:30</b> (60 mins) <b>What Next?</b> Festivals	<b>11:30-12:30</b> (60 mins) <b>What Next?</b> Freelancers / Producers
	<b>LUNCH - Café Bar</b> <b>12:30-13:30</b> (60 mins)		
		<b>13:30-14:30</b> (60 mins) <b>Jamie Beddard: Agent for Change</b>	
	14:30 - 14:45 Move to sessions (15mins)		
	15:45 - 16:15 Tea/Coffee Served in Café Bar / outside screens 3 & 4		
	<b>16:15-17:15</b> (60 mins) <b>Capital Development and Audiences</b>		<b>17:15 - 20:00 NETWORKING @ NOTTINGHAM CONTEMPORARY</b>

# SCHEDULE DAY TWO

	usheru Screen 1	usheru Screen 2	Screen 3
	8:15-9:00 (45 mins) Walking tour - Meet at Box office		
1	9:00-9:50 (50 mins) Growing Filmmaker Audiences		
	9:50 - 10:00 Move to sessions (10 mins)		
2	10:00-11:00 (60 mins) Marketing: Reaching Your Target Audience		
	11:00 - 11:25 Tea/Coffee break (25 mins)		
3	11:25-12:25 (60 mins) Adventures in Cinema: Jeanie Finlay		11:25-12:25 (60 mins) Show & Share Pt. 2
	12:25 - 12:40 Move to sessions (15 mins)		
4	12:40 - 13:40 (60 mins) Reverse Question Time		12:40 - 13:40 (60 mins) Representative Rep
5	14:00 - 14:20 (20 mins) Lunchtime Screening: Live Cinema + Q&A	LUNCH Café Bar 13:40-14:30 (50 mins)	
6	14:30-15:30 (60 mins) Tony Jones: A Life in Pictures		14:30-15:30 (60 mins) Green Screen
	15:30 - 15:40 Move to sessions (10 mins)		
7	15:40-16:30 (50 mins) The Year in Film with Christina Newland		

**UPDATE:** All sessions in usheru Screen 2 have been moved to usheru Screen 1 to increase conference capacity

	Screen 4	The Studio	The Workshop
	8:15-9:00 (45 mins) Walking tour - Meet at Box office		
	9:00-9:50 (50 mins) Dive into Data	Savoy Systems Morning Tea/Coffee served from 9:00 in the Café Bar	
	9:50 - 10:00 Move to sessions (10 mins)		
	10:00-11:00 (60 mins) Mental Health First Aid		10:00-11:00 (60 mins) Out of the Box
	11:00 - 11:25 Tea/Coffee break (25 mins)		
	11:25-12:25 (60 mins) Diversifying the Culture Landscape: Karena Johnson		
	12:25 - 12:40 Move to sessions (15 mins)		
	LUNCH Café Bar 13:40-14:30 (50 mins)		
	15:30 - 15:40 Move to sessions (10 mins)		

# THIS WAY UP 2019

Sponsors:



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2019 delivery partner:

Main venue:



## Thank you to:

All of our speakers, delegates, the TWU Development Forum, FAN Hub partners and Nottingham Contemporary.

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# WELCOME

Welcome to the sixth edition of This Way Up, in the wonderful city of Nottingham. Throughout the conference you will find our key themes of **Celebration, Resilience and The Future**. These packed two days are a chance to celebrate the successes of 2019, discuss how to be resilient in turbulent times and explore how to innovate for the future of our sector. This Way Up is also a space to connect with colleagues from across the UK in our networking breaks and lunches, evening receptions, walking tour and interactive Future Cinema Room. So, get involved, discuss ideas, meet your fellow delegates and enjoy!

## Environmental Impact

Building on our work reducing impact in 2018, what you won't see at TWU is excessive branding, posters, pop-up banners, tote bags, cups, pens and other 'stuff'. To curb our impact, we have scaled our collateral right back, and your brochure also functions as your name badge. All food is vegan or vegetarian and packed in paper bags. We will donate spare lunches to a local homeless charity.

# KEY INFO

**Schedule:** See front of booklet

**Evaluation:** [thiswayupcon.com/feedback](https://thiswayupcon.com/feedback)

**Wi-Fi:** ThisWayUp **Password:** ThisWayUp

 **#TWU19**  **@thiswayupcon**

## VENUE SPACES

### Sessions

Sessions will take place in Broadway's Screens and Studio and Workshop. Sessions taking place in the Studio and Workshop spaces will have a limited capacity, so we advise arriving early if you wish to participate.

