



CINEMA TRAINING CENTRAL[®]

This Guide provides detailed information regarding CTC and the training seminars and workshops offered.

CINEMA TRAINING CENTRAL

Training Seminars & Workshops

Operational Programs:

- Cinema Audio Workshop – 2 Days
- Managing a Cinema Seminar – 2 Days
- Concessions Workshop – 1 Day

Managerial Programs:

- Theatre Design Seminar – 1 Day
- Cinema Marketing & Branding Workshop – 1 Day
- Cinema Owners / Investors Program – 3 Days

Scheduling & Cost

Registration Form

Where is & How To Get To CTC

Corporate Donors & Sponsors

Who Should And Does Attend

OPERATIONAL PROGRAMS

CINEMA AUDIO WORKSHOP

(2 DAY Workshop)

This intensive course is specifically geared towards each individual participant and his/her pre-existing audio technical knowledge.

Topics include: A & B sound chain alignment. The proper installation of sound racks detailing audio cabling, audio component wiring, tuning, and the proper use and maintenance of all system components.

Participants are encouraged to bring technical issues or problems they are experiencing for discussion and resolution. This is training for those seeking to hone their skills or have a desire to advance their already solid technical capabilities. Emphasis is placed upon improving each participant's technical diagnostic skills.

Those with a goal of working as a cinema technician or audio engineer or those who desire to enhance their technical skills should strongly consider this training.

MANAGING A CINEMA

(2 DAY SEMINAR)

The goal of this program is to review all aspects of cinema management from an operational viewpoint. It is designed for those who are open to exploring new concepts on how to operate and manage a cinema as a business requiring a unique management approach.

The operational/management issues to be covered include: concession and box office, advertising and promotions, safety and security, facility maintenance and upkeep, customer service, increasing theatre utilization, purchasing and vendor negotiations. Also discussed will be staff hiring, firing, training, retention and the roles and responsibilities of box office and concession personnel, as well as, ushers and ticket-takers.

Many aspects of this program are hands-on and class participation and questions are highly encouraged.

CONCESSIONS: WHERE THE MONEY IS

(1 DAY WORKSHOP)

This course provides a detailed look at concession operations from an analytical point of view. Conducted in a discussion format the goal is to provide each trainee the tools necessary to maximize concession profits.

A complete analysis of a cinema's concession operations will be covered. The profit drivers of the three key concession sales tactics: Speed, Communication, and Value will be thoroughly discussed. Determining your patron's buying resistance and why it's best to push "middle pricing" will be reviewed along with the good and bad of combo sales and how to use combos to target customer groups.

What sells and what are the hot trends in concession and how these trends relate to buying behavior. The use of suggestive selling, staff incentives, rebate programs, volume discounts, coupons, customer reward programs and other concepts to increase returns will also be considered. Attendees will have the opportunity to discuss several successful new employee incentive techniques that are proven income generators.

A companion Program to the Managing A Cinema Course, this must, one-of-a-kind training is for anyone managing (or responsible for) concession operations.

MANAGERIAL PROGRAMS

THEATRE DESIGN

(1 DAY SEMINAR)

Cinema design and planning essentially revolves around how to optimize the whole presentation environment - entrance/lobby/foyer, auditoriums, interior space, concession/service areas, and projection room - so as to make going to the movies a special 'experience' unavailable anywhere else.

Seating, sightlines, screens, acoustical wall design, lighting, architectural plans and general construction, will all be covered. This course should be attended by those seeking more general knowledge of the important physical attributes of a cinema space.

MARKETING & BRANDING YOUR CINEMA

(1 DAY WORKSHOP)

Although only a one day duration, the purpose of this course is to open the trainee's mind and curiosity to operating a cinema as a "local" business. Topics covered are branding & business identity, the techniques of connecting your cinema to the local community, content selection as a marketing tool, defining your patrons and how to increase your cinema's market reach. Further discussion will include how to use your staff as a marketing/promotion tool and how to train them for this purpose. The issue of why customers "leave" and how to prevent losing customers will be discussed. The benefit of exhibiting alternative content will be explored and the how and why this is a win/win situation for your cinema and your patrons.

