



**A SHOWREEL FOR RESPONSIBLE
RE-OPENING OF CINEMAS**

influx

**NOW IS A DIFFICULT TIME FOR PEOPLE
ALL OVER THE WORLD AND THERE'S
A CHANCE YOU MAY THROW YOUR
HANDS UP IN THE AIR IN DESPAIR!**

BUT ALL IS NOT ~~GONE~~ WITH THE WIND

WE GIVE YOU WAYS TO LET YOU

INVITE GUESTS *BACK*  *TO THE FUTURE*

CINEMAS HAVE ALWAYS HAD TO DEAL WITH

**THE GOOD,
THE BAD BUT, THE SCENARIO
AND THE UGLY**

WITH COVID-19 IS UNDOUBTEDLY UNIQUE.

**IN THE FIELD OF DREAMS, THERE IS
A DARK CLOUD LURKING AROUND AND
CHALLENGING BUSINESSES WORLDWIDE.**

**WHAT ONCE WAS A LA LA LAND FOR
PEOPLE, HAS NOW BECOME ALIEN.**

**BUT, WE DON'T HAVE TO WITNESS THE
HORROR OF *the silence of the lambs* .**

**INSTEAD, IN *the PURSUIT* of *HAPPYNESS*
FOR ALL MOVIE-LOVERS, CINEMAS MUST
PREPARE FOR A **RESPONSIBLE** RE-OPEN.**

**WHILE THINGS CAN BE CHALLENGING,
EVERY CLOUD HAS A SILVER LINING,
EVEN THE DARKEST ONES;**

AND WE GIVE YOU THE



SO YOU COULD TAKE THAT CHANCE!

LET'S
STEPUP

Step Up 1
ORIGINS

Step Up 2
DIGITAL

Step Up 3
EXPERIENCE

Step Up 4
ENGAGE

Step Up 5
ALL IN

STEPUP 1

ORIGINS



- LET'S HOP ON **THE TIME MACHINE**
AND IMMERGE YOU IN A WALKTHROUGH
TO THE BIG RE-OPEN.
- BEGIN BY FUMIGATING THE ENTIRE
SPACE, SO ALL THE SCARY GERMS
AND VIRUSES **DIE HARD!**



→ **WHILE KEEPING IN MIND THAT THE STAFF DOESN'T FEEL LIKE SUICIDE SQUAD!**

→ **TRAIN THE TEAM ON THE SAFETY PROCEDURES TO HANDLE THE CONTAGION AND EQUIP THEM WITH MASKS, GLOVES, AND SANITIZERS.**

STEPUP 2

DIGITAL



- ➔ CHECK FOR **"THE BIG HEAT"** EVERY DAY, WHILE LETTING IN GUESTS, STAFF AND ALL.
- ➔ KEEP UP SOCIAL DISTANCING WITH THE HELP OF **the social network** AND DIGITIZE TICKET-BOOKING AND F&B.

→ ~~CAST AWAY~~ THE FEAR OF YOUR GUESTS AT THE F&B COUNTER BY ALLOWING APP/KIOSK/DIGITAL ORDERS AND SELF-COLLECTION AT COUNTERS.



→ CHALK-UP SQUARES EVERY FIVE* FEET , SO THE SAFE-DISTANCE APART REMAINS UNCOMPROMISED, INCLUDING REST-ROOMS.

→ NOW WITH ALL THIS DONE, LET'S GET DOWN TO THE ACTUAL SHOW AREA OF THE **CINEMA** .
Paradiso

* - Please follow official recommendations from appropriate local authorities.

STEPUP 3

EXPERIENCE



- DO A *CLEAN SWEEP* OF THE HALLS, BEFORE AND AFTER EVERY SHOW!
- BE THE **TOP GUN** IN GUARANTEEING SANITARY CONDITIONS BY GIVING ALL PATRONS CLEANING WIPES/TOWELS TO DISINFECT THEIR PERSONAL SPACES.



