Guide to Hosting a Film Screening

Hosting a screening

Film screenings held in group settings often have a unique ability to educate, inspire and spark discussion. They can bring disparate voices and communities together around the same issue, as well as creating opportunities for thoughtful communication and powerful social action.

Before hosting your event, we recommend that you read through the following guide to ensure that your screening goes smoothly, and will be an event to encourage discussion, raise awareness and build a community.

Venue - Start by finding a good location and venue for your screening. Ensure that your venue is easy to find for members of your community, to accommodate a broad and diverse audience. (e.g. young people, the elderly and people with access requirements).

Equipment - Find a venue that is equipped with the audio-visual equipment required to show a film: a screen and projector that can be connected to a computer, DVD/Blu-ray player, or a large television screen that can be seen by everyone in the room, with a good sound system (e.g. speakers).

To get started, we recommend contacting your local library, places of worship, school auditorium, community centre or cinema; as potential venues.

We can provide a copy of the film in the following formats:
- DVD disc
- Blu-ray disc
- Digital downloadable

Therefore, it's important that you check what format the venue can accommodate or would prefer.

Date & Time - Once you've found a suitable venue, confirm the date and time of your screening. End of the week events and screenings are usually better attended than screenings held on Monday or Tuesday evenings, however they may also conflict with other community events.

Be sure that other nearby events held at the same time will not reduce your audience: avoid scheduling your event on religious or public holidays, or local sporting events and festivals.

Find out if any other activities are happening at the venue on the same date, to avoid any confusion on the day of your screening.

We recommend that you confirm the following details, for your own reference:
- Room capacity
- Parking procedures
- Travel options to the venue - e.g. what public transport can people use to attend the venue?
- Accessibility - is the venue wheelchair-accessible?
- Food and drink - does the venue have facilities to sell food/drink, or can guests bring their own snacks?

Screening Licence: If you haven't done so already, you will need to confirm the screening licence for your screening of **2040**. Please note that we usually charge a minimum £100 + VAT fee for each screening licence.

Please email 2040@togetherfilms.org to confirm details of your event and start the quick licensing process. We request that you do not promote your event until you have secured your screening licence.

Once you have secured and confirmed your screening licence, it's time to start marketing and promoting your event in your local community!

Entry Fee:
You are welcome to charge tickets for your event, it's completely up to you. Perhaps you need to generate funds to cover the costs of venue hire, or perhaps you'd like to raise funds to support one of the 2040 Action Partners. For example, you may wish to raise funds for the 2040 Seaweed campaign.

Marketing Materials:
We have created a number of marketing assets, to make it as simple as possible for you to promote your screening in your local area. Please refer to the central
Dropbox Showcase Folder to find everything you will need for your event including:
- High Res Stills
- Customisable poster
- Flyer templates

To download the contents of the folder click on this link:
https://showcase.dropbox.com/s/2040-Screening-Marketing-Kit-Cz3wLJbG9N6aS8Xw9higZ

Head to the top right hand corner and click the arrow pointing down to a horizontal line:

The folder and its contents should then begin to download.

Social Media Assets:

We want as many people as possible to hear about the 2040 campaign, and to **activate their plan.**

Therefore we've created a social media press kit of assets for you to share, including **social media graphic tiles**, and the **film trailer**.

Hashtags
Please "Like" and "Follow" 2040 on Facebook – @2040film - & Instagram, and be sure to use the hashtag #WhatsYour2040 whenever you are promoting your event online. You can also refer people to the website whatsyour2040.com for more info.

Facebook Event:
Please also create a Facebook event for your screening. We recommend that you co-host the event with 2040 and Together Films, so that your event will be included on the global 2040 Facebook events listings.

How to set this up when creating a public Facebook event? Check the graphic below.

Eventbrite Event:
We also recommend using the website **Eventbrite** for recording attendance figures and selling tickets electronically. Using **Eventbrite** you can set up your screening as an event setting the location, date and time, as well as, the price and method of payment for your tickets.