### Refreshments

Lunch will be provided from the Broadway Café bar. There will be lunchtime sessions taking place on both Tuesday and Wednesday,

so please feel free to take food and drink with you. We encourage delegates to use their own environmentally-friendly reusable cups.

### Quiet Space

The Library is available as a room to have a quieter moment. Please avoid using this space for meetings.

### Future Cinema Room

Open throughout the conference in The Gallery. We've had plenty of conversations about what the future of cinema-going could and should look like, now let's build it! Utilising VR technology, pens and paper and, crucially, Lego, we invite you to drop in throughout the conference and help to build the cinema of the future. You can visit this room throughout the two days to meet colleagues and share your ideas.



### Networking reception

The networking reception on Tuesday evening will take place in the Café Bar at Nottingham Contemporary, which is located on Weekday Cross, approximately 5 mins walk from Broadway.

### One-to-ones with Julie's Bicycle

Taking place in The Workshop.  
Day two, pre-booked only.

### Accessibility

We are committed to making This Way Up accessible to as many people as possible. BSL interpretation is available and all videos shown during sessions will be subtitled and captioned for people who are D/deaf and hard-of-hearing. All venues are fully wheelchair accessible.

### Luggage storage

Luggage storage will be available in Room 2, which will be locked. Items left at own risk. Ask at reception for the key. We kindly ask you to minimise entries back and forth to the cloakroom, so keep everything you need on your person.

Sally Folkard (Film Hub North)

Eleanor Thornley (Film Hub Midlands)

Sambrooke Scott, Adam Castle, Charlotte Ashcroft and Laura Scott (Film Hub Scotland)

With support from the Film Hub Scotland and Film Hub North teams.

### With guidance from the Development Forum

Dan Brown

Federico D'Accinni

Aaron Guthrie

Matthew Hellett

Melanie Iredale

Flora Menzies

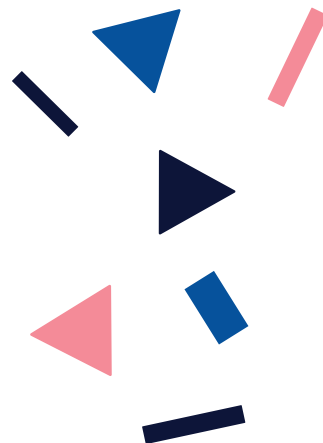
Sarah-Jane Meredith

Umulkhayr Mohamed

Amanda Rogers

Laura Rothwell

Jen Skinner



# DAY ONE



## SESSION 1


10:00 - 11:20 | usheru Screen 1

### Opening Session

This year's Opening Session focuses on the three thematic strands that run through the rest of the programme: Resilience, Celebration and The Future.

Our conference MC and Film Hub Midlands Manager Eleanor Thornley will start the day and introduce our opening speakers:

**Steve Mapp, CEO of Broadway** shares the history of our host venue; following the recent refurbishment of usheru Screen 1, we'll learn how Broadway has grown and adapted to become a cultural leader for independent film, arts and technology.



**Rabab Ghazoul**, Founder & Director of Welsh cultural organisation and online platform **Gentle/Radical**, shares her vision of what the future of working with audiences could be. What does 'outreach' look like now, and what could it become?

**Mike Williams**, Editor-in-Chief of **Sight & Sound**, will join Eleanor Thornley for a Q&A, outlining his plans for the magazine and its online platform and reflecting on the changing landscape of film criticism.



# DAY ONE

## SESSION 2

11:30 - 12.30 | Multiple spaces

### What Next? Planning and Resilience

Discuss, connect and share with delegates working in your sector at one of five simultaneous sessions. *(Discussion chairs in brackets).*

- ▶ **usheru Screen 1:** Multi-screen cinemas *(Holli Keeble, CEO, Tyneside Cinema)*
- ▶ **Screen 3:** Single screen and/or part-time cinemas *(Rebecca del Tufo, Programming Manager, Saffron Screen)*
- ▶ **Screen 4:** Community cinemas, film clubs and pop-ups *(Aaron Guthrie, New Notions Cinema)*
- ▶ **The Studio:** Film festivals *(Melanie Iredale, Deputy Director, Sheffield Doc/Fest)*
- ▶ **The Workshop:** Freelancers/Independent producers *(Toki Allison, Freelance and Film Hub Wales)*

We live and work in challenging times, and a 'good' year for film exhibition overall can still mean a so-so bottom line for exhibitors. How can we as an industry be resilient and stay relevant to our audiences and communities? These sessions aim to bring together industry professionals to discuss these challenges, proposing strategies and tips to make a positive impact on your organisation's sustainability. If you're unsure which category suits you, then please choose the session that is most relevant.

