

GSCA Tactical Plan
Effective March 6, 2016

1. Build a pipeline of quality educational and entertaining content
 - a. GSCA will extend its influence by nurturing content creators who are developing high quality digital content to consider producing that content for the giant screen.
 - i. *Technical Committee* adds to its purview to be dedicated to developing filmmakers, new content creators, and advising events on technical matters
 - ii. *Industry Development Committee* to address outreach to ASC, Directors Guild, Producers Guild, Sunnyside of the Doc, filmmaking schools, Sundance, International outreach at Euromax. This committee will also consider GSCA's relationships and participation with ASTC, IMERSA, Jackson Hole and other like-minded associations.
 - b. The GSCA will support original, high quality, mission-based, educational giant screen films.
 - i. *Technical Committee* to research and present (at events or through whitepapers/cases studies) how successful giant screen films are created (i.e. P3W), best practices in capture (BBOWS). Manage Technical Session at GSCA events to showcase newest technologies and best practices.
 - ii. *Industry Development Committee* will encourage whitepapers and case studies to support information sharing on both creating and exhibiting giant screen films.
 - iii. *Industry Development Committee* along with *Member Services Committee* to determine the process for distributing a case study or white paper. (A white paper is an authoritative report or guide that informs readers concisely about a complex issue and presents the issuing body's philosophy on the matter. It is meant to help readers understand an issue, solve a problem, or make a decision.)
 - iv. *Events Committee* to consider types of films presented at conferences. Do Hollywood films have a place at GSCA? Still belong as part of Awards?
 - c. The GSCA will encourage its community to collaborate more closely in the adoption of digital technologies to help reduce costs and increase the variety of available content.
 - i. *Industry Development Committee* work to solicit case studies on members' transitions, what they wish they had known, impacts of the transition, what information is included in an RFP.
 - ii. *Events Committee* to consider technical requirements for hosting GSCA events, consider additional or different events to address specific needs (i.e. Digital Dome Demonstrations).
 - d. GSCA will continue its leadership by encouraging development of premium quality projection and capture technology, Filmmaker Symposia and other initiatives.
 - i. *Technical Committee* to continue work on BBOWS, DIGSS, P3W. Continue to create online reference database of tools used by giant screen filmmakers—including cameras, film stocks, and post-production processes—in the interest of helping giant screen filmmakers produce the highest quality images possible for presentation on the giant screen.
2. Capture data to strengthen community performance
 - a. GSCA will facilitate strengthening the links of the value chain in the giant screen industry from production to audience.
 - i. *Industry Development Committee*: Help each link in the giant screen industry value chain articulate challenges and obstacles. Describe their perfect world scenario. What would theaters say an ideal marketing packet would include; educational materials? Can the association be a conduit between the various links in the value chain on how each can support each other? Understand what each needs? For example, how can the risk of developing a giant screen film, which currently is a burden solely to producers, be shared amongst all links in the supply chain?
 - ii. *Member Services Committee* to consider if the GSCA, as a benefit of membership, underwrites "theater doctor" consultants, i.e. Paul Fraser, Toby Mensforth, considered as independent, a certain number of hours of their time to improve performance and better utilize the theater within the institution.
 - iii. *Member Services Committee* to consider what GSCA can do to increase value of membership beyond conferences to GSCA members.

