



**THIS
WAY
UP
2020**

**EXHIBITION INNOVATION
CONFERENCE 1-3 DECEMBER
2020**

#TWU2020

WELCOME

Welcome to the seventh edition of **This Way Up**. 2020 has not been the year any of us were expecting when we gathered in Nottingham in December 2019, bringing with it unprecedented challenges and changes to cinema and the wider world.

This year we are bringing the conference to you with our first digital edition, with over 500 delegates from across the sector tuning in via our online platform. Our key themes of **Culture, Community and Accountability** take on new resonance this year, reflected in a programme focused on how we can support, create and collaborate as the industry reflects and rebuilds.

We are more accessible to more people this year; free passes mean that we can welcome a wider audience from across the UK. Meet your fellow delegates in the virtual Café Bar and the session break-out rooms.

The conference is a safe space for all to discuss and debate new ideas, connect with colleagues, and celebrate the resilience and creativity of the sector this year. We hope that you come away inspired and motivated for the year ahead, with new contacts and friends.

Enjoy This Way Up 2020.

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2020 Programing Partners



Online platform



Thank you to

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

CONTENTS

Online Platform Guide	4 - 5
Code of Conduct	6
The TWU Delivery Team	7
Schedule of Events	8 - 9
Ben Roberts - Lay of the Land	10
Sessions: Day 1	11 - 13
Sessions: Day 2	12 - 16
Sessions: Day 3	13 - 19
Show & Share	20
Meeting Room Discussions	20
Café Bar: Networking	20
BFI Network Short Films	21
Cinema Stories	21
Film Quiz	21
Film Screening: Stray	22
CEO Meeting	22
Evaluation Sessions	22

MUBI



Thanks to MUBI we are pleased to offer you three months of free hand-picked cult, classic and award-winning cinema.

ONLINE PLATFORM GUIDE

Access our online conference platform here:

<https://thiswayup.i2ic.com/>

Please use the e-mail and password that you registered with to log in. You'll be taken to the main conference Foyer. **From here you can access:**



SCREEN 1: LIVE EVENT

All sessions will stream live here (see Schedule for times)



SCREEN 2: CATCH UP

Missed a session, or want to watch something again? Access recordings and transcripts here.



MEETING ROOM

A space to continue the conversation from selected sessions and share your thoughts with other delegates.



NETWORKING

Catch up with colleagues and meet new people in our 5-minute speed networking sessions at the end of each day.



HOW TO: THIS WAY UP

FAQs, Code of Conduct, and other information that you'll find useful during the conference.



CONFERENCE PROGRAMME

See all of the sessions, speakers and times to plan your conference.



DELEGATES

See who else is attending, find out more about them and how to connect post-conference.



SPONSORS & PARTNERS

This Way Up wouldn't be possible without the support of our sponsors and partners. Find out more about their work here.



VIEW & EDIT YOUR PROFILE

We want you to make new connections at This Way Up. Here you can complete your profile with all the information other delegates need to get to know you and get in touch.



FEEDBACK

We'd love to hear your thoughts on the conference, so that we can continue conversations and make improvements for next year. Throughout This Way Up, we'll be using a tool called Mentimeter to ask questions and encourage you to reflect on what you're learning. Further information will be shared on the platform.

ACCESSIBILITY

We are committed to providing an inclusive and safe conference for all delegates. Closed captioning is provided on all sessions, available by clicking the CC button at the top right of the live stream page. Recorded captioned conference sessions will be available post-event.

CODE OF CONDUCT

This Code of Conduct provides a set of guidelines we expect everyone to adhere to when interacting with the conference. Anyone who does not adhere to this Code of Conduct may be blocked or subject to expulsion from events/activities.

We do not tolerate any form of harassment directed at our staff, delegates or speakers.

Harassment might include, but is not limited to:

- Bullying, intimidation, threatening or aggressive behaviour
- Violence of any description
- The use of epithets, slurs or negative stereotyping.
- Minimising a person's lived experience or identity.
- Misgendering or refusal to respect a person's gender identity.
- Inappropriate or unwelcome sexual attention, innuendo or joking.
- Sustained disruption of events
- Discrimination particularly in connection to:
 - Race, ethnicity, or national origin.
 - Gender identity or expression.
 - Sex or sexual orientation.
 - Age.
 - Disability, neurotypicality, medical condition, or pregnancy.
 - Religion.
 - Citizenship Status.
 - Body size or physical appearance.
 - Language proficiency.
 - Promoting or encouraging any of the above behaviour.

