**Meeting with Live Cinema UK**

**Agenda**

1.     Overview of the Project and announcement date

2. Budget

3.       Hull 2017 contract

4.       Marketing/Branding/USP – Engaging the Hull audience

5.       Partnerships

6.       AOB

**Overview:**

**Date – 6th November**

World premier – at 1am Tuvalu

Good live show – Band Mr Lee and Ivansky – separate musicians, famous in Croatia. Lots of political bands. They have done some original scores to films before.

Film – not been released in the UK, no UK distribution. Year- 1999 – modern silent film. Set in 1930s. Watching cute, early

Save an abandoned swimming pool and a love story. Lots of scenes out at sea.

5 members of the band

Lola – live mixing

Ivanka – lead singer

Guitar, bassist, drummer

Sign-up sheets to join the Motovun orchestra.

12 instruments

6 – blow into water bottles

6 – play string on water bottle

on coat hanger stands so fairly easy to move in and about.

Digital integration – BoomBeam partnership.

Developing a platform for an application.

27 points of interaction on a URL – keep phone open during the show

Queues in the film, activate next action to the film – eg, stamp feet and make noise like a goldfish

If not enough of a reaction extra pointers like: “Love is not going to survive if you don’t do this action”

Also, bottles of water were given out to gargle at a particular point in the film.

**Marketing/Branding**

Sam question – how do we engage Hull audience? Unknown artist, not in a film festival – how do we translate the project? How do we sell it?

Jay – Motovun element is not the main focus. Main focus on participation, modern silent film with no subtitles.

Lisa – fun, interactive screening.

Sam - Do present it as This Way Up. Great example of European live cinema. It would be best to present it under the TWU banner the event will do so much better if presented as part of something, with clear branding.

Jay – does the Venue help with audience - Hull Truck – yes, does have a reputation for film screenings and existing audience engaged in the arts. They may do e-blasts?

Date targets – HIC deadline for final season brochure and TWU announcements.

How do you translate this project in Hull? Is there a contemporary music audience? Hull Truck has a strong audience, Hull 2017 very stretched so project marketing very important.

Marketing – HIC brochure, flyer distribution via Hull Box Office,

Announcement date:

Print deadlines? – liaise with HIC

TWU – announcement dates – LB liaise with Bex

**Budget**

Price – readdress as the price of £10. Cinema currently priced at £5, silent film with live score at £7/£8

Live Cinema UK – underwrite the financial risk. The project might also be funded by the Croatian government

Jay revisit the budget – specific income targets. Ticket income readdressed. Cost of screen and projector

Definitely should do the matinee - AP to put Live Cinema in contact with Into Film. Anna P – send contacts HIC, Into Film, Hull Uni, College,

Into film may have budget to assist with the matinee screening.

**Contracts**

Hull 2017 – contract. How the funding will work? Grant agreement with Hull 2017, acting like a funding body.

FHN BFI – confirmed project plan. – admissions aim amended to project capacity

**AOB**

Budget – revised costs, ticket costs, Into film contribution,

Lisa – will look at getting additional funding.

**Actions**

LB & JA – revise budget with screen and ticket cost

LB & JA – marketing plan and dates - send to AP and LR

LB & JA – to speak with TWU to find out announcement dates

LB & JA – to explore a matinee performance and added value for students

AP – put Live Cinema in contact with Into Film

AP – put Live Cinema in contact with Hull Uni and Hull College of Art and Design

AP – put live cinema in contact with HIC – season brochure and potential designer

AP & LB & JA – conclude target admissions

AP – send out confirmed project plan, reporting docs, branding guidelines and audience survey

LR – issues Hull 2017 Grant Agreement for award with branding guidelines.