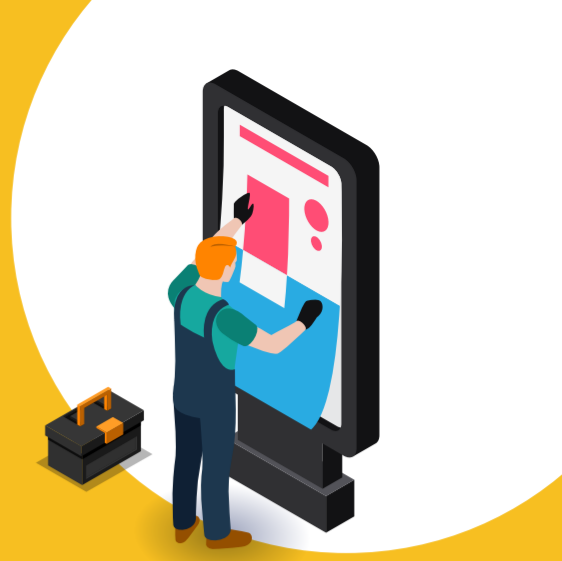
➔ **ARRANGE LIMITED SEATING
OCCUPANCY IN THE FORM OF
THE
MATRIX WITH GUARANTEED
SOCIAL DISTANCING!**

➔ **ASSIGN YOUR STAFF TO BE THE
HIDDEN
FIGURES AND ONLY APPEAR
TO ASSIST GUESTS WHEN IN NEED!**

➔ **THAT DOESN'T MEAN IT ALL NEEDS TO
RESEMBLE A HOSPITAL, RELAX THEM
WITH THE BEST EXOTIC
MARIGOLD EXPERIENCE!
✿ HOTEL ✿**

STEPUP 4

ENGAGE

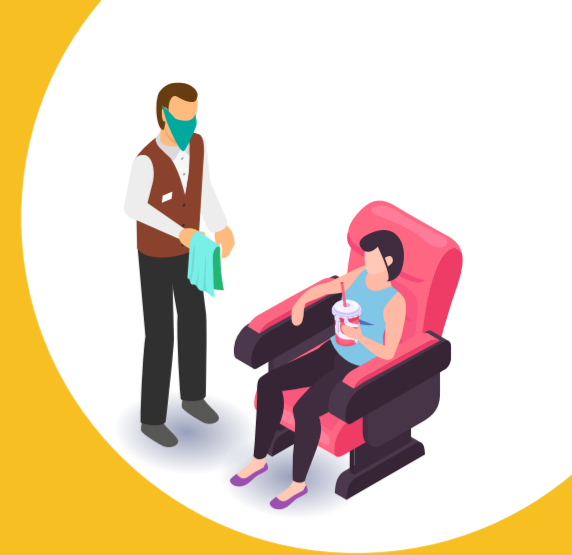


→ **THE INCEPTION OF THE CINEMAS MUST NOW BE ANNOUNCED TO ALL PATRONS LIKE A FOREST FIRE.**

→ **BROADCAST WITH ART & COPY TO LET PEOPLE KNOW YOU ARE UP AND RUNNING FOR NEW SHOW-RELEASES.**

→ **IT PAYS *to*
ADVERTISE ALL THE NICE**

**PHOTOGRAPHS AND VIDEOS OF YOUR
STAFF WORKING ON THEIR SAFETY.**



→ **DON'T JUST BE *a*
FACE *in the*, INSTEAD
Crowd**

**CONSISTENTLY ENGAGE WITH CUSTOMERS
TO SHOW YOU GENUINELY CARE.**

→ **IT HELPS TO SHOW THE *INSIDE
OUT*, SO YOUR
GUESTS BELIEVE YOUR WORD!**

STEPUP 5 ALL IN



- ➔ REMEMBER, THIS IS NOT THE ENDGAME, ONLY A SETBACK THAT CAN BE WON WITH A LITTLE EFFORT.
- ➔ BY BECOMING A NEW DIGITAL AVATAR WITH THE BEST HOSPITALITY AND HYGIENE.
- ➔ BECAUSE FOR ALL **GoodFellas** WHO LOVE MOVIES AND MISS IT, YOUR THEATERS CAN BE THEIR SAFE HAVEN!



- ➔ **WHEN ALL THIS IS SAID AND DONE,
THERE IS NO STOPPING YOU FROM
GOING BACK TO BEING THE
MILLION DOLLAR BABY !**

- ➔ **WE HOPE THIS IMMERSION WAS
A WALK TO
REMEMBER , GET IN TOUCH
IF YOU NEED ASSISTANCE IN TAKING
THE DIGITAL ROAD!**

SHOW

SUPERCALIFRAGILISTICEXPLAIDOCIOUS

MOVIES!

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