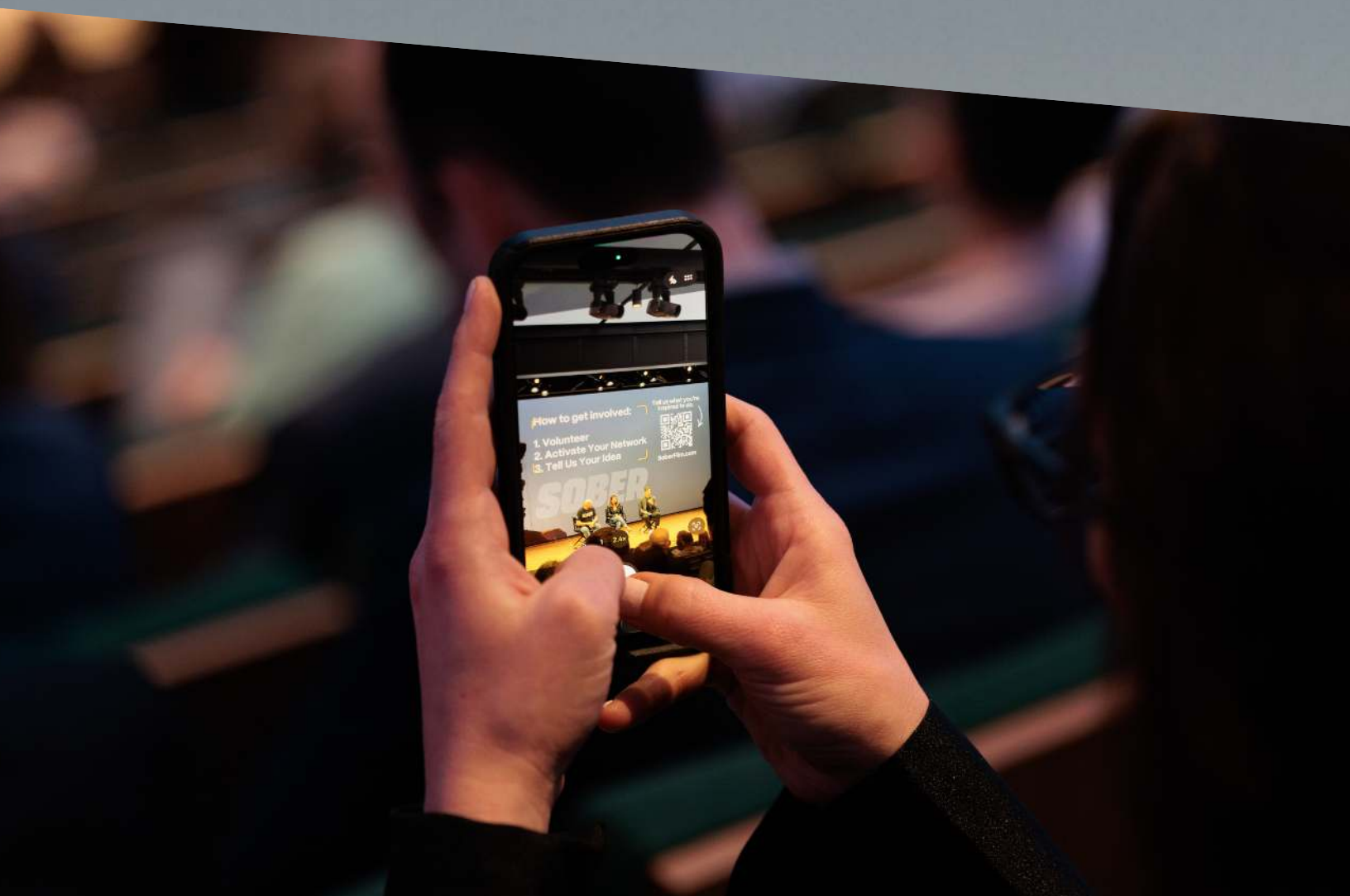


CHECKLIST **FOR** **EVENTS**



RECOMMENDED TIMELINE

4 TO 6 WEEKS BEFORE THE EVENT

- ☐ **Pick a Date**
 - Find a date that works for you and your community. Discuss options with your network to ensure you don't book on the same day as competing events.
- ☐ **Pick the Venue**
 - MovieGoer can provide recommendations and also help you book the venue
- ☐ **Host Committee**
 - Recruit a group of 5-10 people or organizations to serve on your host committee to drive invites to your screening.
- ☐ **Create an RSVP page on Luma**
 - MovieGoer has recommended images and language for your NewForm event
- ☐ **Invite Your Network**
 - Invite your network to attend the screening. Aim to recruit 20% more than venue capacity (e.g. aim for 120 registrations for a 100 seat theater).

2 TO 4 WEEKS BEFORE THE EVENT

- ☐ **Design and Print Marketing Materials**
 - Determine if you have budget for swag at the event. If so, MovieGoer can share design files for popcorn boxes, movie t-shirts, and impact postcards.
- ☐ **Send Film to Venue and Conduct Tech Check**
 - MovieGoer will connect with the theater to do this.
- ☐ **Recruit Volunteers to Help**
 - At the screening, we recommend having a few volunteers to help check people in, guide them to the screening room, and set up the table.

DAY OF SCREENING CHECKLIST

Print this checklist for use during your event.

- ☐ **Get to the event early and locate your screening room.**
 - If your screening room is difficult to find, hang flyers to direct people when they arrive at the venue.
- ☐ **Confirm that there is a microphone available for the Q&A and/or post-film discussion, if needed.**
 - If possible, do a mic check before people arrive and find volunteers to walk the microphone around the room during the discussion to capture any audience questions.
- ☐ **Encourage your audience to post on social media at the event.**
 - Ask them to post on Facebook, Twitter or Instagram about the film with the hashtag #RISERECOVERLIVE or #SOBERFILM
 - Make sure to encourage them to tag @ThePhoenixNational on Facebook or @RiseRecoverLive on Instagram.
- ☐ **Designate someone to take photos of the event.**
 - Share any photos or videos of your event on social media.
 - Make sure to send your event photos to the film team at screenings@soberfilm.com
- ☐ **Set up a registration table by the entrance to check people in.**
 - Direct them to where the screening room is and know where the bathrooms are (that is a popular question you might be asked).
- ☐ **Introduce and thank partners before the film.**
 - Do this as briefly as possible, to keep energy up before the film.
- ☐ **Let attendees know they can host their own screening.**
 - If you or anyone else is interested in organizing another screening, please contact screenings@soberfilm.com.