## SESSION 3: DURING LUNCH

12:45 - 13:15 | usheru Screen 1

### Show & Share Pt. 1

Grab some lunch and join us at the first of our Show & Share sessions. Film exhibitors from across the UK share 5-minute presentations on a topic of their choosing. Presentations include: the highs and lows of **Hebden Bridge Film Festival**, **Pilot Light** on gaining TV screening rights, renovating **Keswick Alhambra Cinema** and an update on **MUBI GO** one year on.



# DAY ONE

## SESSION 4

13:30 - 14:30 | usheru Screen 1

### Beyond the Multiplex

What experiences and interactions shape film tastes? Working through real-life examples from interviews and focus groups, this session discusses key findings about how audiences are introduced to non-mainstream film, and practical advice for audience development.

Developed from the research project 'Beyond the Multiplex: audiences for specialised film in English Regions.'

Presented by the **University of Glasgow's** **Bridgette Wessels (Professor in the Sociology of Inequalities)**; **Peter Merrington (Research Associate)**; **Matthew Hanchard (Research Associate)**.

13:30 - 14:30 | Screen 3

### Brexit: What Now?

Following on from last year's Brexit Question Time, a panel of industry experts discuss the effects that Brexit may have, or has already had, on our industry in the UK and EU. Chaired by **Hugh Odling-Smee (Manager, Film Hub Northern Ireland)**.

Our panellists are: **Jack Powell (Senior Policy Analyst, BFI)**, **Maeve Cooke (access>CINEMA, Ireland)** and **Maddy Probst (Vice-President of Europa Cinemas, Managing Producer at Watershed and Film Hub South West)**.

# DAY ONE

## SESSION 4

13:30 - 14:30 | The Studio

### Jamie Beddard: Agent for Change

Agents for Change are cultural practitioners who explore and encourage pragmatic approaches to developing more diverse working environments. **Jamie Beddard** is **Co-Artistic Director of Diverse City** and **Agent for Change at The New Wolsey Theatre** alongside being a freelance director, writer and actor. He is also a consultant and workshop leader, and will run this session on the learnings from the Agent for Change programme; you'll have space to discuss the challenges and issues raised, and create a plan of action to make your organisation more inclusive.

Limited places, arrive early.

## SESSION 5

14:45 - 15:45 | usheru Screen 1

### More Than a Cinema

Film exhibition is changing. As cinemas we're still working to a transactional model in which audiences enter the venue, buy a ticket and sit down to watch a film. However, we're also talent incubators supporting the next generation of filmmakers and creatives, social hubs that create positive and safe spaces for local communities, and venues for myriad other uses; in other words, more than a cinema! In this session we'll hear from **Elizabeth Costello (Development Director, Leigh Film Society)**, who works to screen LGBT films in prisons, and **Nerve Centre**, multi-arts space in Derry-Londonderry - all working in unique ways to expand the conventional cinema space. Chaired by opening session speaker **Rabab Ghazoul (Founder & Director of Gentle/Radical)**.

# DAY ONE

## SESSION 5

14:45 - 15:45 | Screen 3

### **Anatomy of a Distributor: Dogwoof**

We've reached a watershed moment for documentary in the UK. What used to be a niche genre within cultural cinema exhibition now consistently draws large audiences and delivers significant takings at the box office. Pioneering distributor Dogwoof have been instrumental in the growth of the audience for documentary film, with hit after hit in the last 18 months - including *Three Identical Strangers*, *Apollo 11*, Oscar-winner *Free Solo* and *Marianne & Leonard*.

This session, chaired by **Rowan Woods (Film Programme Manager, British Council)**, will examine Dogwoof's history, strategy and titles, and take an in-depth look at *Apollo 11* with **Dogwoof's Marcel Karst (Head of Theatrical Sales)**, **Oli Harbottle (Head of Distribution and Acquisitions)** and **Droo Padhiar (Marketing Manager)**.

**Plus:** catch a special preview of a *Midnight Traveller*, thanks to Dogwoof, at 16:15 in Screen 3.

## SESSION 6

16:15 - 17:00 | usheru Screen 1

### **Intersectionality: What, Why and How?**

Intersectionality. What is it, why is it important and how can I do it? Following her hugely popular PechaKucha presentation at TWU18, **Yasmin Begum**, a writer, creative practitioner and activist, presents her Top 10 Tips for making your cinema programming and audience development authentically intersectional.

Yasmin has worked with Ffilm Cymru Wales and Inclusive Cinema, has written for BBC and Gal Dem magazine and presents videos with S4C. Yasmin aims to demystify intersectionality and film for better outcomes for audience members, funders and creative practitioners alike.

