



**LAGOS INTERNATIONAL FILM  
AND CINEMA CONVENTION**

**2024**

**Film | Cinema | Trade show**

**• Conference • Trade Show • Screenings •**

<b>Date:</b>	<b>Location:</b>
<b>Thursday 1st - Saturday 3rd</b>	<b>Ebonylife Place</b>
<b>August 2024</b>	<b>Victoria Island, Lagos - Nigeria</b>

# Working Agenda

## DAY ONE

Thursday - 1st Aug. 2024

08:00	LIFACC Registrations 7 am - 6 pm
09:00	LIFACC Aurora Breakfast (Co-sponsored By LSFVCB)
10:30	LIFACC Founder's Welcome Address Theophilus E. Akatugba
10:40	Keynote Address Barrister Hannatu Musa Musawa Honourable Minister of Art, Culture and the Creative Economy, Federal Republic of Nigeria
10:50	Host City Remarks Mrs. Toke Benson-Awoyinka   Honourable Commissioner   Lagos State Ministry of Tourism, Arts & Culture
11:00	<u>Goodwill Messages Video:</u> Ope Ajayi   President   Cinema Exhibitors Association of Nigeria Joy Odiete   President   Film Distributors Association of Nigeria Queen B. Ebigieson   President   Association of Movie Producers Alex Eyengho   Member BOT   Association of Nollywood Core Producers Ali Nuhu   Managing Director   Nigerian Film Corporation Dr. Shaibu Hussein   DG   National Film & Videos Censors Board
11:20	VIP Inspection of Trade Show & Exhibition

<p>12:00</p>	<p><b><u>Panel Discussion</u></b>  <b>What can cinema exhibitors in Nigeria and Africa do to increase frequency and urgency, getting people back into the moviegoing habit? Are there factors changing the audiences?</b></p> <p><b><u>Areas of conversation:</u></b></p> <ul style="list-style-type: none"> <li>● How to overcome the challenges</li> <li>● Identifying the opportunities</li> <li>● The brightness on the horizon.</li> <li>● African Cinema owners and Top executives explore creative options to sustain cinema culture in Africa</li> </ul> <p><b><u>Moderator:</u></b>  <b>Mary Ephraim-Egbas   President   Homeland Films</b></p> <p><b><u>Panellists:</u></b>  <b>Ernest Boateng   Chairman   Global Media Alliance   Ghana</b>  <b>Kene Okwuosa   Group Chief Executive Officer   Filmhouse Group   Nigeria</b>  <b>Ope Ajayi   CEO   Cinemax Film Distribution   Nigeria</b>  <b>Patrick Lee   Head of Operations   Viva Cinema   Nigeria</b></p>
<p>13:00</p>	<p><b>Elevating African Cinema with Global Flair!</b></p> <p><b>Blue Pictures Film Distribution's Upcoming Slate</b></p>
<p>13:40</p>	<p><b><u>Featured Presentation</u></b>  <b>Smoke-Free Nollywood - Keeping Our Screen Healthy</b></p> <p><b><u>Speaker</u></b>  <b>Akinbode Oluwafemi   Executive Director   CAPPA</b></p>
<p>14:20</p>	<p><b><u>SPECIAL EXPERT WORKSHOP</u></b>  <b>How can cinemas make more money during difficult times</b></p> <p><b>Michael Williams   General Manager   Ebonylife Group</b></p>

<p>14:50</p>	<p><b>Empowering Nollywood's Global Reach: Unleashing Blockbusters with Filmone Distribution</b></p> <p>Filmhouse Film Distribution’s Upcoming Slate</p>
<p>15:30</p>	<p><b><u>LIFACC Masterclass</u></b></p> <p><b>Optimising Movie Showtime Scheduling for Maximum Box Office Revenue in a Cinema: A LIFACC Master Class</b></p> <p><b><u>Description:</u></b>  In this master class, we will explore the art and science of scheduling movie showtimes in a cinema to maximise movie box office revenue using (Location, Inventory, Flexibility, Audience, Competition, and Constraints) principles.</p> <p><b><u>Target Audience:</u></b>  This master class is designed for cinema owners, managers, programmers, and anyone strategically planning and scheduling movie showtimes. It is also suitable for film distributors, market analysts, and industry professionals looking to enhance their understanding of maximizing box office revenue through effective scheduling strategies.</p> <p><b>Facilitator:</b>  TBC</p>
<p>16:30</p>	<p><b><u>Special Panel Discussion:</u></b>  <b>Impact of Development Financing on African Creative Industries (With a Special Focus on the Cinema and Film Industry)</b></p> <p><b><u>Area of conversation</u></b></p> <ul style="list-style-type: none"> <li>● Role of development financing in supporting the cinema sector in Africa</li> <li>● Success stories and case studies of development financing initiatives in the cinema sectors</li> </ul>

