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Sunday-Thursday 23-27 August 2009

Conrad Jupiters, Broadbeach Island, Gold Coast, Queensland, Australia

Wednesday 26 August - 1.30-6.00pm

An afternoon of presentations and great debates with industry leaders on various pertinent topics facing our industry, hosted by **Deluxe Australia**

INTRODUCTION

by [Alaric McAusland](#), Managing Director, Deluxe Australia

As Managing Director of Deluxe Australia (previously Atlab), Alaric McAusland is responsible for its Australasian operations including, Deluxe Laboratories, EFILM, StageOne Sound and Deluxe Media Logistics. Deluxe Entertainment Services Group Inc., is the leading provider of a broad range of entertainment industry services and technologies to major Hollywood Studios and an international client base. Perhaps better known locally for their film labs, Deluxe Australia has rapidly become the leading provider of digital cinema, encoding, mastering, delivery and key management services.



A [complete agenda](#) of our afternoon sessions is available on our website.

Some highlights include the following:

LESSONS FROM CANNES - Will technology kill the message makers?

Technology has empowered audiences to become content producers. Today teenagers are able to write, photograph, illustrate, edit, record and publish music, video, films and commercials. What are the implications for the film business and the marketing of films? This presentation examines some ancient patterns for clues on what the future holds.



Presenter: **Joe Talcott**, Group Director of Marketing, News Limited

THE GOOD, THE BAD, AND THE UGLY - How social media is changing the way consumers interact with your movies

A look at how online consumer behaviours have been impacted by social media; what part this new collective voice has in box office success; and how online buzz is opening up new avenues and challenges for engaging your consumers.

Presenter: **Mark Higginson**, Director of Analytics, Nielsen Online

FROM CAPTIVE TO CAPTIVATED - Designing the cinema journey to maximise your food and beverage profits

A top line look at cinema layout and Frozen Coca-Cola innovation.

Presenters: **Lana Slayman**, National Business Manager, Coca-Cola Amatil; **Celeste Frost**, Channel Planning Manager - Leisure, Coca-Cola Amatil

HOW TO DEVELOP THE PERFECT DIGITAL & 3D CINEMA - ANYWHERE!

We've done it at Conrad Jupiters! Learn how you can set up a digital and 3D cinema at your venue; be updated with the latest technologies; and meet the team behind the new AIMC Cinema.

Panelists:

Ben Wilson, Business Manager, EDGE Digital Technology

Michael Lewis, CEO, RealD

Peter Williams, Engineering/QC Manager, NEC

Michael Archer, Vice President, Doremi Cinema

More panelists to be announced

Moderator: **Alaric McAusland**, Managing Director, Deluxe Australia

THE GREAT DEBATE

Two teams of industry experts competing against each other: **FOR & AGAINST**. Be there as they address some of the hottest and most topical issues within the industry, including Alternative Content.

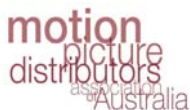
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AIMC proudly supports:



The Motion Picture Industry Benevolent Association of Queensland (Inc.)

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If you've attended a previous AIMC then you know what a valuable event it is in providing the latest local and international information and product updates for the cinema industry in Australia and New Zealand. [Send this newsletter](#) on to your colleagues to register for e-mail updates...then they will always be informed on the latest activities.