

## PLAN YOUR SCREENING

### At least 6 weeks before your event:

- ☐ Decide on the screening size: What type of screening are you going to hold? Do you want a small private screening, or a larger screening that's open to the public?
- ☐ Pick a date and time: Do some research in your area before setting your exact date and time with the venue. Do some research into other events going on in your area. There may be other things going on that could pull from the audience and affect your turnout.
- ☐ Choose your venue: Make sure to choose a venue that is suited to your goals. Work out the details in advance. Do they have a screen and projector or do you need to bring your own? Do they have internet access or will you need a physical DVD? Will you be serving food or beverages? Will the venue allow outside caterers? Is there a stage area for speakers? Microphones and chairs? Microphones for audience during Q&A?
- ☐ Set the program: Who will welcome the guests and introduce the film? Do you plan on having a panel discussion or speaker after the film? Make sure the people you want to reach out to are available on your date and leave yourself plenty of time to find replacements. Who will introduce the speakers? Who will moderate the panel? Do you want to use any of the recipes or games we've suggested? Plan for that in advance – making copies of materials, setting up, etc.

### At least 4 weeks before the event:

- ☐ Plan for how you intend to market the screening. Invitations, posters and tickets are all available and customizable. Decide on which materials fit your purposes and prepare them to suit your needs.
- ☐ Once these are complete begin placing posters or sending invitations. You may want to consider creating event pages on various social media outlets as well, and post in them leading up to the event. You can also list it on Eventbrite, and use Evite or Paperless Post for sending invitations and keeping track of RSVPs.
- ☐ Be sure to let us know about your screening! If it's open to the public, we will post it on our social media platforms. Send the information to [diyscreening@freetochoosemediascreening.org](mailto:diyscreening@freetochoosemediascreening.org).
- ☐ Confirm your panel or speaker participants and provide them with the questions and discussion topics so they can begin to prepare. We have a list of suggested discussion questions.

### At least 1 week prior to the event:

- ☐ Send out reminders to your list of invitees and provide them with any information they may need, such as directions or parking details.
- ☐ Place new posters in different locations for fresh impressions.

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A Personal Exploration by Johan Norberg

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- ☐ Update the social media pages (if you created any) to increase visibility and create organic impressions.
- ☐ Confirm a final time with your speakers or panel and ask if they have any final questions about the material to be discussed.
- ☐ Confirm with the venue and caterer (if using).
- ☐ Print out any information you want your guests to take away.

## One day before the event:

- ☐ Do a walkthrough of the venue.
- ☐ Confirm that all equipment (projector, DVD player, microphones, etc) is in place, and test to make sure all items are in working order.
- ☐ Find out who your contact will be if an issue arises the day of the event.

## The day of the event:

- ☐ Arrive about two hours early just in case you encounter any surprises.
- ☐ Double-check all of the equipment to ensure that it is working.
- ☐ Double-check the internet connection (if streaming), or make sure you have the correct DVD with you.
- ☐ Make sure chairs are in order and there are enough to meet the expected turnout.
- ☐ Enjoy the screening and have a successful discussion.

## After the event:

- ☐ Please feel free to send us pictures and feedback from your screenings at [diyscreening@freetochoosemedia.org](mailto:diyscreening@freetochoosemedia.org)