This Way Up, film exhibition symposium marks its fifth year with new steering committee and Liverpool conference

Thursday 18 October, 2018

This Way Up, the UK's annual gathering for film exhibition sector, marks its fifth year by heading to Liverpool for the two-day conference in December.

The conference is the only one in the UK that brings together film festivals, indie cinemas, community film clubs and everything in between to explore the major issue facing the country's independent film and film exhibition sector and is known for tackling industry issues head on.

This year's conference is set to take place on 5th and 6th December at FACT; cinema, art gallery Liverpool's home for the exhibition of film, art and new media. The two-day programme will provide a platform for the discussion of new ideas and trends in exhibition, as well as a networking space for developing collaborations in programming and audience-building activity.

Delegates will hear from key industry speakers on topics including creative thinking, leadership, diversity, fundraising and audience development in a programme, that for the first time in its history, has been developed by This Way Up producers Sally Folkard, Sambrooke Scott and Anna Kime working alongside a newly appointed development forum of individuals bringing experience from across the sector and beyond.

The development forum, is made up of; **Aaron Guthrie**, New Notions; **Amanda Rogers**, Academic Postgrad University of Edinburgh; **Dan Brown**, MASH Cinema; **Federico D'Accinni**, MSc Film, Exhibition & Curation Graduate; **Flora Menzies**, Into Film; **Jen Skinner**, Screen Argyll; **Matthew Hellett**, Oska Bright Film Festival; **Melanie Iredale,** Sheffield Doc/Fest; **Umulkhayr Mohamed**, Film Hub Wales; **Sarah-Jane Meredith**, British Film Institute and **Laura Rothwell** of CRYSTLSD.

Conference producer, Sally Folkard, of Film Hub North commented, "Audience behaviour is changing at an unprecedented rate, that's why we think it's more crucial than ever that film exhibitors come together to discuss the pressing issues, to hear about new models, explore new thinking and maximise new opportunities to engage cinema audience. The appointment of a diverse and hugely experienced development forum allows us to curate an ever more relevant and inspiring programme."

This Way Up is produced by Film Hub North and Film Hub Scotland, part of the British Film Institute's Film Audience Network (BFI FAN) established in 2012 to build wider and more diverse UK cinema audiences for British and international film.

Two-day delegate passes cost £130 and can be purchased from www.thiswayupcon.com

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