# DAY ONE

## SESSION 6

16:15 - 17:15 | Screen 4

### **I Assure You We're Open: Capital Development and Audiences**

With capital development projects come big changes, often affecting audience development. How does a capital project affect your programming? How do you communicate the change to your audience and take them on the journey with you? In this session, three cinemas discuss recent and upcoming projects, sharing what they have learned along the way. Hear from **Wendy Cooke (Hyde Park Picture House)** on their major renovation and upcoming year of closure, **Dan Ellis (Jam Jar Cinema)** on adding additional screening spaces to broaden the programme in Whitley Bay and **Tanya Karlebach (Cromarty & Resolis Film Society)** on building their new community cinema.

16:15 - 17:45 | Screen 3

### **Film Screening**

A preview of *Midnight Traveller*, an upcoming release from Dogwoof. When the Taliban puts a bounty on Afghan director Hassan Fazili's head, he is forced to flee with his wife and two young daughters. Capturing their uncertain journey, Fazili shows first-hand the dangers facing refugees seeking asylum and the love shared between a family on the run.

*Captioned and subtitled in English.*

17:15 - 20:00 | Nottingham Contemporary

### **Networking Reception and Exhibition Viewing**

After our first packed conference day, join us at Nottingham Contemporary for a networking reception and exhibition viewing of *Still Undead: Popular Culture in Britain Beyond the Bauhaus*.

# DAY TWO

8:15 - 9:00 | Outside (meet at Box Office)

## Networking Walking Tour

A chance to explore Nottingham whilst meeting your fellow delegates. Award-winning tour guide **Ezekial Bone** takes you on a walking tour of the city to learn about its history, culture and famous former residents, including a certain well-known outlaw who may be seen in costume..!

## SESSION 1

9:00 - 9:50 | usheru Screen 1

### Growing Filmmaker Audiences

Filmmaker audiences can bring a great deal of value to venues by creating a vibrant creative hub where filmmakers can meet, work, socialise, and both watch and screen work. Join BFI NETWORK, the UK's talent development programme for early career filmmakers, as they discuss some of the activities they are running within cinemas

and cultural centres, and how you can bring more filmmaker audiences into venues. With **Jessica Loveland (Head of BFI NETWORK)**, **Amy O'Hara (BFI NETWORK Talent Executive North)** and **Alexzandra Jackson (BFI NETWORK Talent Executive Midlands)**.

9:00 - 9:50 | Screen 4

### Dive into Data

How can we use research and data to get a picture of the UK sector? **Lucy Jones (Executive Director, Comscore)** will share insights from their work analysing box office data, looking at how exhibitors can use this information going forward. **Julia Lamaison (Head of Research and Statistics, BFI)** will explore how the BFI use sector data to look at the overall picture, and how independent film fits into this. She will also share findings from the BFI's survey on audiences across the UK, including granular insights into audience behaviour at a local level.

# DAY TWO

## SESSION 2

10:00 - 11:00 | The Workshop

### **Out of the Box: How to use pop-up and offsite screenings to grow audiences**

Why show films outside of the cinema? This session will focus on the benefits of off-site screenings, with a focus on audience development and the logistics involved. **Anthony Andrews (Co-founder, We Are Parable)** shares how off-site screenings are a part of their aim to 'put the audience at the centre of everything' and **Amy Smart (Flatpack Projects)** tells us how and why they transform spaces in Birmingham for screenings.

**Limited places, arrive early.**

10:00 - 11:00 | usheru Screen 1

### **Marketing: Reaching Your Target Audience**

You know who you want to reach - but how to reach them? Representatives from three

organisations share how they used marketing to sell tickets to a specific audience. **Rico Johnson-Sinclair (Director and Programmer, CineQ)** discusses reaching people of colour and LGBTQ+ audiences. **Nikki Stratton (Co-Founder & Director, Deaffest)** looks at the best ways to market to D/deaf audiences. **Catherine Downes (Co-Founder, usheru)** will discuss how usheru aims to reach those that begin the ticket-buying process but don't complete checkout.

10:00 - 11:00 | Screen 4

### **Mental Health First Aid**

This session provides an opportunity to find out more about Mental Health First Aid in the workplace, with **Zoe Puckering (Business Development Lead, Mental Health First Aid England)**, a BFI representative, and recently qualified mental health first aider **Rachel Hayward (Head of Film, HOME)**. Mental Health First Aiders are people who are trained to identify and understand when others could be experiencing a mental health issue.