If you use **Eventbrite** for your event please **send us a Sales Summary Evenbrite report of your event** along with your **host evaluation form.**

To download the **Sales Summary** please follow these instructions:

1. Log into your account
2. Select your event.
3. Click "Event Reports" (under Analyse).
4. Click "View All Reports". Then choose "Sales Summary".
5. Set the "Transaction date range" of 'since sales started'. Make sure 'Display Gross Ticket Sales' and 'Display Complimentary Tickets' are ticked.

6. Click "Update Report".
7. Click the 'Excel' button to download your report.
8. Send that file to us at 2040@Togetherfilms.org

You can also use **Eventbrite** to add the event to Facebook. Whilst setting up your event click 'Invite and Promote' on the left hand side. Then click 'Add To Facebook'.
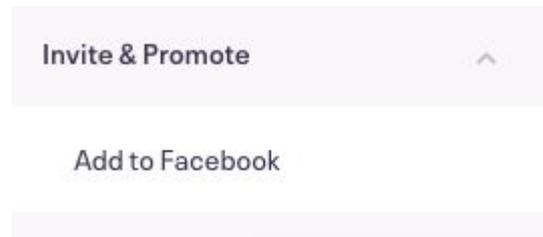
Press

It is a good idea to contact local journalists to generate publicity for your screening and the wider campaign. Therefore, we've created a simple template press release that you can edit with your screening details and send to local press, newsletters and blogs. Please refer to the **template press release** and **press kit** that you may find useful.

Participation

Everyone who attends a screening of **2040** should be motivated to create a 'personalised action plan' in order to help fight the climate crisis. Please direct guests to activate their **2040** action plan here:

https://whatsyour2040.com/activate-your-plan/

Evaluation Forms

We would love to know how your screening went and how the film was received by the audience. Therefore, we ask that you print out the **Audience Evaluation Forms,** and ask all screening guests to complete them before they depart from your screening.

After your screening, please scan the forms and email back to us at 2040@Togetherfilms.org or post: FAO: Together Films, Huckletree, MediaWorks, London, W12 7FP, United Kingdom.

Alternatively, audience members can fill out the evaluation form online here: LINK

Screening Host Survey:

We would also love to hear about your personal experience hosting the event. Therefore, please can you complete the following survey AFTER your screening: **Screening Host Survey. LINK**

By completing this survey, you will help us to understand how the 2040 campaign is working across the world, in particular, the attendance at your screening, how you planned the event and how successful it was in raising awareness of the issues raised in the film.

2040 Screening Checklist:

Below is a helpful guide to everything you should do in the time leading up to your event:

3 weeks before your event:

- **Promoting your event** - Compile a contact list of potential audience members and divide into groups that can be contacted via email and social media platforms, as well as those that you'll want to be in touch with in person, over the phone or through flyers in your local community.
- Use the **Invitation Template** to create a personalised invitation to print or send out via email to your invited guests. Be sure to include the **Venue, Date** and **Time** of your screening, as well as a link to the **2040 website.**
- **Flyers & Posters** - personalise the 2040 **flyers** and **posters**, print and place around your local area to promote your event: in shop windows, schools, libraries, community centres, and places where your local community gathers.
- Connect with thousands of other supporters, by **following the 2040 Facebook** and @2040film on **Instagram**
- Create a **Facebook Event**, listing your screening, and be sure to connect it to the 2040 Facebook page - so that your event will be listed among all other international screenings of 2040.
- Begin to send out **Facebook, Twitter or Instagram announcements** about your event, on your preferred social media channel. Remember that your town or city's 'What's On?' pages and groups are a great place to advertise your event.

2 Weeks before your event:
- **Local Press** - personalise the **template local press release**, and email to your local newspapers, community blogs newsletters or listings. We recommend issuing a letter to local groups who may be interested in attending the screening, including environmental groups, outdoor sports groups and women's organisations. Be sure to send the link to the **2040 Kit**, where they can access downloadable film stills and a press kit.
- **Post a comment** about your event on your Facebook, Twitter and Instagram pages, to remind people that your event is coming up soon.

