

**MEDIA SALLES SEMINAR:
“A PANORAMA OF CINEMA-GOING IN EUROPE IN 2002 –
MARKETING STRATEGIES BY EXHIBITION COMPANIES FOR
BUILDING COMMUNITIES THROUGH LOYALTY PROGRAMS”**

**MONDAY, 23 JUNE 2003
Room A, AMSTERDAM RAI
10.30 – 11.30**

Moderated by: **ELISABETTA BRUNELLA**, Secretary General, MEDIA Salles

MIKE VICKERS

Treasurer, MEDIA Salles
Welcome remarks

Dr JOACHIM PH. WOLFF

Chairman of the NFC Research Foundation, Netherlands

MICHAEL CHALMER

Head of Marketing, Nordisk Film Biografer A/S, Denmark

BRIAN JONES

Managing Director, EuroPlex, Switzerland

KJELL A. ORSETH

Managing Director, Filmweb AS, Norway