

This guide is designed to help organizers plan and execute events.

Planning

☐ Get to know *TFOL*

- ✓ The [Project Summary](#) introduces the films, filmmaking process, *Screen&Discuss* strategy, and Community Supported Film.

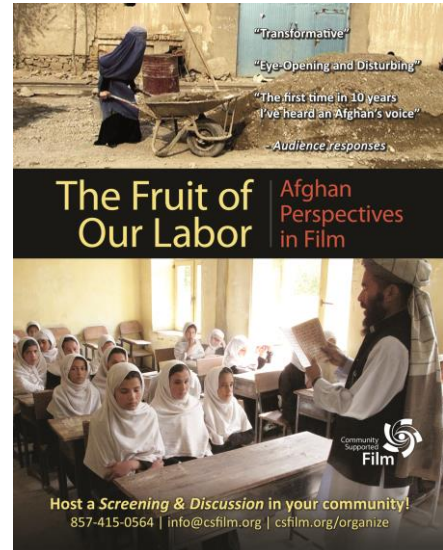
☐ Local Outreach – Reach out to other organizations and individuals in your community and invite them to partner on the event. Greater engagement can improve diversity, planning, funding, promotion, and impact.

☐ Date & location – Decide on a date and location, in-person or online, for your event. Keep your location neutral and accessible, like a library, to encourage the participation of people from a diversity of backgrounds and perspectives.

☐ Event focus and film selection can be determined based on issues of local interest or by topic. See our list of [Afghan topics](#) for ideas and then [watch and select films](#).

☐ Discussion format - *Screen&Discuss* events are typically 1.5 hour long and include the viewing of 3-4 films (~10 min. each) followed by discussion. Discussion can include panelists or break-out groups. Review these discussion resources:

☐ Invite panelists – Inform your discussion with locals, experienced with the topic of your event, and the filmmakers and subjects.



Promotion

Sample documents, graphics and photos are [available online](#).

- ☐ **Press** – Use our [draft release](#) to send press releases to local TV, radio, and online (video, podcasts) outlets and encourage them to cover the event.
- ☐ **Local Organizations** – Ask local organizations to forward email announcements to their members/constituents or include in their newsletters.
- ☐ **Promotional materials** – Use our, [flyer](#), [card](#), and [photos](#) to create publicity materials to post in the community, on websites and social media.
- ☐ **Email** – Prepare emails to advertise the event and send to your members/constituents.
- ☐ **Social Media** – Create a Facebook event and announce via Twitter, Instagram, LinkedIn etc.
- ☐ **Civic Calendars** – Send announcement of event to local calendars (print or online) at least a month in advance.
- ☐ **CSFilm** – Be sure that CSFilm knows about your event so we can put it on our [Upcoming Events](#) page and send emails to our contacts in your area.

Amplifying local voices to foster equitable societies.

Donate: csfilm.org/support
View: csfilm.org/films
Organize: csfilm.org/organize

Community Supported Film
31-33 Lenox Street, Boston, MA, 02118, USA
csfilm.org info@csfilm.org 857-415-0564

Event

Sample documents, graphics and photos are [available online](#).

- ☐ **Event materials prep** –
 - ✓ Print or prepare for online distribution your [Program](#).
 - ✓ If hosting an online event prepare slides to use at the open and close of your event and to introduce your panelists.
 - ✓ Prepare a script for your in-person or online event.
 - ✓ Prepare signage to ensure attendees can find your event.
- ☐ **Documentation** – Decide whether and who will take photographs and video.
- ☐ **Set-up** – Ensure enough volunteers are available to welcome guests, run the technology (films and microphones for audience discussion), facilitate discussion, manage facility issues, and collect feedback forms at the end.
- ☐ **Registration/Sign-in** – Print [sign-in sheets](#) and encourage attendees to sign in when they arrive as a way to get a good count of attendance and to follow up with them after the event.
- ☐ **Handouts** – Provide program materials to all attendees.
- ☐ **Schedule** – Ensure all panelists are clear about the timing of the event. If doing an online event, do a practice session and have everyone show up 30 min early to test mics and cameras.
- ☐ **Facilitation** – The individual facilitating the discussion should be good at keeping conversations moving, interesting, and on topic.
- ☐ **Resources** – Remember at the end of the event to mention the [resources available on CSFilm's website](#).

Follow Up

- ☐ **Photos** – Please send CSFilm your photos so we can feature them on our website.
- ☐ **Event Summary** – If you can send CSFilm a brief report or summary of the highlights of your event, we will prepare a post about your event for our website.
- ☐ **Press** – Please let CSFilm know if any press reported on your event.

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