	<ul style="list-style-type: none"> <li>Challenges and limitations of current development financing models for the cinema and film sector in Africa</li> </ul> <p>Moderator: Suleman Yahaya   Partner, Private Clients &amp; Family Wealth   Andersen</p> <p><u>Panellists</u></p> <p>Promise George   Group Head, Creative &amp; Digital Industry Group   Bank of Industry</p> <p>Afrexim Bank   Representative   Afrexim Bank</p> <p>Gabriel Okoye   Chairman   G-Media</p> <p>Iyabode Soji-Okusanya   Executive Director, Corporate and Investment Banking   Access Bank Plc</p> <p>Mojisola Bakare   General Manager, Corporate and Investment Banking   Sterling Bank</p>
17:30	Tradeshow/Exhibition
18:00	Igabdun Hour
19:30	LIFACC 2024 Special Movie Screening
21:00	End of Day One

# Working Agenda

## DAY TWO

## Friday - 2nd August 2024

07:00	LIFACC Registrations
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<p>08:00</p>	<p><b>LIFACC Aurora Breakfast</b>  <b>(Sponsored By Lagos State Min. of Tourism, Art &amp; Culture &amp; Ebonylife Cinema)</b></p>
<p>09:00</p>	<p><b>National Film and Video Censors Board:</b>  <b>All Nigerian Film Producers, Distributors, Exhibitors Assembly</b></p> <p><b>Host:</b>  <b>Dr Shaibu Hussein   Executive Director/CEO   NFVCB</b></p>
<p>11:00</p>	<p><b>Cinema Projectionists Workshop:</b>  <b>Projecting Perfection: Elevate Your Skills in Cinema Projection at LIFACC 2024 (Hall 1)</b></p> <p><b>Facilitated By:</b>  <b>Emmanuel Nwokafor   CEO   Tellsara Cinema Services</b></p>
<p>11:00</p>	<p><b>Maximising Revenues in the Cinema Industry: Strategic Approaches for Exhibitors, Distributors, Producers, and Government Stakeholders</b></p> <p><b>Speaker:</b>  <b>Kene Mkpuru   President/ CEO   KOMWORLD Limited   Nigeria</b></p> <p><b>Area of focus:</b></p> <ul style="list-style-type: none"> <li>❖ <b>Current State of Cinemas</b></li> <li>❖ <b>Building a Profitable Cinema Business</b></li> <li>❖ <b>Operational Strategies:</b>  <b>Revenue Streams</b></li> </ul>
<p>12:30</p>	<p><b><u>Panel Discussion</u></b>  <b>The Future of Storytelling in Cinema: Navigating Innovation and Tradition</b></p>

	<p><b>Moderator: Abdulkareem Mohammed   Managing Director   Moving Image Communications</b></p> <p><b><u>Panellists:</u></b>  <b>Moses Inwang   CEO   Sneeze Films   Nigeria</b>  <b>Femi Adebayo   Film Producer   Nigeria</b>  <b>Dorothee Wenner   Curator   Berlinale   Germany</b>  <b>Jade Osiberu   CEO/Founder   Greoh Studios   Nigeria</b>  <b>Charles Okpaleke   Co-Founder   Play Network Africa   Nigeria</b>  <b>Ali Nuhu   Managing Director   Nigerian Film Corporation   Nigeria</b></p> <p><b><u>Area of conversation:</u></b></p> <ul style="list-style-type: none"> <li>● Exploring how filmmakers can strike a balance between embracing innovation and honoring the traditional art of storytelling in cinema</li> <li>● The impact of emerging technologies like AI, VR, and AR on storytelling, the role of diversity and representation in shaping narratives</li> <li>● Discussing the importance of preserving cultural heritage in filmmaking</li> </ul>
<p><b>13:30</b></p>	<p><b>Empowering African Stories, Shaping a Global Narrative - Cinemax Film Distribution, Where Every Story Finds Its Stage</b></p> <p><b>Cinemax Film Distribution’s Upcoming Slate</b></p>
<p><b>14:30</b></p>	<p><b>The IDICE Initiative Unveiled!</b>  <b>WHAT IS IN IT FOR THE CINEMA AND FILM SECTOR</b></p> <p><b><u>Keynote Presentation:</u></b>  <b>Ife Adebayo   National Coordinator   Investment in Digital and Creative Enterprises Programme (IDICE)</b></p>

