



**LAGOS INTERNATIONAL FILM
AND CINEMA CONVENTION**

2024

Film | Cinema | Trade show

• Conference • Trade Show • Screenings •

Date:	Location:
Wed 14th and Thur. 15th	Ebonylife Place
August 2024	Victoria Island, Lagos - Nigeria

Working Agenda

DAY ONE

Wednesday - 14th Aug. 2024

08:00	LIFACC Registrations 7 am - 6 pm
09:00	LIFACC Aurora Breakfast
10:20	LIFACC Founder's Welcome Address Theophilus E. Akatugba
10:30	Keynote Address Barrister Hannatu Musa Musawa Honourable Minister of Art, Culture and the Creative Economy, Federal Republic of Nigeria
10:40	Special Remark Senator Ben Murray-Bruce Chairman, Silverbird Group
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 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
	Award Presentations by the Honourable Minister of Art, Culture and the Creative Economy, Federal Republic of Nigeria

11:20	VIP Inspection of Trade Show & Exhibition
12:00	<p><u>Panel Discussion</u> 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?</p> <p><u>Areas of conversation:</u></p> <ul style="list-style-type: none"> ● How to overcome the challenges ● Identifying the opportunities ● The brightness on the horizon. ● African Cinema owners and Top executives explore creative options to sustain African cinema culture. <p><u>Moderator:</u> Mary Ephraim-Egbas President Homeland Films</p> <p><u>Panellists:</u> Ernest Boateng Chairman Global Media Alliance Ghana Kene Okwuosa Group Chief Executive Officer Filmhouse Group Nigeria Ope Ajayi CEO Cinemax Film Distribution Nigeria Patrick Lee Head of Operations Viva Cinema Nigeria Ladun Awobokun Chief Content Officer Filmone Entertainment Nigeria</p>
13:00	<p>Elevating African Cinema with Global Flair!</p> <p>Blue Pictures Film Distribution's Upcoming Slate</p>
13:40	<p><u>Featured Presentation</u> Smoke-Free Nollywood - Keeping Our Screen Healthy</p> <p><u>Speaker</u> Akinbode Oluwafemi Executive Director CAPP</p>
14:20	<u>SPECIAL EXPERT WORKSHOP</u>

	<p>How can cinemas make more money during difficult times</p> <p>Michael Williams General Manager Ebonylife Group</p>
14:50	<p>Empowering Nollywood's Global Reach: Unleashing Blockbusters with Filmone Distribution</p> <p>Filmhouse Film Distribution's Upcoming Slate</p>
15:30	<p><u>Special Panel Discussion:</u> Impact of Development Financing on African Creative Industries (With a Special Focus on the Cinema and Film Industry)</p> <p><u>Area of conversation</u></p> <ul style="list-style-type: none"> ● Role of development financing in supporting the cinema sector in Africa ● Success stories and case studies of development financing initiatives in the cinema sectors ● Challenges and limitations of current development financing models for the cinema and film sector in Africa <p>Moderator: Suleiman Yahaya Partner, Private Clients & Family Wealth Andersen</p> <p><u>Panellists</u> Erezi Okpakpa Creative & Digital Industries Group Services Industries Division Bank of Industry Gabriel Okoye Chairman G-Media Nonyelum Ezenwa Group Head, Emerging Corporates Providus Bank Mojisola Bakare General Manager, Corporate and Investment Banking Sterling Bank Jonathan Yakubu Chief Financial Officer Silverbird Group Nigeria</p>
16:30	<p><u>Panel Session</u> Enhancing Customer Experience in Cinemas: Leveraging Screen</p>

	<p>Quality, Cinema seats, sound, lighting design, projection, ambiances, Technology, and Interactive Solutions.</p> <p><u>Moderator</u> Kolade Adewoye CEO Fusion Intelligence</p> <p><u>Panellists</u> Toby Severtson CEO Severtson Screen Emmanuel Nwokafor CEO Tellsara Cinema Services Artur Bobrek Key Account Manager Positive Cinema Hassan Adeyi Business Manager Silverbird Cinema</p>
17:30	Tradeshow/Exhibition
20:00	End of Day One

