

BEYOND THE MIRAGE

How to Host a Successful Film Screening Event

If you've never hosted a film screening event before, don't worry! All you need to do is follow the steps below and you'll be a pro before you know it.

Four Weeks From Your Event Day

1. Plan for how you will promote your event. After you purchase a copy of the BluRay http://calsmartarizona.3dcartstores.com/Beyond-the-Mirage-The-Future-of-Water-in-the-West-BluRay_p_222.html you will receive a disc in the mail with a few weeks. We have also generated useful marketing materials (graphics, etc) that you can get access to at this link <https://drive.google.com/folderview?id=0B5asLWxcO-osSFYtV2pqY1h0OUU&usp=sharing>
2. Begin customizing the marketing materials for your event and preparing them for use.
3. Begin assembling your post-screening discussion panel (highly recommended). In addition to people in your organization, you may wish to bring in one or more people who are knowledgeable about water issues in your area.

On the BluRay is a pre-recorded 13 minute panel discussion with the filmmaker and two water experts if you are not able to arrange local experts.

Also, it is a good idea to make the audience aware of our web experience, where they can explore 3 times of the content in the documentary and build the videos there into their own version of the documentary for easily sharing on social media.

www.beyondthemirage.org click "Be the Filmmaker"

The best way is to show the audience how to explore clips, add them to the edit area, arrange them into a short movie and publish it to our site and also to social media.

If you aren't comfortable demoing the site, this message from the filmmaker can help explain why it is so important for the audience to build and share their own water documentary from our site.

<https://youtu.be/37Qzd4FGIW0>

4. If you haven't done so yet, reserve a facility and equipment for the screening. Make sure the facility can be darkened sufficiently, is large enough to accommodate the anticipated audience, has sufficient seating or chairs, has a screen that's sufficiently large and high enough to allow for excellent viewing throughout the room, has a working projector, has a good sound system with microphones, and has a DVD player. You may wish to secure the services of a technician to assist with setting up and running the equipment.

Social Media Tips

Prior to the event, please share your hosting event details on your website and on social media (Facebook and Twitter) when possible. You may also wish to share additional videos and posts surrounding the story captured in *Beyond the Mirage*. Such content can be found on the *Beyond the Mirage* [Facebook](#), [Twitter](#), and [YouTube](#) page.

On Twitter, use hashtag #Beyondthemirage

On Facebook, post about the event on your page. And we'd be grateful if you would post your comments on the films [Facebook](#) page, too.

Two Weeks from the Day of Your Event

1. Begin promoting your event. This includes sending out the press release to your PR department or local media outlets, adding the event information and banners to your website or blog, directing people to the film trailer, hanging up the posters at approved locations, sending email to your subscriber list, and promoting the event in social media.
2. Confirm that all arrangements are set for your discussion panel participants.
3. Make sure the facility and equipment (projector, screen, sound system, film DVD, cables, DVD player, microphones, chairs, Laptop, Internet connection) for the screening are secured and working, and that you have a technician lined up for testing and running the equipment (if needed).

One Week from the Day of Your Event

1. Refresh your marketing. It takes seven impressions for a person to remember a new piece of information. Make sure posters are still visible, have a second set of posters available to replace missing or damaged ones, send a follow-up email to your subscriber list, and continue promoting the event in social media (see social media tips).
2. If you haven't done so yet, confirm that all arrangements are set for your discussion panel participants. Select some seed questions to help get the discussion going if needed.
3. Print the education guides and have them ready to hand out at the event.

4. If you have a technician lined up for the event, make sure she's prepared to be on site two hours prior to ensure everything is set up and working properly.
5. Check one more time to make sure the facility and equipment (projector, screen, sound system, cables, BluRay player, microphones, etc.) for the screening are reserved and that the film BluRay is working.

One Day before Your Event

1. Prepare your venue. Make sure everything is in place for the event: sound system, microphones (for the panel), projector, BluRay player, printed education guides, the film BluRay, projection screen, shades or blinds for the windows, cables, chairs, Laptop connected to the Internet, logged into www.Beyondthemirage.org, and connected to the project, etc.
2. Familiarize yourself with the equipment and room lighting controls.
3. Make sure the chairs are arranged for optimal viewing.
4. Test the equipment. Work with the technician (if you have one) to ensure everything is in place and tested.
5. Secure cables. Make sure loose cables are taped to the floor securely where people might be sitting or walking.
6. Get the phone number of the facility technician just in case you have any issues the day of the event.

Two Hours before Your Event

1. You want to arrive early just in case you encounter any surprises.
2. Do a quick double-check to make sure everything is in place and working.
3. Make sure that your panel speakers are in town and/or on the way to the event.

Event Time

1. Enjoy the film!
2. Have a great discussion!

**Don't forget to show off the website www.beyondthemirage.org !!
Building and sharing documentaries from this site the best way for
people to take action!**