

# SCREENING BEST PRACTICES



# HOW TO GET STARTED

## 1. Contact the film's team to get started

Contact the film team at [screenings@soberfilm.com](mailto:screenings@soberfilm.com) for help setting up a date, time, and location for your event. MovieGoer will schedule a kickoff call to walk you through every step of the screenings process.

## 2. Collect information for MovieGoer to create an RSVP page for your event

The MovieGoer team can create a Luma page for your event; this is a great mobile-friendly website that can help you track RSVPs. We recommend charging for your event. All proceeds can go to the local Phoenix chapter.

## 3. Promote your event on social media

Once your event is live, you can promote your screening on social media and invite your friends and network to attend. MovieGoer will provide a save-the-date graphic, an RSVP graphic, and can create other marketing materials that you may need for your event.

## 4. Market your event

Send emails to your network: friends, family, and colleagues to spread the word about the film and your screening event. [Pages 27 to 32](#) include sample emails for you to use.

## 5. Create slides for your event

You can work with the MovieGoer team to create custom on-screen slides to welcome attendees and post-screening slides to help inform the audience about upcoming events. We provide examples of these on-screen slides on [page 23](#).

## 6. Do a tech check

Schedule a time with the venue to do a tech check of the film. We provide a detailed checklist later in this toolkit ([on pages 16-18](#)) to help you confirm the sound levels and make sure everything looks good on the screen.

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## 7. Complete your day of screening checklist

Reference the **"Day Of Checklist"** for community screenings on page 18.

## 8. Take photos

We recommend designating someone to take photos at your event. You can share the photos on social media and pass them along to us as well.



## 9. Ask use questions before your event

You have a dedicated screenings manager at MovieGoer to help with your event. Let them know if you have questions and email them anytime at [screenings@soberfilm.com](mailto:screenings@soberfilm.com).

## 10. Design a post-screening discussion

We recommend putting together a 3-person panel after the film to localize the event's themes to what is happening in your community. Panelists can include Phoenix staff, members, volunteers or local partners like treatment centers, sports/corporate businesses, and mental health advocates.

## 11. Impact survey

MovieGoer has created an impact survey to help measure the impact your event will have. After the event, MovieGoer will send you the survey results.