- iv. Industry Development Committee to review validity of film buyer surveys. Is there something that can be done to provide more meaningful feedback to content creators with these surveys?
 - b. The GSCA, working with each of its constituencies, will build performance data specific to the giant screen industry to help stakeholders evaluate success, as well as create and deliver better content offerings.
 - i. *Industry Development Committee*: Develop benchmarks for theaters to report on attendance per month, how much spent on marketing film, museum budget, in-kind marketing, etc. Once it is determined which data is most critical to all links in the supply chain, staff can create a collection vehicle for this critical data.
 - ii. *Member Services Committee* topic for discussion: what material is available to only GSCA Members? What is available to all? Is GSCA just a conference association?
 - c. The GSCA will offer new models of success and innovations to thrive in the digital cinema age and be on the cutting edge of technology.
 - i. *Industry Development Committee* work to identify desired topics for case studies/whitepapers on examples of innovations in all links of the industry value chain. Staff can then execute collecting information and completing case studies/white papers in various forms—perhaps like BuzzFeed—in short briefs or lists that are more easily digestible to members.
- 3. Nurture a more empathic understanding of audiences and connecting with consumers in a big way – “Build the Tent”
 - a. GSCA will work to create demand and shape consumer impressions of the giant screen, making giant screen film a “must see” experience.
 - i. *Industry Development committee* revisit the Certified Giant Screen and Bigger.Bolder.Better. campaign to see if there are areas that could be included. Staff to seek examples of theaters currently using program to market themselves as CGS and share successes of their programs.
 - ii. *Member Services Committee* to revisit Certified Giant Screen and Bigger.Bolder.Better. campaign. Work to educate all eligible theater members on the programs and understand what areas could be strengthened. It has been a long-time goal of the GSCA to highlight our difference from “normal” cinema. The Task Forces from a few years ago generated a GSCA definition of a giant screen, for example. I feel like the San Francisco meeting revived that spirit. One of our strategic initiatives could be to create marketing/public relations materials or ideas of how a member theatre can communicate the uniqueness of the giant screen to the public (maybe for use on websites and social media). Vive la difference!
 - iii. *Industry Development Committee* to create white papers/case studies on what documentaries can learn from Hollywood films. Think: “What can butterflies learn from Han Solo.”
 - b. The GSCA will encourage the industry to provide extraordinary customer experiences.
 - i. *Industry Development Committee* revisit the Certified Giant Screen and Bigger.Bolder.Better. campaign and discuss with leading industry manufacturers the program and its potential impact.
 - ii. *Industry Development Committee* to revisit qualifications to be a Certified Giant Screen. Are there other areas that must be included, i.e., percentage of screen filled, aspect ratio.
 - iii. *Industry Development Committee* to explore idea of a “certified giant screen film.”
 - c. GSCA will work across its community to connect with current and potential audiences for giant screen content to develop a deeper understanding of their interests.
 - i. *Industry Development Committee* to dig in to Audience Research Survey to identify what GSCA can do to address needs or areas of interest identified in the survey.
 - ii. *Events Committee* to consider the Audience Research Survey and areas that could be potential topics for sessions at upcoming events.
 - iii. *Member Services Committee* to consider Audience Research Survey for areas that the association could be providing additional value to its members. Reach out to consultants to see how they are using Survey and if they have any additional ideas for services association could be providing.
 - iv. *Member Services Committee* to delve into Member Survey for areas of development identified in the survey.

- d. Through an on-going process of listening and learning, GSCA will develop richer insights into how consumers interact with educational content and experiences in all forms through the various media platforms and devices they use, and possibly discover underserved customer niches and other emerging opportunities for new value creation.
 - i. *Industry Development Committee* to reach out to educators that bring groups to museums to find out how they use materials. (Continuation of LLL ancillary materials research)
 - ii. *Industry Development Committee* to consider if there are opportunities for grants the GSCA should be pursuing. Consider if this is an area GSCA can connect with ASTC, AAM, AZA. Are there white papers or case studies GSCA staff can research?
 - iii. *Staff is looking for clarification on the meaning of this particular item. Do we want to know this about GS? Or about how to apply how consumers interact to the GS?*
- 4. Expand participation in the GSCA community
 - a. GSCA will strengthen its community by identifying opportunities to reach out to potential participants who previously have not been a priority.
 - i. *Member Services Committee* members to reach out to lapsed members to market what's new about GSCA and why to consider returning as a member.
 - ii. *Member Services Committee* to develop "talking points" about benefits of being a member.
 - b. For example, GSCA will invite game developers, institutional theaters without giant screens and other secondary stakeholders to participate in the community in ways that will be valuable to them, without the need to make an offer of membership. The strategic intent is to create new relationships with networks of participants with shared interests that are open to cooperating and collaborating to create new value for all stakeholders, including GSCA's core Members.
 - i. *Industry Development Committee* to continue research on alternative uses in GS theaters. This should be considered with the potential impact on "strengthening the links of the value chain" and how alternative content affects other areas of the industry.
 - ii. *Industry Development Committee* to consider outreach to other like-minded groups with whom to collaborate.