# Event Planning Checklist

## Preliminary planning – at least 6 weeks prior

**Book** the venue and date for your screening. Recruit local organizational partners to broaden your reach, and help identify roles for each one – such as publicity, panelist coordination, reception planning, etc.

**Invite** speakers (including filmmakers), panelists, and moderator (if applicable).

## Logistical planning – 3-4 weeks prior

• **Create** a flyer to publicize your screening by downloading the free customizable mini-poster on our website with your screening information [https://thentheycamenational.com/movie-poster/].

• **Confirm** that you have the right equipment to screen the DVD. You’ll need a DVD player and a large TV: or a DVD player, a projector, screen and sound system.

• **Secure** food for reception (if applicable).

• **Draft** agenda and vet with partners.

• **Research** press, bloggers, and radio and television programs likely to be interested.

## Logistical planning – 2 weeks prior

• **Create** an email blast to publicize your event electronically. We suggest sending one announcement 2 weeks prior and another several days prior.

• **Post** to community calendars about your event.

## Media outreach – 10 days prior

• **Send** press releases to media outlets (see Getting the Word Out in our Toolkit for ideas).

• **Call** local television and radio programs.

## Final planning – several days prior

• **Test** the DVD to make sure there aren’t any glitches.

• **Make sure** that the screen is high enough so that everyone can see.

• **Send** a second round of email blasts.

• **Follow up** with press who expressed an interest in covering the story.

• **Finalize** agenda.

• **Copy** handouts, including literature from your organization, fact sheets, etc.

## At the event:

* **Ask** guests to sign up to receive updates from your organization as they arrive.
* **Keep time** so that panelists/speakers remain within their assigned speaking time.
* **Announce** a call to action. Ask your co-sponsors for the most important efforts to promote.
* **Encourage** participants to spread the word or host their own screenings.
* **Invite** your audience to join our Facebook group to find out more about new opportunities and materials to increase the film’s impact.
* **Download** Tips for Discussion for more ideas about post-screening.