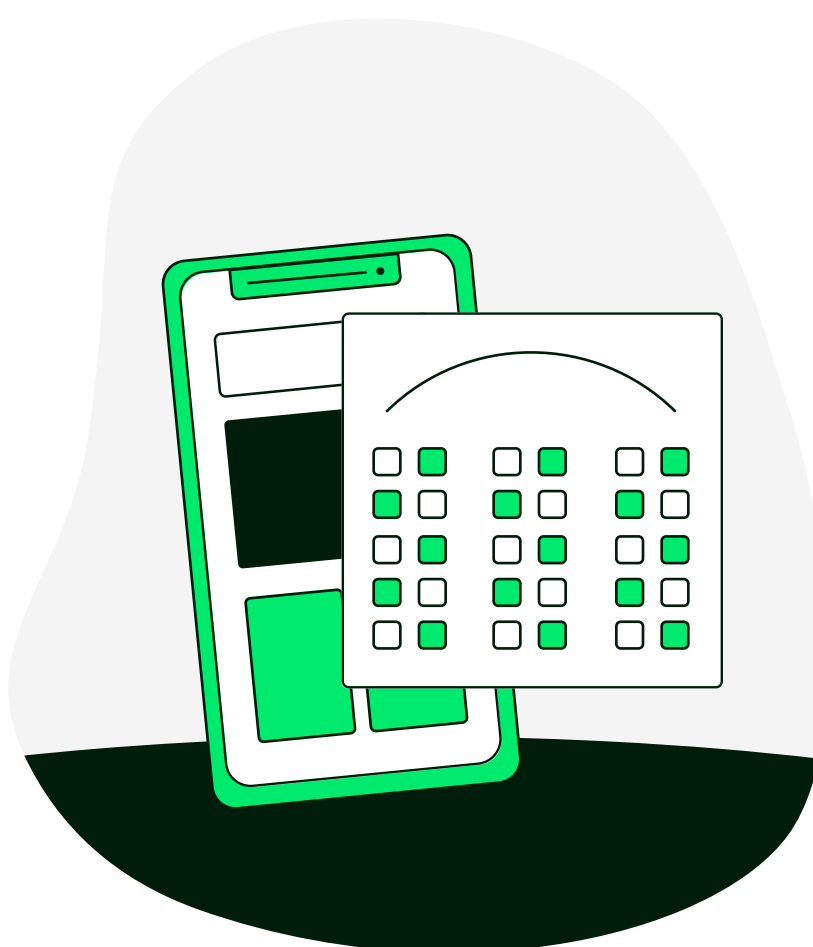


The Tech Stack Exhibitors Should Consider Before Reopening

As some countries are building towards a gradual relaxation of social distancing restrictions, movie theaters are thinking about how they will reopen and adapt to meet the needs of a changed consumer. At Filmgrail, we have developed this checklist to help cinemas worldwide navigate a contactless post-COVID world.



Offer a seamless contactless booking experience

Combine sanitation with convenience by making it easy for moviegoers to book their tickets through your cinema website or app and avoid queuing at your property.

Integrate seat distancing into the booking process

Make real-time seat selection an integral part of your checkout flow. Ensure that your seat booking system solution enables on-the-fly seat mapping edits.

💡 Social distancing workaround

If your POS system does not support seat distancing, you can sell your seats unnumbered at a maximum of 25-30% of your total seating capacity. Make sure to enforce every-other-row seating, alternating seating rows between screenings.

Embrace paperless, self-scan ticketing

Issue an e-ticket that is stored within your app or sent to your customers via email or text message. Allowing patrons to scan themselves in with a QR code reduces queuing to a minimum.



Harness technology to help with contact tracing

For many governments, contact tracing will be a big component of deconfinement measures. Secure that your patrons' personal details can be safely and easily collected, if required.

💡 Updating your privacy policy

Most apps need to send their version updates for approval by the App Store or Google Play Store – a process which can take up to two weeks. So make sure to allocate enough time for this.

Give contactless, self-service concession sales a boost

Make it effortless for customers to pre-order food and beverages straight from your website or app. Send them automatic notifications when they can collect their orders without having to queue.

Foster direct communication with your audience

Make it effortless for customers to pre-order food and beverages straight from your website or app. Send them automatic notifications when they can collect their orders.

💡 Inform, inform, inform

Focus on keeping moviegoers safe and healthy by communicating clearly and simply. Then repeat, repeat, repeat. Remember that publishing an info article on your website does not guarantee that your audience will read it.

Leverage social proof to build brand loyalty

Cinema websites and apps that are inherently social are no longer a 'nice to have'. Reviews, ratings and friends' recommendations are essential to recreate a community dynamic and bring back movie fans to your theater.

💡 Group capacity limits

Don't forget to update your app or website's group booking and planning features to meet the maximum group gathering thresholds imposed by your local authorities.

Automate your marketing efforts to do more with less

Remove the difficulties of static marketing platforms and harness the power of smart automation technology, so your team can focus on what really matters: providing outstanding movie-going experiences.

Above all else, enforce strict sanitary measures

Keeping up with evolving guidelines is one of the most challenging issues facing exhibitors. However, taking every precaution in order for guests and employees alike to feel safe in your theaters is of utmost priority – especially in today's 'zero-fail' circumstances.



Get an in-depth guide and learn how Filmgrail can help you prepare for reopening at www.filmgrail.com/reopening