No prior courses are requisite. The trainee simply brings an open mind and inquisitive attitude. Class participation is highly encouraged.

CINEMA OWNERS / INVESTORS PROGRAM

(3 DAY WORKSHOP)

This three day training program is the most comprehensive offered by CTC. This training is for the serious current or potential cinema owner/operator or cinema project investor. It is a program for those looking to obtain a comprehensive study of the workings of the movie exhibition industry and how a cinema fits into this business landscape.

The subject matter covers all aspects of a cinema and can function as a test bed for participants wanting to validate their cinema project's potential, or as a means of obtaining a large amount of knowledge regarding a build-out, expansion, or turnkey operation. This is a jam-packed, intensive program with day, as well as, evening instruction. You are literally immersed in the subject matter with the goal of leaving the program with a complete understanding of the hows, whys, and whats of a cinema with emphasis on present and future technology impacts.

All aspects of a cinema business are covered, including: technical, operational, marketing, staffing, concessions, MIS, product mix and pricing, and the business's profit drivers. Past participants have brought their business plans with them for review and evaluation while attending this Program.

SCHEDULING

All training programs are scheduled By Appointment. Please contact us to schedule a convenient time for your training.

PROGRAM COSTS

	<u>RATE</u>	<u>TEAM DISCOUNT 3 OR MORE</u>
1 Day	\$ 995	\$ 825
2 Day	\$1600	\$1475
3 Day	\$2500	\$2300

All training programs start at 9:00 am and end at 4:00 pm each day. Tuition includes all meals and hotel lodging. Participants are responsible for their travel expenses.

REGISTRATION FORM

To register for Training Programs, please complete this form and return it with a check made payable to: Entertainment Equipment Corporation. For wire transfers please contact us. Due to high Bank charges we do not accept credit cards.

I want to attend the following Training Program(s):

<u>PROGRAM(s)</u>	<u>PRE-ARRANGED DATE(s)</u>	<u>TUITION</u>
_____	_____	\$ _____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
	TOTAL	\$ _____

NAME _____ TITLE _____

COMPANY/THEATRE _____

ADDRESS _____

CITY/STATE _____ ZIP CODE _____

TELEPHONE () _____ FAX () _____

e-MAIL _____

Return to: Entertainment Equipment Corporation, 610 Main Street, Buffalo, NY 14202

WHERE IS & HOW TO GET TO CTC

-- LOCATION --

EEC is centrally located in Buffalo, NY which is easily accessible. Buffalo is within a 500 mile radius of 50% of the U.S. population and 60% of Canada's. Buffalo's Airport is serviced by U.S. Air, United, Delta, Jet Blue, Northwest, Southwest, American, Continental, and Airtran. It also has Amtrak service and drive times are short: Chicago – 8 hours, Cleveland – 4 hours, NYC or Boston – 7 hours, Pittsburgh – 4 hours, Toronto – 1.5 hours, and Washington, DC – 8 hours.



-- ACCOMMODATIONS/DINING/ACTIVITIES --

Comfort Suites is our corporate/preferred hotel. Maps and information highlighting museums, amusement parks, sporting arenas, and other local attractions including the Buffalo Zoo, and (of course) Niagara Falls will be provided, upon request.

Our goal is to make your CTC experience as rewarding and enjoyable as possible. So, please do not hesitate to call (800-448-1656) with any questions or needs you may have.

CORPORATE DONORS & SPONSORS

Ballantyne/Strong Inc.

Barco Projection

Boxoffice Magazine

Crown International

Dell Computers

Dolby Laboratories

GDC Technology

Harkness Screens

JBL Professional

Kelmar Systems

Kneisley Corporation

MasterImage Inc. - 3D

Osram Sylvania Products

QSC Audio

Screentrade Magazine

Technicolor

Tivoli Lighting

Ultra Stereo, Inc.

