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*Updated – 21 August 2018*

**2018 SCHEDULE OF EVENTS**

**Day 1 - Tuesday, 28 August 2018**

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| 9.00 am onwards | Trade Show & Convention Registration |
| 10.15 am - 6.30 pm | Trade Show |
|  | Movie Trailers between the presentation slots  *The convention theatre is equipped with:*  Technology Partner – Christie Digital  Sound & Integration Partner – GM Audio  Server & Content Partner – Qube Cinema  Screen Partner – Galalite Screens  3D Partner - Xpand Digital  Stage Seating Partner – Pen Workers |

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| 10.15 am - 11.00 am | Big Cine Expo 2018 Inaugural Ceremony |
| 11.00 am – 11.20 pm | **CAFÉ BREAK**  *Partnered by* Pulz Electronics |
| 11.20 am – 12.05 pm | **Changing Trends in Cinema and Entertainment Marketing**  The entertainment industry is projected to be more than US$ 62.2 billion by FY25. Over 1200 films are released every year in India and the marketers look for innovative ways to draw the audience to the theatres. New media is being extensively used to market films. Movie websites, social media, mobile and other tools are new media tools used for increasing revenues. Concession sales are crucial to a movie theatre for it to survive and remain profitable. Concession profits contribute a major percentage of a theatre’s profits and a solid concessions strategy ensures long term business success.  This panel discussion will look at how Indian cinema is marketing films, concessions and other aspects compared to that of the global film marketing. What are our strengths and weaknesses? Past, present and the way forward. How has the coming of digital content changed or will change the scenario. Listen to the experts as they share new trends, analysis and anecdotes.  *Panelists:*  Rahul Puri – Managing Director, Mukta A2 Cinemas  Devang Sampat – Director, Strategic Initiatives, Cinepolis  Dharmesh Datta – Vice President & Head Marketing, PVR Group  Mohan Umrotkar – CEO, Carnival Cinemas  Vikas Suri – Director, Kitchnrama Food Service Equipment  *Moderator:*  Saurabh Varma – CMO, Inox Leisure |
| 12.15 pm – 1.00 pm | **Fox Star Studios Product Presentation**  **WATCH THE EXCLUSIVE SPECIAL FOOTAGE OF**  **The Predator**  Produced by John Davis  Directed by Shane Black  Scheduled to be released on 14 September 2018  **Alita: Battle Angel (3D)**  Produced by James Cameron and Jon Landau  Directed by Robert Rodriguez  Screenplay by James Cameron and Laeta Kalogridis  Scheduled to be released on December 21, 2018 |
| 1.00 pm – 2.00 pm | **LUNCH**  *Partnered by* Harkness Screens  *(Lunch will be served from 1pm to 3pm)* |
| 2.15 pm – 3.00 pm | **The Next Generation Disruptive Technologies**  This session will dive deep throwing light on the next generation disruptive digital cinema technologies that are reshaping the cinema entertainment business. The studios, and distributors and exhibitors are excited about the role of cloud technology in global cinema distribution along with newer technologies in cinema automation, premium large format, projection and audio technologies moulding the cinema viewing experience. Join the thought leaders from the entertainment technology industry for an insider’s look into the emerging technologies disrupting everything from the creative process to business models and consumer behaviour.  *Panelists:*  Dr. Don Shaw – Sr. Director Cinema Sales, Christie Digital  Senthil Kumar – Co-founder, Qube Cinema  Raj Vartak – Director - Cinema Sales, Dolby Labs  Nico De Clercq – Director Commercial Strategy, Cinionic/Barco  John Schreiner – Sr. Vice President, IMAX Corporation  Sachin R Shetty – Country Head, GDC Technology India  *Moderator:*  Thandra Sistla Sriram – Independent Cinema Consultant |
| 3.15 pm – 4.00 pm | **The Big Growth in the Small Towns**  With the number of malls that are coming up (largely in urban India) being limited, the scope of growth for the multiplex chains is largely desired in the smaller towns of India. The best opportunities here are the old single screens, which offer the scope of being converted into twin or 3 screen properties. With disposable income levels on the rise in such smaller towns, the market potential of tier 2 and 3 towns is massive and the future of the growth of film exhibition will widely be driven in this direction. Innovative smart marketing tactics could also result in increasing footfalls across theatres by introducing special schemes and promotions.  *Panelists:*  Amit Praveen Sharma – Managing Director, Miraj Entertainment  Rajeev Sharma – CEO, NY Cinemas  Divyaruban Mathivanan – Managing Partner, GK Cinemas, Tamil Nadu  Arijit Dutta - Managing Director - Priya Entertainments, West Bengal  Vishnu Patel – CEO, Special Projects, UFO Moviez (Nova Cinemaz)  Dina Mukherjee – Director and CEO, MoviEcard India  *Moderator:*  Akshaye Rathi – Director, Saroj Screens |
| 4.00 pm – 4.30 pm | **CAFÉ BREAK**  *Partnered by* Pulz Electronics |
| 4.30 pm – 5.30 pm | **IMAX Big Cine Awards 2018**   * India’s Top Multiplex Chain of the Year * Best Multiplex Theatre of the Year * Best Single-Screen Theatre of the Year * Best Adapted Single-Screen to Multiplex Cinema * Best Technology Adopter of the Year * Innovative Technology of the Year * Most Trusted Brand of the Year * Special Achievement Award |
| 5.30 pm – 6.30 pm | **HAPPY HOURS ON TRADE SHOW FLOOR**  *Partnered by* RealD |

