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*Updated – 22 August 2019*

**2019 SCHEDULE OF EVENTS**

**Day 1 - Tuesday, 27 August 2019**

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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 DigitalSound & Integration Partner – GM AudioServer & Content Partner – Qube CinemaScreen Partner – Galalite ScreensStage Seating Partner – LittleNap Recliners Stage Carpet Partner – India Carpets / Welspun Flooring |
|  | **CAFÉ** *Partnered by* Pulz Electronics |

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| 10.15 am - 11.00 am | Big Cine Expo 2019 - Inaugural Ceremony*Guest of Honour:* Smt. Farah Khan, Film Maker, Choreographer & ActorShri. Alok Tandon, CEO, Inox Leisure |
| 11.10 am – 12.10 pm | **Dual Screen Disruption – Can The Two Co-Exist?**Streaming services have brought in tremendous impacts on the consumer behaviour, audience footfall, movie-viewing and the consumption of quality content. Has the cinema exhibition industry been negatively impacted with the onslaught of streaming services, VOD, OTT, and mobile-driven premium content?How can the exhibition industry survive and thrive amidst this disrupted reality and get the moviegoers flocking back to the theatres? Are we likely to see a decline in the box office collections, food & beverage and advertising revenues, both at single-screens and multiplexes? Join the industry leaders as they share the opportunities and obstacles with a detailed analysis on these trend-setting changes.*Panelists:***Amit Praveen Sharma** – Managing Director, Miraj Entertainment**Bhumika Tewari** – Head of India Film Distribution, Zee Studios**John Schreiner** – Sr. Vice President, IMAX Corporation**Kamal Gianchandani** – CEO, PVR Pictures**Kushal L C** – CEO, Veeresh Cinemas, Bangalore*Moderator:***Karan Taurani** – Vice President - Research (Media), Elara Capital |
| 12.15 pm – 12.45 pm | **Plotting Your Laser Journey – A Guide’s Tips**Laser projection is now the technology of choice across the cinema industry. The improvement in presentation quality is being widely enjoyed by audiences across the world, while exhibitors are now truly learning the full extent of operational benefits. Regardless of building new cinemas or in need of revamping your existing one, there certainly is a laser journey that can reinforce your strategy. *Presented by:* **Nico De Clercq** – Director Commercial Strategy, Cinionic/Barco |
| 12.45 pm – 2.30 pm | **LUNCH** *(Lunch will be served from 12.30pm to 3.00pm)* |
| 2.30 pm – 3.15 pm | **Demystifying The Technology Innovation**Technology innovation is driving and delivering new changes to the audience and creators alike. The Indian media and entertainment segment is well positioned and is at the cusp to lead this transition. Players from the industry are forging new collaborations to ensure that innovations deliver an improved workflow and get them the best results desired. Leading lights share thoughts on how to embrace and demystify the technological innovation.*Panelists:***Barry Ferrell** – Senior VP & Chief Strategy Officer, QSC Audio Products**Dr. Don Shaw** – Sr. Director Cinema Sales, Christie Digital**Puneet Sethi** – VP, Consumer Electronics Enterprise Business, Samsung India**Sachin R Shetty** – Country Head, GDC Technology India**Senthil Kumar** – Co-founder, Qube Cinema*Moderator:***Akshaye Rathi** – Director, Saroj Screens |
| 3.30 pm – 4.30 pm | **IMAX Big Cine Awards 2019*** India’s Top Multiplex Chain of the Year - **PVR Cinemas & INOX Leisure**
* Best Multiplex Theatre of the Year - **AMB Cinemas, Hyderabad, Telangana**
* Best Single-Screen Theatre of the Year - **New Excelsior Mukta A2 Cinemas, Mumbai**
* Best Adapted Single-Screen to Multiplex Cinema - **Movietime Miglani Cinema, Moradabad, Uttar Pradesh**
* Best Technology Adopter of the Year - **INOX Leisure & Vettri Theatre, Chennai, Tamil Nadu**
* Innovative Technology of the Year - **GDC Technology CA 2.0 & Samsung ONYX**
* Most Trusted Brand of the Year - **PAYTM**
* Special Achievement Award - **Jal P. Mistry**
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| 4.30 pm – 5.30 pm | **HAPPY HOURS ON TRADE SHOW FLOOR** |
| 6.30 pm | **ScreenX Tour at INOX Inorbit Mall****Experience India’s First 270-degree Panoramic Movie Experience**Buses depart from NESCO at sharp 6.30 pmThe show starts at 8.00 pm* *Limited seats - First Come First Serve*
* *Be present at the Hall-4 Entrance 10 minutes before the departure time*
* *Your expo badges are mandatory to enter the cinema*
* *You can also come by your own transport to INOX Inorbit Mall, Malad West*
* *Buses returns at 9 pm from Inorbit Mall parking*
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**Day 2 - Wednesday, 28 August 2019**

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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 DigitalSound & Integration Partner – GM AudioServer & Content Partner – Qube CinemaScreen Partner – Galalite ScreensStage Seating Partner – LittleNap Recliners Stage Carpet Partner – India Carpets / Welspun Flooring |
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| 10.30 am - 11.00 am | New Age Premium Cinema Format and Virtual RealitySphera; a Premium Cinema Format which precisely is not dependent on the size of the audi, now enables every auditorium to be a Premium Cinema featuring latest sound, HDR, LED Lighting etc. with the best in comfort and ambience. On the other hand, Illucity is the Virtual Reality solutions featuring immersive and engaging virtual reality games. These concepts, designed by CinemaNext for both single-screens and multiplex cinemas, aim towards increasing footfalls and creating an additional revenue stream. *Presented by:* Fabrice Blum – *General Manager - MEA & International, CinemaNext* |
| 11.30 am - 12.15 pm | **Deciphering The ‘Perfect’ Formula**Audience demographics, tastes and consumption habits have been constantly evolving for the better. Exhibitors need to gear up for the change to meet the audience expectations. The whole moviegoing experience must be redefined and the role of these movie theatres has grown critical to drive this change. The past experience indicated that the audience expectations were limited and they were considerably satisfied when provided with good seating, air conditioning and quality popcorn. Meanwhile, the last decade has proven that the business of running a cinema theatre has changed dramatically. The expansion of cinema screens to smaller cities has resulted in an explosive appetite for both local and foreign content. So what could be the ‘Perfect’ formula to win the audience’ hearts and wallets? The experts try to decipher the formula.*Panelists:***Mohan Umrotkar** – CEO, Carnival Cinemas**Nimisha Trivedi** – General Manager, Programming, PVR Cinemas**Prashant Govindan** – Sr. Director India & SAARC, Harman Professional Solutions**Rahul Puri** – MD, Mukta Arts & Mukta A2 Cinemas**Rajeev Sharma** – CEO, NY Cinemas**Saurabh Varma** – CMO, INOX Leisure*Moderator:***Sreedhar Pillai** – Film Columnist at The Hindu and Industry Analyst |
| 12.30 pm - 1.00 pm | **Creating Magical Cinema Experiences!!!**Being all about crafting exceptional experiences for its audiences, INOX continues to redefine the moviegoing journey, with its tantalizing F&B offerings, engaging architectural designs, seamless comfort and technology, always ahead of the curve. With its next-level innovations, the brand has pushed the pedal on this front to present about these out-of-the-box innovations in technology, F&B, services and communications, which now leads to an engaged and a much stronger relationship with its patrons.*Presented by:* **Saurabh Varma** – CMO, INOX Leisure |
| 1.00 pm – 3.00 pm | **LUNCH** *(Lunch will be served from 12.30pm to 3.00pm)* |

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