

Vista Group Conference 2024

# CONNECTED FUTURE.

## Monday

12 February

Evening

Opening and networking event at  
Wētā Workshop Unleashed





# Tuesday

13 February

Morning  
Session 1

Conference welcome

Morning  
Session 2

Vista Group keynote: Our connected future

Morning  
Session 3

Automation and simplification: how Vista Cloud streamlines your workflows.

Vista Cloud makes teams’ day-to-day easier by reinventing their workflows. From single sign-on and simplified user management to web-based forms and streamlined app installs, discover why the new Vista experience is a game-changer.

The moviegoer of tomorrow: trends, expectations, opportunities.

Moviegoers’ behaviours are fast-evolving – hear from them what they want their future experiences to look like, and discover emerging consumer trends from other industries you want to prepare for.

TBA

Lunch

Afternoon  
Session 1

To Loyalty and beyond – a giant leap forward in understanding non-members.

Movio is expanding the scope of its data and insights to go beyond Loyalty to all moviegoers, and beyond ticketing to all F&B. Come along to explore how massively this can impact the depth of your understanding of your moviegoers.

Improving efficiency, spend per head, and satisfaction with self-service.

We’ll peel back the layers on our digital products, particularly our vision related to Kiosk and in-theatre self-service, and hear from major exhibitors how they embrace self-service.

Security: a pressing issue.

Starting with an overview of the state of cybersecurity (dynamic and evolving threat landscape, regulatory compliance and privacy concerns, and increasing use of AI and ML), our experts will cover what you should know and do to protect your business, and the measures Vista has taken in this space.

Afternoon  
Session 2

TBA

Driving revenue with F&B – from concessions to in-seat dining.

Delve into the the different ways you can use Vista to drive F&B sales, with market examples. Covering Lumos Web, App, Kiosk, Order, Serve, and more, explore real-life set-ups and their impact on F&B sales.

Data empowerment with Vista – Horizon, Oneview, and the role of AI.

Discover the current capabilities and upcoming enhancements of our two key exhibition data products: Horizon and Oneview. Understand how they work together and how they can reveal, in real time, how you’re performing, why, and every opportunity to seize.



# Wednesday

14 February

Morning  
Session 1

Keynote one: James Hurman

Morning  
Session 2

Keynote two: TBA

Morning  
Session 3

Loyalty & Subscriptions – what works, who’s doing it well, and what types of results can you expect?

A group of exhibitors will share key learnings and best practices around their use of Loyalty and Subscriptions.

[Vista Cloud deep dive] Exemplary environment you can count on.

Understand why you’re in good hands with Vista Cloud as we dive into how the solution is designed to scale, remain available, and keep you safe. Get ready to ask your questions!

The price is right!

Starting with an overview of current pricing strategies and their results—including dynamic pricing and yield management—we’ll show you how Vista is removing barriers and increasing tools to make more effective pricing decisions.

Lunch

Afternoon  
Session 1

Afternoon activities:  
Please refer to Q&A page for more details





# Thursday

15 February

Morning  
Session 1

Keynote one: TBA

Morning  
Session 2

Keynote two: TBA

Morning  
Session 3

Reinventing digital experiences with Vista.

Everything you need to know about Digital experiences powered by Vista, presented by our Product and Engineering teams. Learn more about Lumos, Lumos+, and integrations, as well as how they can serve your business.

One of our clients will join us on stage to tell you how they leverage Vista tech to provide next-level digital experiences.

[Vista Cloud deep dive] Proactive and reactive customer service.

Learn how we’ve enhanced our support capabilities and systems to ensure you get the very best customer service as part of Vista Cloud. Get ready to ask your questions!

Should distributors sell by show time rather than by day? What the data says.

Leveraging Movio, Numero, and Vista data, we will analyse which genres, ratings, and demographics perform best at each show time and which sessions, seats, and formats sell the fastest. Based on this analysis, we will be able to assess how big an opportunity selling by show time rather than by day is.

Lunch

Afternoon  
Session 1

Premiumisation: what is it and how is Vista helping?

Premium formats are now an integral part of our industry, and experts predict a bright future for luxury experiences. Explore what premiumisation is all about and learn how Vista tech can support you in two key ways – by helping you enhance the moviegoing experience and maximise your return on investment.

Building audience intent from pre-release to post-credits.

Explore how Powster, Movio, and Flicks can help boost moviegoers’ awareness and intent ahead of the movie release in a measurable and actionable way. Discover what Vista Group has been working on to drive intent after the session ends, supported by a recent example.

[Vista Cloud deep dive] More innovation at your fingertips.

Everything you need to know about how we continuously and automatically update Vista Cloud to ensure you have the very best of Vista, with no upgrade pain, all the time. Get ready to ask your questions!

Afternoon  
Session 2

How Vista tech helps drive sales to get more bums on seats.

From Vouchers and Gift Cards to Promo-Payment Engine, discover the products and functionalities available today to effectively drive admissions.

TBA

An overview of Vista’s partnerships and what’s in it for distributors and exhibitors.

We’ll explore the high-impact integrations Vista has on offer today – delivering commercials, customer insights or operational workflow benefits.