Variety Magazine

Williams Sound

INDUSTRY CERTIFICATION

All workshops and seminars are based upon best industry standards and are designed to have direct, job-related relevance. An industry recognized certificate of accomplishment will be issued upon completion of each training program.

WHO SHOULD AND DOES ATTEND

With over 800 alumni, CTC attracts a wide variety of individuals:

- **Theatre Owners and Managers**
- **Architects and Theatre Designers**
- **Cinema Technicians and Projectionists**
- **Cinema Equipment Manufacturers**
- **Concessionaires**
- **University and Film Festival Staffs**
- **Entertainment Professionals (Legal, Accounting, Human Resources)**
- **Anyone with an interest in the cinema and entertainment industries**

PAST CTC ALUMNI

Debby Adams	Joylan Theatre	Steve Henry	Osram Company
Dan Allen	Fredonia Opera House	Brian Hill	New Yorker Theatre
Roy Address	Cinema Centers	Tim Horan	Proctor Theatres
Dave Ballard	SUNY @ Buffalo	Dan Hughes	Geneseo Theatre
Susie Beiersdorf	DTS, Inc.	Sharon Kaminsky	Keystone Theatre
Jack Berkemeier	Ohio State University	Lew-Jean King	King Business Solutions
Robert Bohbaugh	Capitol/Strand Theatre	Clint Koch	Ultra Stereo Labs
Todd Brown	Cinematronics, Inc.	Mark Lehman	Roxy Theatre
Hans Burgschmidt	Toronto Intl. Film Festival	Brad Lunde	JBL Audio
David Bush	J.S. Cinemas	Dan Martini	Danlin Theatres
Bob Cardone	Barco Projection	Kim McKernan	Moog, Inc.
Paul Christensen	Starlite Drive-In	David Mesbur	Mesbur & Smith Architects
Michael Clement	Dipson Theatres	Darius Nix	Smyrna Theatre
Chuck Core	AMC Theatres	Henry O'Connell	Hamilton Theater
Michael D'Amico	New Day Cinemas	Jodee Osborne	U.S. Marine Corps
Tricia Debertolis	Alfred Univeristy	Joyce Ann Parker	Navy Motion Picture Services
Clint DeMarsh	Theatre Management, Inc.	John Prue	U.S. Navy
Paul Dimmick	Cornell University	Jim Purdum	Montgomery Cinema
Martin Dombey	Yamaha Corporation	Peter Roberts	Toronto Intl. Film Festival
John Engstrom	Williamsburg Cinema	Marjorie Ross	Sayre Theatre
Brian Erwub	Carmike Cinemas	Chakauna Sanders	Kneisley Manufacturing
Colleen Fahey	Theatre of Youth	Jack Scanlon	Glen Theatre
William Fisher	Ajay Theatres	Edgar Schmidt	Star Theatre
Clark French	Village Picture Shows	Paul Schmidt	Uniplex Cinemas
Francois Godfrey	QSC Audio	Norm Schneider	Smart Devices
Bob Golibersuch	Screening Room, Inc.	Rena Scroggins	Montrose Theater
Alan Gouger	AV Science, Inc.	Vijay Shah	Cineplaza Theater
John Grindley III	Robinson Film Center	Michael Shields	Key West Florida Film Society
Larry Haber	Destinta Theatres	Bob Throop	Valley Cinema
Paul Hancher	St. Louius Science Center	Tim Wagner	George Eastman House
Jim Hand	Lake Street Plaza Theatres	Paul Wehrle	AMC Theatres
Esther Harmatz	Dietrich Theater	Cliff Wilson	Stinson Theatres
Gary Hartwick	Viacom Corporation	Paul Withers	Cinema Centers
Matt Hefright	Huntingdon Cinema	John Yetter	Pocono Cinemas