THIS WAY UP 2020 IS DELIVERED BY

**Nicola Kettlewood, Adam Wright,
Charlotte Ashcroft, Laura Scott**
and the Film Hub Scotland team

Sally Folkard and the Film Hub North team

Eleanor Thornley, Film Hub Midlands

With further programming support from:

Maddy Probst, Film Hub South West

Hugh Odling-Smee, Film Hub Northern Ireland

With guidance from the Development Forum.



**Camilla Baier
Lizzie Banks
Jack Bell
Vicki Brown
Tara Brown
Manon Euler
Aaron Guthrie
Reba Martin
Sarah-Jane Meredith**

TWU20 SCHEDULE DAY 1

TIME	SCREEN 1
10.15 - 10.25	Welcome to This Way Up 2020
10.25 - 10.55	Ben Roberts: Lay of the Land
10.55 - 11.00	FAN Cinema Stories
11.00 - 11.55	Session 1: Virtual Connections 
11.55 - 12.05	INDY Cinema Group Presentation 
12.05 - 12.30	BREAK
12.30 - 13.30	Session 2: Cinema: The Local and The Future
13.30 - 13.55	LUNCH
13.55 - 14.15	Lunchtime Show & Share Presentations
14.15 - 15.15	Session 3: Diversifying British Film Culture 
15.15 - 15.30	BFI Network Short: <i>Something in the Closet</i>
15.30 - 16.30	Session 4: Vital Statistics
16.30 - 16.45	BREAK
16.45 - 17.30	Session 5: The Radical in the Practical
17.30 - 17.45	Day 1 Closing Thoughts
17.45 - 18.45	Café Bar: Networking
19.00 - 20.00	Film Quiz




 - Chat Room

TWU20 SCHEDULE DAY 2

TIME	SCREEN 1
10.40 - 10.45	Day 2 Welcome
10.50 - 10.55	FAN Cinema Stories
10.55 - 11.55	Session 6: Back to Business? 
11.55 - 12.05	Comscore Presentation 
12.05 - 12.15	BREAK
12.15 - 12.30	BFI Network Short: <i>A Noble Truth</i>
12.30 - 13.30	Session 7: An Injury to One, is an Injury to All
13.30 - 13.55	LUNCH
13.55 - 14.15	Lunchtime Show & Share Presentations
14.15 - 15.15	Session 8: Welcoming All Audiences Back 
15.15 - 15.30	BFI Network Short: <i>Pennyworth</i>
15.30 - 16.30	Session 9: Governance 101
16.30 - 16.45	BREAK
16.45 - 17.30	Session 10: Pandemic and Cinema
17.30 - 17.45	Day 2 Closing Thoughts
17.45 - 18.45	Café Bar: Networking
19.00	Film Screening: <i>Stray</i>

 - Chat Room

TWU20 SCHEDULE DAY 3

TIME	SCREEN 1
10.40 - 10.45	Day 3 Welcome
10.50 - 10.55	FAN Cinema Stories
10.55 - 11.55	Session 11: What is Cinema? 
11.55 - 12.05	Film Distributers Association presentation 
12.05 - 12.15	BREAK
12.15 - 12.30	BFI Network Short: <i>Scrum</i>
12.30 - 13.30	Session 12: Reframing Recruitment
13.30 - 13.55	LUNCH
13.55 - 14.15	Lunchtime Show & Share Presentations
14.15 - 15.15	Session 13: Dismantling Structural Inequalities in Your Cinema 
15.15 - 15.30	BFI Network Short: <i>Shiney</i>
15.30 - 16.30	Session 14: Freelancing in 2020: The State of Play
16.30 - 16.45	BREAK
16.45 - 17.30	Session 15: What Are We Rebuilding? Reflections on TWU 2020
17.30 - 17.45	Day 3 Closing Thoughts
17.45 - 18.30	Café Bar: Networking

 - Chat Room



DAY ONE

Ben Roberts: Lay of the Land

10.15-10.25

BFI Chief Executive **Ben Roberts** will deliver an opening talk on the state of play in the cinema exhibition industry; addressing the challenges of this year but also celebrating the achievements and progress made across the sector as we look towards 2021.