**Day 2 - Wednesday, 29 August 2018**

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| 10.00 am - 6.00 pm | Trade Show |
|  | Movie Trailers between the presentation slots  *The convention theatre is equipped with:*  Technology Partner – Christie Digital  Sound & Integration Partner – GM Audio  Server & Content Partner – Qube Cinema  Screen Partner – Galalite Screens  3D Partner - Xpand Digital  Stage Seating Partner – Pen Workers |

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| 10.15 am - 11.00 am | Revive Your Existing Single-screen Cinema and Monetise Vis-à-vis new Multiplex  Few years back there were approximately 12000 single-screen cinemas across India, which is now down to 8000. Single-screen theatres have become unviable due to very low occupancy and huge running costs. They are also not able to compete with the new multiplexes, despite having huge advantages of having large space available and the legacy of an old brand.  This presentation looks at how to monetise the existing single-screens by renovating or converting these into smaller multi-screen theatres within the existing shell. Conversion of an existing large single-screen to multi-screen is more cost effective compared to putting up a totally new theatre.  *Presented by:* Ar. Hema Seetharam, Calicut  Ar. Amita Gore - PGAG Architects, Mumbai |
| 11.00 am – 11.30 am | **CAFÉ BREAK**  *Partnered by* Pulz Electronics |
| 11.45 am - 12.30 pm | **What Hinders the Organic Growth of the Cinema Business?**  The organic growth in the cinema business is hampered by multiple factors. Woefully the government policies, piracy, DTH, online rights and the recently introduced GST are hindering the organic growth of cinema business by achieving low number of cinema screens in the country. Screen density in India is the lowest in the world. India has 10 screens per million people as against 124 in the US and 90 in China. State governments should formulate specific policies and provide tax benefits so that more and more businesses come forward to open cinema screens in semi-rural and rural areas. Apart from this set-up, anti-piracy efforts must ensure that cinema business can grow further.  *Panelists:*  Sanjay Dalia – Independent Consultant  Rajkumar Akella – Chairman, Governing Council, Anti Video Piracy Cell,   Telugu Film Chamber of Commerce  R. Sunder Raju – Secretary, Exhibitor Sector, Karnataka Film Chamber of Commerce  Akshaye Rathi – Director, Saroj Screens  Baban Balan – CEO, Cosmic Eye  *Moderator:*  Nataraj Gangadhar – Director, Renasia Cinemas |
| 12.30 pm - 1.00 pm | **SMPTE Standards for Digital Cinema**  Society of Motion Picture and Television Engineers (SMPTE), the world's leading developer of motion-imaging standards has announced various digital cinema standards designed to standardize workflows and ensure a consistent movie-going experience. The conversion of theatres to digital infrastructures grows globally today. This presentation throws light on the SMPTE digital cinema standards.  *Presented by:* Ujwal N. Nirgudkar – Member - Oscar Academy &   Chairman - SMPTE-India Section |
| 1.00 pm – 3.00 pm | **LUNCH**  *Partnered by* Harkness Screens |
| 4.00 pm – 4.30 pm | **CAFÉ BREAK**  *Partnered by* Pulz Electronics |

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