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Love in our own Time

HOW TO HOST A SCREENING



PLANNING THE EVENT

- We suggest giving yourself about 6-8 weeks to plan the event.
- It can help to get a small team together to help with publicity, catering and technical support.
- Find the right space to screen your film:
 - o Screenings can be held anywhere where there is a digital projector and speakers. The best-case scenario is a cinema but other good options include a theatre, rec room, theatrette, church/school/community hall, RSL community centre, lecture theatre, boardroom, your local pub or an outdoor screening.
 - o If you are raising money for charity, try to get a good deal from the venue. They may even give you the place for free.
- Set up an online ticketing system – this takes all the hassle out of selling tickets (or registering attendees, even if your event is free). A few suggestions are:
 - o www.trybooking.com
 - o www.eventbrite.com.au
 - o www.floktu.com
- Develop your invite text (see our Publicity Tips and Examples document).

PUBLICITY

- Start publicising your event as soon as possible:
 - o Email friends, family and colleagues and ask them to forward the invite through their networks.
 - o Phone/email targeted organisations and interest groups and ask them to forward the invite to their mailing list.
 - o If you are raising money for a particular charity they may be able to advertise the event also.
 - o Set up a Facebook event and invite friends, colleagues and supporters. Share your event with www.facebook.com/

loveinourowntime.com and we will share details of your event with our followers.

- o Tweet (using hashtag #loveinourowntime) and include @birthlovedeath to further your reach. We will retweet and help you spread the word.
- o Distribute marketing materials: put up posters labeled with your event details and place postcards in strategic areas.
- o Write a one-page press release and let your local newspaper and radio station know. Pick up the phone to follow up. The director Tom Murray may be able to do an interview for your local ABC radio station or other local press – contact us to see if this is possible.
- It can sometimes be helpful to offer complimentary tickets to a couple of key people/VIPs. The ticketing systems above allow the use of promotional codes for this purpose.
- Send reminder emails / tweets / Facebook posts throughout the lead-up period.

TECHNICAL STUFF

- DO A VISION AND SOUND CHECK AS SOON AS POSSIBLE. THIS IS CRUCIAL!
- Things to check for vision:
 - o Get access to a good projector.
 - o Check that the room you are screening in is dark.
 - o Check that the screen is big enough for the audience size. The bigger the audience the bigger the screen needs to be.
 - o Check that the 'aspect ratio' is correct and that the image does not look squashed or stretched.
 - o Check on the seating arrangements. If the venue has raised seating that is great. If your chairs are level make sure that the people at the back can see overhead. You might need to raise the height of the screen to make this work. Make sure you sit in different seats in the audience.

If you have any further questions, please email chloe@loveinourowntime.com

- Things to check for sound:
 - Play the film at various scenes (beginning, middle and end). Can you understand the words and hear the music? Is the sound clear and constant? Check different areas of the room to work out the best volume levels.

The tech checks should not be complicated to do, but it may be that you are not comfortable with the technology aspect, in which case it would be worthwhile seeking someone who can assist you.

CATERING

- If you decide to provide catering there are two options. The more costly (but easier) option is to hire caterers, or you may choose to organise catering yourself.
- If you decide to use professional caterers, we recommend asking whether you can get a discounted rate for a charity event.
- If organising your own catering the following tips may be helpful:
 - Plan food that can largely be prepared beforehand (email us if you need ideas)
 - Talk with the venue about whether they can provide tables and tablecloths, or organise these if necessary.
 - Prepack all the items that will be needed: e.g., plates, napkins, cutlery, tongs and gloves for food handling, sharp knives for

preparation, glad-wrap and containers to pack up leftover food, etc ...

- Also for consideration is the question of whether drinks will be provided. Some venues will give you discounted cinema hire if a certain number of people are attending and are likely to purchase drinks from their bar, so this can sometimes be a negotiating point. Various options for drinks provision include:
 - A paid bar where attendees can purchase drinks
 - Running a limited bar tab (eg, providing one complimentary drink, with a paid bar after that)
 - Catering for drinks yourself (in which case you may need to apply for a liquor licence)
 - BYO
 - In any case, don't forget to have water available
- The film runs for 93 minutes so if you aren't catering you might want to let people know in the invite information. You may also wish to let people know the drinks arrangements ahead of time.

DVD SALES

- If you would like to have DVDs for sale at your event, we are able to offer you the special price of \$25, with 20% of sales donated to your charity.

TIMELINE

6-8 WEEKS TO GO

- Buy Screening Kit
- Get your team together
- Set time and date for event
- Book venue
- Compile invitation list and brainstorm re organisations to contact
- Are you providing catering? If so, book a caterer or delegate catering to part of the organising team
- Are you providing alcohol? If so, apply for a liquor licence (see above for details). This must be done at least 28 days prior to the event.
- Do you intend to have a Q&A? If so, book in the panel and MC
- Do you intend to have a 'Welcome to Country' ceremony or an 'Acknowledgement of Country' at the start of your event? If the former, invite the appropriate Aboriginal representative to undertake the ceremony
- Develop your invite text (see Publicity Tips and Examples document for ideas)
- Design marketing materials
- Work out your budget to estimate costings and set ticket prices

5 WEEKS TO GO

- Set up online ticketing system
- Send out invites to your list and ask them to forward through their networks
- Set up Facebook event with ticketing link
- Start tweeting and sharing
- Contact targeted organisations and ask them to share your event
- If you are planning to sell DVDs at the event, contact us to arrange for the DVDs to be sent to you
- Let us know if you would like the director Tom Murray to potentially do an interview for local press

4 WEEKS TO GO

- Visit venue and do tech check (see checklist above). Enquire about tables for ticket and DVD sales and catering if needed
- If conducting a Q&A session, organise a microphone for the MC
- and 1-2 roving audience microphones
- Continue to share on Facebook and Twitter

3 WEEKS TO GO

- Distribute posters/postcards with your event details
- Email your invitation list to remind them of the event and ask them to forward through their networks
- Write and send out Press Release to local media

2 WEEKS TO GO

- Follow up with local media
- Is your screening for a school event, or are you hoping the event will prompt discussion? Use the study guides to plan your lesson, or the Discussion Starter Kit to get ideas.
- Are you fundraising for a particular charity? If so, you might like to obtain some tax deductible donation forms that can be used on the night for extra donations.

1 WEEK TO GO

- Do another tech check – recheck sound and vision
- Send out an email and Facebook reminder of event
- Complete a 'running sheet' for the day of the event and allocate volunteers to various roles – see Example Running Sheet
- Liaise with the Q&A MC and panel where relevant
- Prepare any notes for a welcome/introduction for attendees, and wrap up at the end of the night
- Print signage and other materials: e.g., general signage; signs for the ticket sale desk and DVD sales desk; reserved signs for seating if needed; donation forms for charity
- Organise necessary equipment – eg, a receipt book and kitty with change for last minute ticket sales/DVD sales; a box for any donation forms completed...

ONE DAY BEFORE

- Resend general email and Facebook reminder of the event
- Download and print an alphabetical list of attendees from your online ticketing system in case of lost/forgotten tickets
- Send an email with event details to attendees with any final details
- Circulate the running sheet to volunteers so everyone is aware of the tasks to be completed

DAY OF SCREENING

- Final tech checks
- Tasks as per running sheet

POST EVENT

- Thank your event team
- Send a thank you email to the audience, and let everyone know how much you raised and the outcomes of the screening
- Follow up with us if you sold DVDs at the event, and/or return the DCP if relevant
- Please also let us know how the event went (we'd love to hear and share your success as an inspiration to others)