# DAY TWO

## SESSION 3

11:25 - 12:25 | usheru Screen 1

### Adventures in Cinema: Jeanie Finlay

Acclaimed artist & filmmaker **Jeanie Finlay** will present the story of her adventures on the road with films and audiences, and reflect on the collective cinema experience (crying in the dark included). Followed by a Q&A with **Jason Wood (Creative Director of Film and Culture, HOME)**.

Jeanie's work includes *Seahorse*, the Emmy nominated *Game Of Thrones: The Last Watch* and BIFA winner *ORION: The Man Who Would Be King*. She regularly writes about film for The Talkhouse and was previously a board member at Broadway.

11:25 - 12:25 | Screen 4

### Diversifying the Culture Landscape

**Karena Johnson (Artistic Director and CEO, Hoxton Hall)** will share her experience of re-launching Hoxton Hall, a Victorian music hall, and tackling the sometimes uncomfortable issue of diversity. She will lead a workshop session where you can explore your own approach. You'll hear about shifting organisational culture, bringing a team with you on a journey and how to manage expectations, and then have the chance to work with Karena and fellow delegates to set positive actions.

# DAY TWO

## SESSION 3

11:25 - 12:25 | Screen 3

### Show & Share Pt. 2

Our second selection of quickfire presentations from conference delegates. Presentations from **Journeys Festival International, Anim18, Live Cinema UK, Southside Film Festival, Women Over Fifty Film Festival, Queen's Film Theatre** and arts diversity consultant **Huttson Lo**.

## SESSION 4

12:40 - 13:40 | usheru Screen 1

### Reverse Question Time

Young film fans take the stage. A panel of participants from the BFI Academy at Showroom Sheffield will turn the tables on the usual panel format, challenging delegates with questions, ideas and comments for the future of cinema. **Chaired by Flora Menzies (Head of Audience Development, Into Film).**

12:40 - 13:40 | Screen 3

### Representative Rep

This panel looks at repertory cinema programming, taking into account that the history of film is imperfect and, at times, problematic.

Our panelists will discuss how we can challenge and interrogate the conventional film canon and programme repertory screenings that are representative of the breadth and diversity of world cinema, and our audiences.

Chaired by **Broadway Cinema's Melissa Gueneau**, the panel will include **Robin Baker (Head Curator, BFI National Archive)**, **So Mayer (writer, curator and Club Des Femmes)**, and **Karen Alexander (writer and curator)**.





# DAY TWO

## SESSION 5

14:00 - 14:20 | usheru Screen 1

### **Live Cinema: Walking the Tightrope Between Stage and Screen (2019)**

This short (12min) film examines the growing prominence of live cinema events in the global film experience economy.

Featuring interviews with Woody Harrelson and Academy Award-winners historian Kevin Brownlow and film editor Walter Murch.

Presented by the directors **Sarah Atkinson (Head of Department of Culture, Media & Creative Industries, Kings' College London)** and **Helen W. Kennedy (Professor of Creative and Cultural Industries, University of Nottingham)**.

## SESSION 6

14:30 - 15:30 | usheru Screen 1

### **Tony Jones: A Life in Pictures**

After over 35 years at the helm, **Tony Jones (Director, Cambridge Film Festival)** will step down following this October's 39th edition.

Tony started working at the Arts Cinema in the early 80s, and has worked on the Cambridge Film Festival ever since. He co-founded City Screen with Lyn Goleby and developed the more recent Arts Picturehouse, Cambridge.

Tony will join **Ben Roberts (Deputy CEO, BFI)** for an in-depth Q&A to mark Tony's retirement.

# DAY TWO

## SESSION 6

14:30 - 15:30 | Screen 3

### Green Screen

Julie's Bicycle's Creative Green programme supports creative organisations to take climate and environmental action through a framework of commitment, understanding and improvement.

In this session, **Catherine Bottrill (Julie's Bicycle)** shares how your cinema can address its environmental impact. Topics include the impacts of a cinema, working with staff and suppliers and communicating your efforts to your audience.

The session will introduce the tools and resources available to you as well as sharing examples of good practice. Plus, bookable one-to-one advice sessions available all day.

## SESSION 7

15:40 - 16:30 | usheru Screen 1

### The Year in Film With Christina Newland

In our closing session, film critic, journalist and programmer **Christina Newland (Little White Lies, MUBI, Sight and Sound)** will look back at 2019, taking us on a journey through the year in cinema.

Cataloguing the highs and lows, the hits and misses, big surprises and major news stories from the year, she'll also look ahead to 2020 - coming soon to a screen near you.

Plus, conference MC **Eleanor Thornley** will round up the day with thoughts and ideas collected from the Future Cinema Room.

