

# PLANNING THE EVENT

**Planning Tips:** Event types can vary widely between different audiences and communities - here are some common elements to consider to help create both the best organizing and audience experience.

## 1: Draft an Event Plan

See the Community Engagement Strategy (CES) Template on page 9 to get started. An editable version of this Planning Template is included in your Film Package.

## 2: Establish a Timeline

Depending on the size and nature of your event, it can be a good idea to start the planning process at least several weeks or more before it happens, to ensure enough time for planning and guest availability.

## 3: Discuss and Assign Roles

For a small event, it may be that few roles are required for hosting your event - however as the event gets larger it can be useful to have more roles assigned to help share the different tasks of event hosting. See Possible Event Roles on page 48 to consider what roles make the most sense to you.

## 4: Consider Your Event Type

There are a wide variety of different types of screening events you could host, from public to private; a community screening to theatrical; a ticketed event to a fundraiser; to free or pay-what-you-can (PWYC). See Event Types on page 49 to help navigate these options.

## 5: Find a Venue

Key considerations when booking a venue include: a) ensuring accessibility, b) affordable cost, c) good vibes, and d) good-quality equipment to play the film. Search for the right spot and book in advance!

## 6: Create a Guest List

Who would you most like to invite out to a one-of-a-kind film screening and community dialogue about climate change? Reflecting on your event's goals can help a great deal in informing who to invite out.

## 7: Invitations and Getting the Word Out

It can be useful to create an event sign-up page for guests to RSVP so you can track who's coming, which can be done through a number of different platforms, including Eventbrite ([www.eventbrite.com](http://www.eventbrite.com)). Email, word-of-mouth, phone outreach and local advertisements can all be useful ways of reaching your audience.

## 8: Equipment and Set-Up

Having quality equipment can go a long ways for ensuring the best possible film event experience for you and your audience. Even mid-grade equipment can pull off a powerful experience if someone takes the time to test it and adjust audio-video settings as necessary. See Equipment and Set-Up suggestions on page 51.