Working Agenda

DAY TWO	
Thursday - 15th August 2024	
07:00	LIFACC Registrations
08:00	Tea Break

09:00	<p>National Film and Video Censors Board: All Nigerian Film Producers, Distributors, Exhibitors Assembly</p> <p><u>Host:</u> Dr Shaibu Husseini Executive Director/CEO NFVCB</p>
11:00	<p><u>Featured Presentation</u> Leveraging on Software in a High-inflation Environment</p> <p><u>Speaker</u> Kolade Adewoye CEO Fusion Intelligence</p>
11:30	<p><u>Panel Discussion</u> The Future of Storytelling in Cinema: Navigating Innovation and Tradition</p> <p>Moderator: Zik Zulu Okafor CEO Zulu Films</p> <p><u>Panellists:</u> Moses Inwang CEO Sneeze Films Nigeria Femi Adebayo Film Producer Nigeria Dorothee Wenner Curator Berlinale Germany Charles Okpaleke Co-Founder Play Network Africa Nigeria Biodun Stephen- Oladigbo Creative Director Shutterspeed Projects</p> <p><u>Area of conversation:</u></p> <ul style="list-style-type: none"> ● Exploring how filmmakers can strike a balance between embracing innovation and honouring the traditional art of storytelling in cinema ● The impact of emerging technologies like AI, VR, and AR on storytelling, the role of diversity and representation in shaping narratives ● Discussing the importance of preserving cultural heritage in filmmaking
12:30	<p>Empowering African Stories, Shaping a Global Narrative - Cinemax</p>

	<p>Film Distribution, Where Every Story Finds Its Stage</p> <p>Cinemax Film Distribution's Upcoming Slate</p>
13:10	<p>The IDICE Initiative Unveiled! WHAT IS IN IT FOR THE CINEMA AND FILM SECTOR</p> <p><u>Keynote Presentation:</u> Ife Adebayo National Coordinator Investment in Digital and Creative Enterprises Programme (IDICE)</p> <p><u>Panellists</u> Ife Adebayo National Coordinator Investment in Digital and Creative Enterprises Programme (IDICE)</p>
14:00	<p>Featured Presentation Premiere African-American Media Distribution and the Diaspora Connection</p> <p><u>Speaker:</u> Kianga J. Moore Executive Producer/Creative Director Urban Information Network USA</p> <p><u>Area of Conversation</u></p> <ul style="list-style-type: none"> • Urban Information Network will share insight on connecting the Diaspora to News, Information and Entertainment with our unified platform and IPTV affiliates
14:30	<p>Discover the Magic of Cinema with Silverbird Film Distribution - Your Gateway to Timeless Stories and Unforgettable Moments!</p> <p>Silverbird Film Distribution's Upcoming Slate</p>
15:10	<p><u>Panel Discussion:</u> Developing a Pan-African Cinema and Film Distribution Network; Promoting Collaboration Among African Cinemas</p>

	<p><u>Area of Conversation</u></p> <ul style="list-style-type: none"> • 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? • What logistical and regulatory barriers must be addressed to establish this distribution network? • 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? • What incentives can cinemas provide to prioritise screening African films and promote local content? <p>Moderator: Dr Shuaibu Hussein Executive Director/CEO NFVCB</p> <p><u>Panellists:</u> Mary Ephraim-Egbas President Homeland Films Isabella Okechukwu General Manager Silverbird Film Distribution Trevor Pillay General Manager Kada Cinema and Film Distribution</p>
<p>16:10</p>	<p>LIFACC SPECIAL INDUSTRY EVENT Cinema Exhibitors Association of Nigeria LIFACC 2024 Special Conference</p> <p>PROVISIONAL TOPIC: CINEMA INDUSTRY BRAINSTORMING FOR A BRIGHTER BOX OFFICE</p> <p>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 general physical meeting of CEAN, this conference will address topical and important issues affecting the industry today, tomorrow, and well into the future.</p>

	CEAN will appoint the panellists if necessary. To be Presided over by Ope Ajayi President, CEAN
17:10	LIFACC Trade Show/Networking
20:00	End of LIFACC Day Two