SESSION 1 11.00-11.55

Virtual Connections: How Distribution, Festivals and Venues became Long Distance Friends

When UK cinemas closed in March the industry was thrown into an existential crisis: how could we continue to connect films and audiences, without venues?

Anna Germanidi of Modern Films discusses their pioneering Virtual Cinema model, and **Nia Edwards-Behi** from Abertoir Horror Festival reflects on the pivot to a digital edition of the festival. The session will be chaired by **Claire Vaughan**, Cinema Programme Manager, Chapter Cardiff.

DAY ONE

SESSION 2 12.30-13.30

Cinema: The Local and the Future

This year we've seen plenty of column inches and airtime dedicated to the 'return of local', the 'death of the shopping centre' and 'building back better'. What do these terms mean, and how can we relate them to cinema's role in the future of our towns and cities? Can cinema be a catalyst for development, beyond the multiplex model?

We'll hear from Head of Cinema at the Barbican Centre, **Gali Gold**, and Producer **Wilna Fourie**, who works on cultural projects across East London, and Newcastle Community Cinema who have created a thriving venue at the foot of the Mourne Mountains in Northern Ireland. A chance to look at new models of what cinema can be through community, development and partnership.

With support from
INDY Cinema Group



SESSION 3 14.15-15.15

Diversifying British Film Culture

This panel aims to discuss and examine Black-led films that are produced and released theatrically in the UK and the barriers that prevent them from achieving box office success.

Chaired by Gower Street Box Office Analyst **Delphine Lievens**, the panel is made up of representatives from production, distribution and exhibition; **Shanida Scotland**, (Head of Film, The Doc Society) and **Grace Barber-Plentie** (Marketing Coordinator, BFI). How can our sectors collaborate to actively promote better representation within the workforce, and UK film culture more widely?

DAY ONE

SESSION 4 15.30-16.30

Vital Statistics: Understanding the Economic and Cultural Impact of the Cinema Sector

In a year dominated by data, the film industry has continued to depend on numbers; quantifying the impact of the pandemic, what it means for the industry and what we need to do to ensure a sustainable future.

Ian Cade and **Julia Lamaison** from the BFI's Research and Statistics team will share the vital statistics they have been gathering and analysing, and what this means for the rescue, recovery and future resilience of the sector.

SESSION 5 16.45-17.30

The Radical in the Practical: The How? of Young Audience Development

Representatives from the **FAN Young Consultants** advocate for the value that 16-30 year olds bring to venues, outlining practical ways to attract and keep young audiences.

Speakers **Caroline Wilson**, **Megan Mitchell**, **Thea Berry**, **Gabrielle Jackson** call for cinemas to act now and to ensure activity and communications are relevant in light of COVID-19. With thanks to contributors Rebekah Taylor, Aaron Guthrie, Yasmin Begum and Phil Kennedy.



DAY TWO

SESSION 6 10.55-11.55

Back to Business?

In the wake of the seismic changes to the film industry wrought by COVID-19, this panel will take a look at the ecosystem of the industry during the pandemic, and ahead to recovery. Representatives from production, distribution and exhibition will discuss what they've learned this year, what plans are in place, and crucially what's next for the industry as they see it.

Chaired by **Ben Luxford** (Head of UK Audiences, BFI) with **Caroline Hennigan** (Programme Director, Broadway Nottingham), **Ashanti McIntosh** (Head of Acquisitions, Studiocanal UK) and **Bennett McGhee** (Producer/Co-Founder, Home Team)

With support from
INDY Cinema Group



SESSION 7 12.30-13.30

An Injury to One, is an Injury to All: Working Together for Better Workplaces

Cinema is a collective art form, from creator to consumer. The same collective impulse that delivers great films to audiences can help individual workers increase their power and stand together to demand the changes we wish to see across the whole industry.

