



Joel Sprigg, David Simpson and Manda Flett with their colleague and mentor, the late Bob Parr OAM.

## WALLIS CINEMAS PROGRAMMING

The Wallis family through Bob Parr OAM first offered the Wallis' team cinema programming expertise to other independent cinemas over thirty years ago recognising how much this support could help indie cinemas successfully meet the needs of their communities and focus on the many other demands of the business.

### MEET THE TEAM

The Wallis Cinemas Programming Team service twenty plus independent cinema sites across Australia, as well as five Wallis owned sites.

Operating out of Wallis HQ in Frewville, South Australia, our team have well established relationships with film distributors for both mainstream and alternate content for cinema screens. With a range of experience, strengths and perspectives, the Wallis Programming team pride themselves on staying up to date with the latest developments in the film industry and using their skillsets to negotiate the best possible outcome for Wallis booked sites.

#### **David Simpson: Programming Manager**

David has worked in Exhibition & Film Distribution across AU, NZ, PAC Islands, UK, US, Europe, Asia & South America, so we were very lucky to have him join the Wallis team in January 2020. He brings specialist expertise in strategic Cinema Programming and Distribution of content, and his understanding of the needs of both the Distributor and the Exhibitor leads to robust and meaningful dialogue in the film booking process. His balanced outlook has helped Wallis-booked sites steer through Covid-19, negotiating good terms and valuable outcomes on their behalf. David believes firmly in the magic of the movie experience, no matter what movie it may be.

#### **Manda Flett: Programming Executive**

Manda has worked in various roles in the film industry for the last 12 years, freelancing in film production before joining the team at Wallis Cinemas Mitcham in various customer facing roles. She joined the programming team in 2019 and is currently a key contributor to the re-imagining of the Piccadilly Cinema and its business model. Manda is passionate in her support of independent cinemas and believes all Australians have a right to the collective big screen experience. She knows regional cinemas are the heart and soul of many communities and we have lost too many during the pandemic. Living and breathing cinema, live theatre and the performing arts, Manda provides a unique perspective to programming both mainstream and alternative content on cinema screens.

#### **Joel Sprigg: Programming Executive**

With over 20 years of experience, Joel has worked through all areas of exhibition, including hands-on experience in the transition from 35mm to digital presentation. As such, Joel has a knack for problem solving. Joel has a passion that covers all genres of film, from La La Land to There Will Be Blood, 80 retro titles such as Back to the Future and Indiana Jones, and cinematic classics such as Lawrence of Arabia. With his extensive film knowledge and affable manner, Joel strives to create accessible and profitable cinema experiences for all Wallis-booked sites.

## CATEGORIES OF SERVICE

### BRONZE

A team of professional and experienced cinema programmers available within business hours, Monday to Friday.

This team will:

- Negotiate for you the best possible policies and book films with distributors.
- Provide weekly Release Schedule updates via e-mail.
- Provide phone and e-mail support for DCP and KDM delivery within business hours.
- Provide a line-up of films that are booked and confirmed.

### SILVER

All services offered in Bronze category, plus-

- Full weekly programming including complete draft timetables for the following week.
- Programming advice based on site specific needs and demographics.
- Provision of Future Planning line-ups.
- A dedicated Programming Executive for your site.
- Out of hours phone and e-mail support for DCP and KDM delivery (only).
- Bi-monthly remote "zoom" meetings for future planning.

### GOLD

All services offered in Bronze and Silver categories, plus-

- Business development consultancy.
- Regular site visits.
- Out of hours phone and e-mail support for all programming and advisory matters.
- Remote "zoom" meetings as required with your Programming Executive.
- Direct to site session time programming for software compatible sites (Vista/Veezi).
- Future FilmForecasting.

## **ASK YOURSELF THIS:**

- How much time do you take to negotiate your film policies each week?
- How comfortable are you in the negotiation process, fighting for the best policies for your screen and demographics?
- How much time do you spend researching films and knowing what will work for your audience?
- Do you have time to analyse your box office figures on a weekly basis and re-evaluate your weekly session times based on these results?
- How do you find out about film release changes, classification updates and alternate product opportunities?

**The Wallis Programming team can take care of all of this.**

**We love negotiating and researching on your behalf!**

## ADDITIONAL SERVICES

### MARKETING / SOCIAL MEDIA SERVICES

The Wallis Marketing Team utilise official film resources which flow onto all sales Channels, from social media to Website and App presentation. As a further service to our independent sites, our HQ Team can use and adapt digital media assets to support independent operators who may not have the resources to do so.

Marketing Services may include:

- Scheduling of Digital Assets on Social Media Channels
- Creation of custom-sized Film Assets for front of house and website use
- Creation of E-Newsletters and use of Mailchimp for sending weekly customer communications
- Creation of weekly session Handbills / Flyers

### SOFTWARE INFRASTRUCTURE

Always staying ahead of the curve, Wallis uses Vista Software for Box Office analytics, Report generating, Weekly line-ups, detailed Release schedules and Film forecasting.

Wallis's bond with Vista has developed extensively over the last 12 months having become the world's first cinema chain to operate entirely in Vista Cloud. Operating out of the Vista Cloud means that Wallis cinema sites no longer require expensive on-site servers whilst receiving more frequent maintenance upgrades.

As part of Wallis affiliation Vista, Veezi have designed exclusive introductory offers specific for Wallis booked independent sites including a period of free service, which can include -

- Veezi / Vista Lite Onboarding
- POS ticketing and website integration
- Inventory Reporting
- Kiosk Software
- Digital signage
- Website Hosting through Vista's sister company Flicks

If you'd like more information on any of the above, please contact Manda Flett  
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