

SCREENING BEST PRACTICES



BEST PRACTICES

1. Welcome everyone before the movie

Take time before the film to introduce yourself and any other hosts or organizers, invite guests to briefly introduce themselves if appropriate, and let everyone know there will be a post-screening discussion after the film. This is also a great opportunity to thank everyone for coming and set the tone for an engaging evening.

2. Take photos

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

3. Ask use questions before your event

You have a dedicated screenings manager to support your movie event. Let us know if you have questions about the event and keep us in the loop throughout the lead-up to the event. You can email us anytime at screenings@soberfilm.com.

4. Host a post-screening discussion

We recommend hosting a panel after the film to encourage a robust discussion on the important topics summarized in the film. Make sure everyone invited to the panel has an opportunity to speak. Take a few moments for each panelist to offer introductory statements before immediately taking questions, in order to get the audience warmed up.

5. Focus on why this matters

We are so excited to help spread awareness of The Phoenix and recruit more volunteers and partners for the organization. Remember to invite your network and new people to your Watch Party.

6. Help us measure the impact

We will send around an impact survey to gather feedback on how the film is received once your event is over.

RECOMMENDED TIMELINE

2 TO 4 WEEKS BEFORE THE EVENT

- ☐ **Fill out the Request a Watch Party Form**
 - Let us know about your event. As soon as you are interested in organizing a Watch Party let the film team know so we can provide you with resources. You don't need to know your date or location yet. Fill out this form at www.soberfilm.com/host-a-watch-party
- ☐ **Pick a Date**
 - Find a date that works for you and your community. You can pick any date you want. Most Watch Parties happen on a week night or on a weekend.
- ☐ **Pick a Location**
 - You can host a Watch Party at your house, office, church – wherever you like!
- ☐ **Create an RSVP page**
 - We are encouraging all Phoenix volunteers and members to use the NewForm app so that attendees can immediately join other events. This toolkit has recommended language for your NewForm event found here.
 - If you anticipate attendees that are not familiar yet with The Phoenix or NewForm, our team can setup an RSVP page on a platform called Luma.

1 TO 2 WEEKS BEFORE THE EVENT

- ☐ **Get Marketing Materials**
 - Figure out what marketing materials you need for the event. We have on-screen slides, movie t-shirts, and impact postcards you can use.
- ☐ **Recruit Volunteers to Help**
 - At the screening, we recommend having a few volunteers to help check people in, setup chairs, and mingle with attendees.

DAY OF SCREENING CHECKLIST

Print this checklist for use during your event.

- ☐ **Screening Equipment and Film:**
 - Confirm the TV, projector, speakers, internet connection, and film are ready to go. Test the movie before guests arrive. Arrange seating for guests and make sure food, drinks, and other refreshments are ready.
- ☐ **Guest List and Check-In:**
 - If possible, have your attendee list printed and recruit a friend to help you check people in. Have any provided welcome remarks, discussion guide, event information, and partner materials ready.
- ☐ **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
- ☐ **Let attendees know they can host their own screening.**
 - Have the survey QR code ready to display or share with guests after the film.
 - If you or anyone else is interested in organizing another screening, please contact screenings@soberfilm.com.