Representatives from BECTU and the Film and TV Charity will lead this panel, chaired by **Hugh Odling-Smee** (Film Hub NI) on the issues facing exhibition workers across the UK, outline the support available, and propose steps to improve conditions across the sector.

DAY TWO

SESSION 8 14.15-15.15

Welcoming All Audiences Back

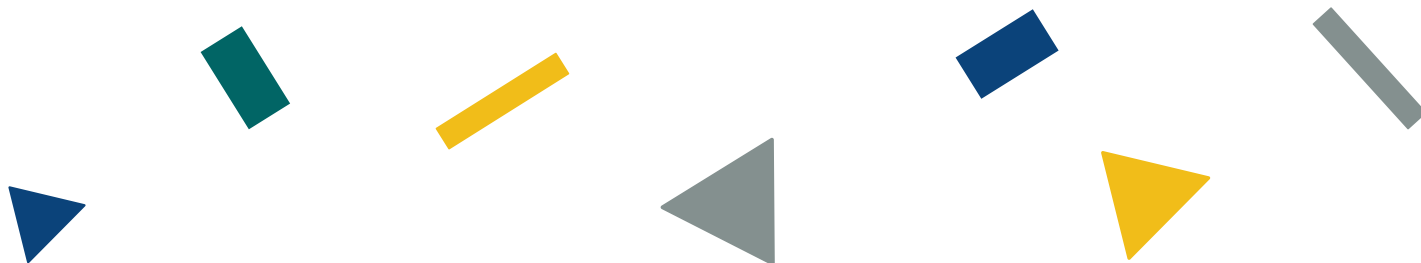
Launched by We Shall Not Be Removed in September, the *Seven Principles for an Inclusive Recovery* offer practical guidance to arts and cultural organisations to support disabled artists, audiences, visitors, participants and employees.

Lizzie Banks (Oska Bright Film Festival) will chair this session with **Andrew Miller** (We Shall Not Be Removed), **Eleana Re** (Carousel) and others exploring how deaf, disabled and neurodiverse audiences feel about returning to cinemas and how venues can make venues safe and accessible for all.

SESSION 9 15.30-16.30

Governance 101

A session covering the structures and components of a cultural organisation led by **Catriona Reynolds**, Head of Governance and Engagement at Arts and Business Scotland. Learn about the functions and responsibilities of boards and why legality and accountability are so important within our sector. How can board members and venue staff work collaboratively and have open, mutually beneficial dialogues?



DAY TWO

SESSION 10 16.45-17.30

Pandemic and Cinema: Tales from the Archive

What was the response of the Cinema to previous pandemics?

BFI Curator **Bryony Dixon** will give an illustrated talk documenting the reactions to pandemic during the 1918/19 Spanish Flu pandemic, on-screen and off - with clips from the BFI Archive. Hosted by **Andy Robson**, Screen Heritage Producer, Film Hub North.

Dr Wise on Influenza (1919) is accompanied by **Stephen Horne** on piano.

