



National Association of Theatre Owners™

FALL SUMMIT 2013 NEWSLETTER

DRIVING THEATER ATTENDANCE

The idea behind the NATO Fall Summit was a simple one: Provide members with an added benefit; a new educational program that would help give insight on running a better business, staying up-to-date with this ever changing technological world we live in with the end result being, increased ticket sales. While NATO's major industry event is of course CinemaCon, we can all agree there isn't enough time during the convention week to cover all of the important issues and topics facing exhibitors. Between meetings and the convention's scheduled events, most notably the studio presentations and screenings, the week is over before you know it. The NATO Fall Summit offered the opportunity for theater executives to gather and learn from professionals from within and outside the industry and from each other. It all took place at the Loews Hollywood Hotel in Los Angeles, which was a great setting for this intimate gathering.



NATO FALL SUMMIT 2014 SAVE THE DATE
12 & 13 NOVEMBER 2014 AT THE HYATT REGENCY CENTURY PLAZA



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National Association of Theatre Owners™ **ON THE LOT WITH PARAMOUNT PICTURES**

On November 12, the first "annual" NATO Fall Summit took flight with a wonderful "On-The-Lot with Paramount Pictures" program. On hand were more than 115 National NATO Members from circuits of all sizes.

Following a brief welcome by NATO Chairman David Passman, Paramount executives Megan Colligan (President, Domestic Distribution & Marketing) and Pat Gonzalez (SVP, In-Theatre Marketing) took center stage, providing insight as to what the industry can expect from Paramount in the coming months.

Megan spoke about new marketing initiatives and Pat gave everyone a sneak peek at some fantastic footage ("Noah", "The Wolf of Wall Street", "Almanac", "Transformers 4: Age of Extinction") followed by a feature length screening of "Anchorman 2: The Legend Continues". It was a great way to get the event off the ground in high style.



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On Wednesday everyone got down to business with a full day of programming that included networking receptions and eight executive presentations and panel discussions:

-  Attracting and Engaging Millennial Consumers: Social at the Heart
-  The Golden Ticket: How to Drive Sales by Making Moviegoing an Event
-  The Role of Big Data and Analytics in the Cinema Marketplace
-  The Power of Social Media in Getting Moviegoers to Your Theater
-  Beyond the Big Screen: How to Use Mobile Apps to Enhance the Moviegoing Experience
-  Branding the Moviegoing Experience
-  The Importance of Multicultural Marketing in the 21st Century



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DINNER AND RECEPTION WITH AMPAS

NATO was also fortunate to have both Cheryl Boone Isaacs, President and Bill Kroyer, Chair, Science and Technology Committee of the Academy of Motion Picture Arts and Sciences address the attendees at dinner.

By the end of dinner, everyone was on information overload, but agreed it was time well spent. One of the great aspects of the Summit was it was a "No Press" event, so there was a more relaxed and free-flowing atmosphere concerning the information imparted.



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THANK YOU AND SEE YOU NEXT FALL

The NATO and CinemaCon teams would like to extend a special thanks to our sponsors and partners for making the first annual 'NATO FALL SUMMIT' a successful event.



We look forward to seeing you all next year at the 2014 NATO Fall Summit on 12 & 13 November 2014 at the Hyatt Regency Century Plaza hotel in Los Angeles

Click [HERE](#) to view the 2013 NATO Fall Summit photo gallery



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