	<p><b>Panelist</b>  <b>Promise Ike George</b>   Group Head, Creative &amp; Digital Industry Group   <b>Bank of Industry</b>  <b>Isioma Nnenna Alexis Idigbe</b>   Partner at   <b>PUNUKA Attorneys &amp; Solicitors</b></p>
15:10	<p><b>Featured Presentation</b>  <b>Premiere African-American Media Distribution and the Diaspora Connection</b></p> <p><b><u>Speaker:</u></b>  <b>Kianga J. Moore</b>   Executive Producer/Creative Director   <b>Urban Information Network</b>   USA</p> <p><b><u>Area of Conversation</u></b></p> <ul style="list-style-type: none"> <li>• <b>Urban Information Network will share insight on connecting the Diaspora to News, Information and Entertainment with our unified platform and IPTV affiliates</b></li> </ul>
15:40	<p><b>Discover the Magic of Cinema with Silverbird Film Distribution - Your Gateway to Timeless Stories and Unforgettable Moments!</b></p> <p><b>Silverbird Film Distribution’s Upcoming Slate</b></p>
14:20	<b>LIFACC Trade Show/Networking</b>
18:00	<b>Igbadun Hour ( Chill time)</b>
19:30	<p><b>LIFACC Movie Screening</b>  <b>Facilitated by (TBC)</b></p>
21:00	<b>End of LIFACC Day Two</b>

# Working Agenda



# DAY THREE

## Saturday - 3rd August 2024

08:00	LIFACC Lagos City Tour Courtesy Lagos State Ministry of Tourism and Culture
11:00	<p><b><u>Panel Discussion:</u></b> Developing a Pan-African Cinema and Film Distribution Network; Promoting Collaboration Among African Cinemas</p> <p><b><u>Area of Conversation</u></b></p> <ul style="list-style-type: none"><li>• How can a unified Pan-African Cinema distribution network be established to facilitate the simultaneous release of African films across multiple screens in different countries?</li><li>• What logistical challenges and regulatory barriers must be addressed to establish this distribution network?</li><li>• How can cinemas across Africa be encouraged to collaborate and coordinate their screening schedules to accommodate the release of African films on a larger scale?</li><li>• What incentives can cinemas provide to prioritise screening African films and promote local content?</li></ul> <p><b>Moderator:</b> Dr Shuaibu Hussein   Executive Director/CEO   NFVCB</p> <p><b><u>Panellists:</u></b> Mo Abudu   Founder/CEO   Ebonylife Cinema   Nigeria Mary Ephraim-Egbas   President   Homeland Films Artur Kobrek   Key Account Manager   Positive Cinema   Poland Joy Odiete   President &amp; CEO   Blue Pictures Entertainment   Nigeria Isabella Okechukwu   General Manager   Silverbird Cinema Trevor Pilley   General Manager   Kada Cinema and Film Distribution</p>

<p><b>12:00</b></p>	<p><b>LIFACC SPECIAL INDUSTRY EVENT</b>  <b>Cinema Exhibitors Association of Nigeria LIFACC 2024 Special Conference</b></p> <p><b>PROVISIONAL TOPIC: CINEMA INDUSTRY  BRAINSTORMING FOR A BRIGHTER BOX OFFICE</b></p> <p><b>An esteemed gathering of all cinema owners and exhibition executives will talk candidly about the state of the motion picture theatre industry. Just like a physical general meeting of CEAN, This conference will address topical and important issues affecting the industry today, tomorrow, and well into the future.</b></p> <p><b>CEAN will appoint the panelists if necessary.</b></p> <p><b>To be Presided over by Ope Ajayi President, CEAN</b></p>
<p><b>19:00</b></p>	<p><b>LIFACC AND THE HEADLINE SPONSOR INVITE YOU TO THE 2024 CINEMA ACHIEVEMENT AWARDS AFTER-PARTY</b>  <b>(Doors open at 7:00 pm)</b></p> <p><b>LIFACC Sponsors and Partners join the industry in celebrating the movie-going experience and the conclusion of LIFACC 2024. Join us for an evening of great food, fun, and special entertainment.</b></p> <p><b>Hosted by LIFACC SPONSORS AND PARTNERS</b></p>
	<p><b>LIFACC 2024 ENDS</b></p>