1 week before your event:
- **You will receive a downloadable link to the film at least one week before the screening. Download the film and test that it will play successfully on the film equipment that you intend to use for your screening.**

If you notice a problem with your film file, please contact 2040@togetherfilms.org and we will send you a new film link immediately to download.

A few things to check:
- Make sure that the film plays all the way through
- Make sure that your projector, audio, and computer, cables connect correctly
- Make sure that sound is clear and audible (even at the back of the room)
- Make sure that the picture projected on your screen or wall is the right size and shape. If the picture appears squeezed or elongated, adjust the 'aspect ratio' settings on your player until the picture looks right
- Make sure that your venue space can be made very dark, and that the screen can be seen from every chair
- Promote your screening again via Facebook, Twitter and Instagram, using the hashtag #whatsyour2040
- Send reminders about your event to everyone you have already approached, via email and social media
- Print the **Audience Surveys** in preparation for your screening. Don't forget that you will also need to have some clipboards and pens available at the end for people to complete the forms.

At your screening:
To ensure that your screening runs smoothly, we recommend that you follow an itinerary similar to the one outlined below:

Introduction (5 minutes)
- **Welcome your guests to the venue**, ask them to put mobile phones on silent and tell them a little bit about your first experience hearing about the 2040 campaign. What inspired you to host a screening of 2040 for your community? A little context about the campaign will give your audience a good entry to the story they're about to see.
- **Outline how the evening will run:** encourage your guests to stay in their seats after the film, for a post-screening discussion.
- If you have any special guests or panellists after the film, tell the audience about them now.

Screening (90 minutes)
Dim the lights to signal the beginning of your screening. Once any rustling or talking has stopped, press play!

Post-Screening Discussion (20-40 minutes)
- After watching 2040, your audience may feel inspired, angry, confused, sad or want to discuss the issues raised in the film. Let a moment or two pass before you turn the lights up, to help transition your audience out of the screening experience into the discussion part of the event.
- Before you lose anyone from their seats, encourage everyone to turn their phones back on, and to go to whatsyou2040.com and activate their plan. Then to go **follow the 2040 Facebook** page and @2040film account on **Instagram for updates.**

- If you have a guest speaker or several panelists, introduce them to your audience now.
- If the post-screening discussion will be audience-led, then you may wish to start the conversation by using a few talking points from the 2040 Film Discussion Guide, to inspire reflection and discussion from the audience.
- Take some photos of the audience to share on social media and be part of the global community fighting the climate crisis. Please note: make sure this is advertised.
- You might even encourage guests to live-tweet about the discussion, as it's taking place! Encourage people to use the hashtag #whatsyour2040.
- At the end of the discussion, thank everyone for coming, and remind them to activate their plan on their way out if they haven't done so already.
- Be sure to have a table set-up at the back of the venue with a volunteer, for people to ask questions on their way out of the screening.

After Your Event
- The day after your event, **send a thank you note** to all the attendees through your email and social media channels. Be sure to thank any volunteers or special guests (speakers or panellists) who helped you to make the night possible.
- Many of your audience members may want to know more about the 2040 campaign, how they can get more involved, and how they can host their own screening. Please direct them to whatsyour2040.com for more information and resources, and encourage them to follow 2040 on Facebook, Twitter and Instagram.
- If someone in your audience is also interested in hosting their own event, they can email 2040@TogetherFilms.org to get further information.
- If you have photos from the event, post them on social media, connecting with the 2040 Facebook, Twitter and Instagram pages, to showcase your success.
- Please complete the Screening Host Survey, so that we can learn what worked and what didn't during your screening. If you have any further feedback you'd like to share, please email us at 2040@TogetherFilms.org and we'd love to hear from you.