DAY THREE

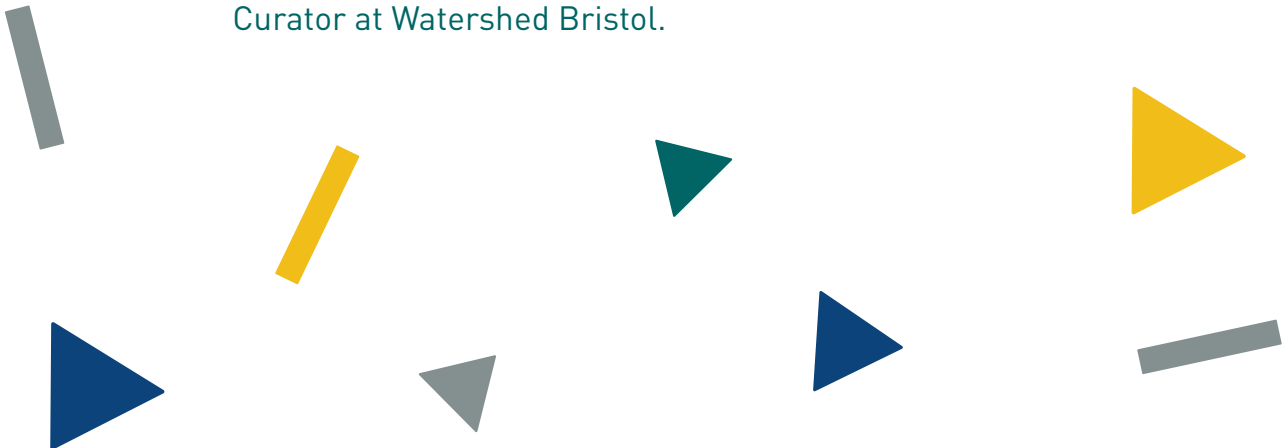
SESSION 11 10.55-11.55

What is Cinema?

The COVID-19 crisis has impacted every part of our lives; asking to consider how we do things, whilst also raising the more profound question: why? Cinema is no stranger to an existential quandary - from TV to streaming services, the challenges resurface each decade.

Our current dilemma, with venues closed and films being released at home, prompts serious reflection on the role and value of the cinema. Can cinema survive and be reimagined beyond a commercial imperative? What is its future cultural role? What might its relationship with local audiences and communities be?

We are delighted to welcome two of the UK's most influential film culture practitioners; award-winning filmmaker and artist **John Akomfrah CBE** and BFI Creative Director **Heather Stewart**, to share their experiences, expertise and to discuss the future of cinema. Moderated by **Mark Cosgrove**, Cinema Curator at Watershed Bristol.



DAY THREE

SESSION 12 12.30-13.30

Reframing Recruitment

A focus on diversity and inclusion in recruitment is not new, but the urgency surrounding the inequalities at play across society have been further exposed as a result of COVID-19 and the Black Lives Matter movement.

What can we learn from organisations like Young Vic and Unlimited, who have approached recruitment in new ways? What other factors might help remove barriers for people from all walks of life to work and flourish in our sector? The panel, chaired by **Reba Martin**, includes **Mikaela Smith** (Programme Manager, Showroom Cinema), **Sue Emmas** (Associate Artistic Director, Young Vic) and **Jo Verrent** (Senior Producer, Unlimited).

SESSION 13 14.15-15.15

Dismantling Structural Inequalities in Your Cinema

In response to the *Diversifying British Film Culture* session join us for this conversation about the practicalities of systemic change. **Sadia Pineda Hameed** will discuss her work *Dismantling Structural Inequalities in Your Cinema*. CCA Glasgow's **Alex Misick** will speak about their approaches to partnering with ethnically diverse organisations including Dardishi Film Festival. This session will be chaired by **Tara Brown**, Co-Director of Wotever DIY Film Festival, Fringe! Queer film & arts festival programmer and most recently Film Programmer for Bernie Grant Art Centre.

DAY THREE

SESSION 14 15.30-16.30

Freelancing in 2020: The State of Play

A conversation about freelancing in film exhibition, with representatives Dial F for Freelancer **Jo Taylor** and **Anna Kime, Sonali Joshi** of Excluded UK and **Christina Lister** of the Museum Freelance Network. They'll be discussing the support available, comparative data from heritage and museums, and inviting those in the sector to help develop a new code of conduct for film freelancers.

