

THE FALL SUMMIT

2025 Fall Summit

SCHEDULE OF EVENTS

October 6-9
The Beverly Hilton
Beverly Hills CA

As of 9/18/25

Schedule (topics, times, locations) subject to change. More details to be added soon. Please check back for updates.

MONDAY OCTOBER 6

(For Cinema United Members only)

- 8:00 AM – 4:00 PM **REGISTRATION** *Wilshire Ballroom Foyer*
- 9:00 AM – 10:00 AM **MEMBERSHIP COMMITTEE** Committee Members only *Rodeo Gallery*
- 10:00 AM – 11:00 AM **CINEMA FOUNDATION BOARD OF DIRECTORS** Foundation Board Members Only *Beverly Hills Salon*
- 11:00 AM – 12:00 PM **CONVENTIONS COMMITTEE** Committee Members Only *Rodeo Gallery*
- 12:00 PM – 1:00 PM **FUTURE LEADERS IN CINEMA LUNCH & ORIENTATION** Invitation only *Beverly Hills Salon*
- 2:00 PM – 3:45 PM **INDEPENDENT THEATRE OWNERS COALITION** All independent theatre owners *Beverly Hills Ballroom*

(For Cinema United Members and Sponsors only)

EVENING PROGRAMMING – OFF-PREMISE STUDIO EVENT at AMC CENTURY CITY

- 4:45 PM **BUSES DEPART FOR AMC CENTURY CITY** *(Wilshire Blvd Entrance at The Beverly Hilton)*
- 5:15 PM – 9:00 PM **OPENING NIGHT RECEPTION AND SCREENING OF FOCUS FEATURES' "SONG SUNG BLUE"**
(AMC Century City)

We are delighted to open this year's Fall Summit with a special advance screening of **Song Sung Blue**. This wide release from Focus Features will open at your theaters on December 25th. Based on a true story, two down-on-their-luck musicians (Hugh Jackman and Kate Hudson – 2025 "Pioneer of the Year") form a joyous Neil Diamond tribute band, proving it's never too late to find love and follow your dreams. Starring Hugh Jackman, Kate Hudson, Fisher Stevens, Michael Imperioli, Jim Belushi, Ella Anderson, Mustafa Shakir, King Princess, & Hudson Hilbert Hensley. Directed by Craig Brewer.

TUESDAY OCTOBER 7

(For Cinema United Members only)

- 7:00 AM – 1:30 PM **REGISTRATION** *Wilshire Ballroom Foyer*
- 7:00 AM – 8:00 AM **BREAKFAST BUFFET** *Wilshire Ballroom*
- 8:00 AM – 8:30 AM **GENERAL MEMBERSHIP MEETING** Open to all Cinema United Members *Beverly Hills Ballroom*
- 8:30 AM – 10:15 AM **ADVISORY BOARD MEETING** Open to all Cinema United members *Beverly Hills Ballroom*
- 10:30 AM – 11:30 AM **THE BIG PICTURE: CEO REMARKS & Q&A** Open to all Cinema United members *Beverly Hills Ballroom*
Hear Cinema United CEO Michael O'Leary share his vision for the future of the association and the exhibition industry, outlining priorities and opportunities that lie ahead. Following his remarks, members will have the chance to engage directly in a Q&A session.

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12:00 PM – 1:00 PM **BUFFET LUNCH SERVED**

12:00 PM – 1:30 PM **YOUNG MEMBERS COMMUNITY X FILM ROW** Open to all Cinema United members 40 years and younger. Space is limited. Registration required. *Wilshire Ballroom* (lunch served)

12:00 PM – 2:30 PM **EXECUTIVE BOARD MEETING** Executive Board Members Only *Beverly Hills Salon*
(lunch served)

(For Cinema United Members and Sponsors only)

EVENING PROGRAMMING – OFF-PREMISE STUDIO EVENT

4:30 PM **BUSES DEPART FOR PARAMOUNT LOT** *(Wilshire Blvd Entrance at The Beverly Hilton)*

5:15 PM – 9:15 PM **AN EVENING WITH PARAMOUNT PICTURES - DINNER AND PRESENTATION**

What would a Summit be without a visit to the Paramount Pictures Studio Lot for dinner and a special presentation? Another fun and productive evening is on tap.

For local attendees driving directly to the Paramount Lot, directions will be provided.

WEDNESDAY OCTOBER 8

Educational sessions are currently being finalized. Stay tuned for updates.

(Morning programs for Cinema United Members only)

8:15 AM – 9:15 AM **NETWORKING BREAKFAST** *Wilshire Ballroom*

8:15 AM – 9:15 AM **PAC BREAKFAST** Invitation only *Rodeo Gallery*

9:30 AM – 10:30 AM **INVESTING IN OURSELVES: DESIGNING CINEMA EXPERIENCES THAT DELIVER** *Beverly Hills Ballroom*
From seats and screens to seamless service, every investment you make should pay off - in revenue, reputation, and repeat visits. This session blends real-world insights on physical upgrades with forward-thinking strategies for meeting the expectations of today's moviegoers. Hear from experts on what customers notice, what drives loyalty and how to fund and future-proof your investments.

Moderated by: Michael O'Leary, President & CEO, Cinema United

Panelists:

Mike Bowers, President & CEO, Harkins Theatres

Elizabeth Frank, CEO, RealD

Jed Harmsen, VP, Cinema and Group Entertainment, Dolby Laboratories

Additional panelist to be announced

10:35 AM – 10:45 AM **CU CLOSE-UP: MAIN STREET MARKETING – HIGH-IMPACT IDEAS ON A MODEST BUDGET**
Beverly Hills Ballroom

New this year, *CU Close Ups* are focused, 8–10 minute presentations that highlight practical strategies, tools, or case studies from across the industry. This session is designed to offer a takeaway you can put to use in your own business right away.

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Presented by Cindy Sowerwine, Senior Director of Marketing, Celebration Cinema by Studio C

10:45 AM – 11:00 AM **BREAK**

11:00 AM – 11:50 AM **BEYOND POPCORN: BUILDING A BRANDED EXPERIENCE** *Beverly Hills Ballroom*

In an era of limitless content and constant digital noise, a strong brand is no longer a luxury; it's a necessity. This panel examines the critical role that "brand" plays in guiding audience decision-making and creating long-term value. Panelists will explore how a differentiated brand identity is built, expressed, and activated, both online and in person. We'll discuss how tools like social media, AI, and audience insights are evolving the way organizations connect with their communities.

Moderated by: Josh Nations, VP, Strategic Partnerships, The Coca-Cola Company

Panelists:

Joanna Delgado, Client Partner & Director, Entertainment, Meta

Traci Hanlon, VP, Marketing & Sales, Cinergy Entertainment

Sara Moore, EVP, Chief Marketing Officer, Cineplex

Julia Victor, CMO, Angel City Football Club

(Afternoon programs For Cinema United Members, Sponsors, and Studio Partners)

12:00 PM – 1:00 PM **NETWORKING LUNCH** *Wilshire Ballroom*

1:15 PM – 2:15 PM **ACTIVATING FANDOM: STRATEGIC TOOLS FOR THEATRICAL ENGAGEMENT** *Beverly Hills Ballroom*

Special events and fandom-driven programming can set your cinema apart. This session explores how to maximize the opportunity these experiences offer while minimizing risks when fandoms behave unpredictably. Learn how to create unforgettable moments that drive attendance, build loyalty, and make your theater the go-to destination for passionate audiences.

Moderated by: Matthew Liebmann, Chief Product, Innovation and Marketing Officer, Vista Group

Panelists:

David Glanzer, Chief Communications and Strategy Officer, Comic-Con

Greg Marcus, CEO, Marcus Corporation

Fergus Navaratnam-Blair, VP, Trends and Futures, National Research Group

Shannah Miller, VP, Marketing, Fathom Entertainment

2:20 PM – 2:30 PM **CU CLOSE-UP: FUELING OUR GROWTH – SMALL IMPROVEMENTS WITH BIG RETURNS**
Beverly Hills Ballroom

Presented by Penn Ketchum, Managing Partner, Film Buyer and Advertising Manager, Penn Cinema

2:30 PM – 2:45 PM **BREAK**

2:45 PM – 3:15 PM **KEYNOTE: UNDERSTANDING GEN Z - WHAT THEATERS OWNERS NEED TO KNOW NOW**
Beverly Hills Ballroom

This year's keynote will explore what makes Gen Z tick and how their values, behaviors, and expectations are reshaping the entertainment landscape. Drawing on leading-edge research into generational trends and youth behavior, the session will offer practical insights for theater owners and marketers looking to better connect with this influential audience—and to more effectively manage and motivate Gen Z employees.