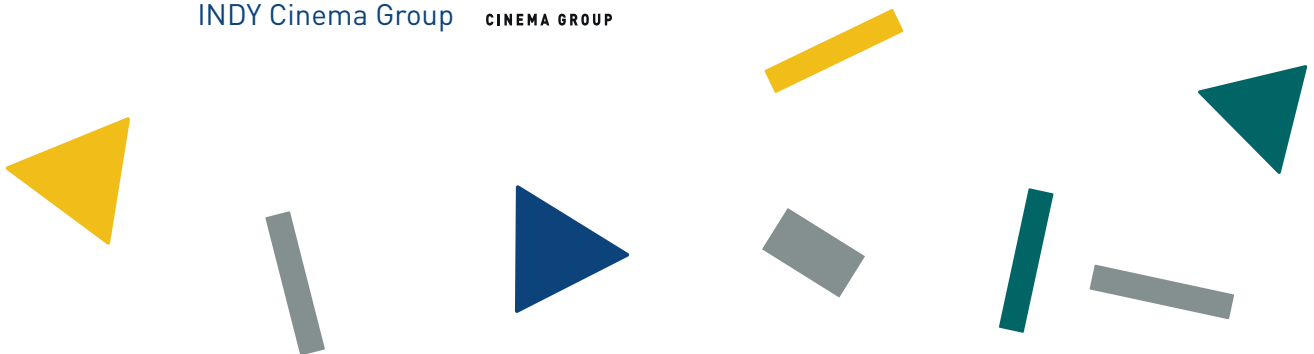
SESSION 15 16.45-17.30

What Are We Rebuilding? Reflections on TWU 2020

Join members of this year's Development Forum to reflect on emerging themes and opportunities arising from the conference and contribute your own thoughts on how we can rebuild the sector to be better, stronger and more collaborative. This session will be illustrated by **Jasmine Thompson**.

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In Between Sessions

Show & Share

Our popular Show & Share sessions are made up of mini-presentations, sparking inspiration, sharing successes and provoking debate. Participants have 10 minutes to present work to their fellow delegates - the countdown is on!

Meeting Room Discussions

Continue the conversation in the Meeting Rooms. Participants will be directed here after selected sessions.

Café Bar: Networking

Meet new people or familiar faces with our end-of-day networking sessions. You'll be matched randomly with another delegate and have 5 minutes to chat about the day, share what you've learned, or just catch up!



BFI Network Short Films

Various times and Screen 2

This selection of BFI NETWORK-funded short films showcases a breadth of filmmaking talent from across the UK. Screening between sessions each afternoon in Screen 1, or available to re-watch in Screen 2 throughout the entire conference.

A Noble Truth, dir. Tia Salisbury
Pennywort, dir. Rebekah Fortune
Scrum, dir. Kate Graham
Shiney, dir. Paul Holbrook
Something in the Closet, dir. Nosa Elke

Cinema Stories

10.50am Daily and Screen 2

Take a trip across the UK from Tiree to Tywyn with these short films showcasing some of the best cinemas and film exhibition projects in the BFI FAN network, including films made during lockdown. Captioned by Matchbox Cineclub.

Film Quiz

1st December 19:00-20:00

Put your cinematic smarts to the test with a Zoom quiz hosted by Raymah Tariq, host of the notoriously tricky film quiz at Edinburgh's Filmhouse. Prove that you're the biggest film fan at This Way Up to win prizes courtesy of MUBI.

Film Screening: Stray

Available from 19.00 2nd December for 24 hours

Our sponsors INDY Cinema host an early preview screening of documentary *Stray* by award-winning filmmaker **Elizabeth Lo**, with thanks to Dogwoof. Captioned by Matchbox Cineclub.

Through the eyes of stray dogs wandering the streets of Istanbul, *Stray* explores what it means to live as a being without status or security. As they search for food and shelter, three dogs embark on inconspicuous journeys through Turkish society that allow us an unvarnished portrait of human life. Through their canine eyes, we are shown a human world ruptured by divisions along class, ethnic, and gender lines.

CEO Meeting

During the conference a group of CEOs and Managing Directors from leading UK independent cinemas will be meeting to discuss the challenges of this year and their approaches to supporting and maintaining the sector. Their conversation will be hosted by **Laura Twemlow**, an associate of people make it work and Co-Director of Change Creation, a programme supporting 60 leaders and 45 organisations over a two-year period (and beyond). At the end of This Way Up Laura will publish a summary of the meeting, to be made available on the conference platform.

Post-Conference Evaluation Sessions

To make the most of your experience at This Way Up, we'll be inviting participants to join one of our reflective learning workshops in December or January - thinking about how you can best embed the learning from the conference in your work. To sign up, please email sayhi@thiswayupcon.com

The background is a solid teal color. Scattered across it are various geometric shapes: triangles and rectangles. The shapes are colored in white, yellow, blue, and grey. Some are oriented horizontally, some vertically, and some at angles. The overall composition is abstract and modern.

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