3:15 PM – 3:30 PM **BREAK**

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3:30 PM – 4:30 PM

THE RETURN OF THE FALL SUMMIT LIVE FOCUS GROUP: WHAT ARE GEN Z THINKING?

Beverly Hills Ballroom

As part of this session, NRG will conduct a live focus group exploring Gen Z's attitudes toward theatrical experiences, fandom, and eventized cinema. The group will include young adults from across the country, selected to reflect a range of perspectives. The conversation will provide real-time insights into what drives attendance, how fandom shapes engagement, and what Gen Z is looking for in a premium moviegoing experience.

Moderated by Reagan Osborne, Director, National Research Group

6:30 PM

2025 PIONEER OF THE YEAR RECEPTION AND DINNER HONORING KATE HUDSON *Beverly Hilton*

Additional program option. Tickets must be purchased at <https://wrpioneers.org/events/2025-pioneer-of-the-year-dinner/>

THURSDAY OCTOBER 9

(For Cinema United Members and Fall Summit Sponsors only)

8:00 AM – 8:45 AM

CONTINENTAL BREAKFAST *Wilshire Ballroom*

OFF-PREMISE STUDIO EVENTS – DGA THEATER *(DGA Theater Complex, 7920 Sunset Blvd.)*

9:00 AM

BUSES DEPART *(Wilshire Blvd Entrance at The Beverly Hilton)*

For local attendees driving directly to the DGA Theater, please note free parking is located at 7950 Sunset Blvd., off Hayworth Ave.)

9:30 AM – 12:00 PM

ADVANCE SCREENING OF 20TH CENTURY STUDIO'S "SPRINGSTEEN: DELIVER ME FROM NOWHERE" *(DGA Theater Complex, 7920 Sunset Blvd.)*

From 20th Century Studios, **Springsteen: Deliver Me from Nowhere** chronicles the making of Bruce Springsteen's 1982 "Nebraska" album when he was a young musician on the cusp of global superstardom, struggling to reconcile the pressures of success with the ghosts of his past. Recorded on a 4-track recorder in Springsteen's New Jersey bedroom, the album marked a pivotal time in his life and is considered one of his most enduring works. Starring Jeremy Allen White as the Boss, the film is written for the screen and directed by Scott Cooper. The film also features Jeremy Strong as Springsteen's long-time confidant and manager, Jon Landau; Paul Walter Hauser as guitar tech Mike Batlan; Stephen Graham as Springsteen's father, Doug; Odessa Young as love interest, Faye; Gaby Hoffman as Springsteen's mom, Adele; Marc Maron as Chuck Plotkin and David Krumholtz as Columbia executive, Al Teller. Arriving only in theaters October 24th.

12:00 PM – 1:15 PM

NETWORKING LUNCH *(DGA Theater Complex Lobby Area)*

1:30 PM – 3:45 PM

SPECIAL PROGRAM FROM A24 AND SCREENING OF "ETERNITY" *(DGA Theater Complex)*

We are delighted to welcome A24 to The Fall Summit. As an industry leading Independent Distribution company, dedicated to providing a wide-ranging original release slate for our theaters, it's great to have their participation. The afternoon will begin with a brief presentation, followed by an advance screening of **Eternity**, which will be nationwide November 26. Starring Miles Teller, Elizabeth Olsen, Callum Turner and Da'Vine Joy Randolph, **Eternity** is the perfect crowd-pleasing film for the upcoming holiday season. In an afterlife where souls have one week to decide where to spend eternity, Joan (Elizabeth Olsen) is faced with the impossible choice between the man she spent her life with (Miles Teller) and her first love (Callum Turner), who died young and has waited decades for her to arrive.

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4:30 PM **CLOSING RECEPTION** *Wilshire Garden, The Beverly Hilton*