

A PERICLES FILMS PRODUCTION

On Richard's Side

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Planning and hosting a screening



01 | **planning the event**

Firstly nominate the type of screening you intend to have and send us a screening enquiry via the *On Richard's Side* website

When

Ideally allow yourself at least four weeks to plan and advertise the screening.

Think about what day and time is going to suit most of the people you want to attend bearing in mind your guests will need to allow two hours.

Where

Find a comfortable space which has the audio visual equipment needed to show the film and which will comfortably accommodate your guests. This could be a community hall, local library, school auditorium or local theatre.

If you're proposing to have a panel discussion, check whether the facility has tables and chairs. Will you need microphones?

Who

Consider enhancing the screening with introductory remarks and a discussion/Q&A session post screening. These special features can turn your screening into a unique event and are likely to help garner a larger audience.

Whether your Q&A takes the form of a moderated panel or informal audience discussion, you will need to arrange an appropriate moderator. Ideally the person should be well informed about the issues in the film, confident in public speaking and able to mediate the discussion. Prepare questions in advance as well as introductions for your panellists.

02 | promoting your screening

As the screening host, share news about the screening as widely as possible. Tap into your personal networks, a heartfelt email can go a long way.

Ensure that the invite informs your guests of their time commitment. It's best to allow at least two hours. 15 minutes prior to the screening for arrival and possible introduction, viewing of the film (97 mins), and a post screening discussion.

Make sure you include an RSVP date to keep a track of numbers.

Once you've connected with your immediate networks, reach out to additional groups or partner organisations which may be interested and can spread news of the screening amongst their networks. Think about this as a great opportunity to generate discussion of the issues raised in the film.

Use Social media platforms by making a Facebook event and use Twitter to spread the word.

Take advantage of our downloadable marketing materials which can be found under 'Screenings' on the website. Print the film flyer and insert the screening details. Post the flyer around the workplace, in cafes and community centres. Think about including the film's trailer in your email invitation.

If your screening is public, we can add the details in the Screening section of the *On Richard's Side* website.

03 | screening options

Streaming

If you are screening the film without charge, you can stream online for a small fee.

DVD

DVDs can be purchased via the Ronin Pictures website. The cost (which includes postage) will depend upon the type of screening being held.

For DVDs and information about streaming platforms, please contact the distributor, Ronin Films:

www.roninfilms.com.au
02 6148 0851
orders@roninfilms.com.au

Ronin distributes all three of the films about Richard and his family: *Driving with Richard*, *Wonder Boy* and *On Richard's Side*. All are available on DVD and selected streaming platforms.

Cinema on Demand

If you are charging admission, your screening will be managed by Demand.Films, a web-based platform. You choose the date, time and location. Once the theatre approves the request, you can begin selling tickets on your personalised Event Page.

Here's how it works:

1. Visit *On Richard's Side* on the Demand.Film website (au.demand.film/on-richards-side/)
2. Sign up to host the screening by becoming the event's 'promoter'
3. Let them know your preferred date, time and cinema and Demand.Films will get in touch to confirm the details and provide you with a unique URL with your event page
4. Spread the word! Invite your friends and community to buy tickets
5. Once enough tickets are sold (usually a minimum of 50) by a designated date, the screening is confirmed. If not enough tickets are sold, no one is charged and the event is cancelled.

04 | screening checklist

Four weeks prior

- > Decide on the type of screening you are having, Cinema on Demand, Streaming or DVD
- > Set time, date and location
- > Compile your invitation list
- > If proposing a discussion /Q&A – book in guests and moderator
- > Create a Facebook page with ticketing link
- > Send invitations

Three weeks prior

- > Design /adapt marketing materials
- > If you are showing the film on DVD, order it from Ronin Films
- > Distribute posters and postcards
- > Send press release to local media
- > Organise refreshments (if having)

Two weeks prior

- > Follow up with media
- > Confirm your moderator and panel
- > Recruit event volunteers

One week prior

- > Send a reminder via email and social media
- > Finalise the program - draft introduction and background notes on speakers

On the day/night of the screening

- > Test the AV equipment
- > Ensure you have the furniture ready for the Q&A (table and chairs)
- > Consider appointing a timekeeper so all remain within their allotted times
- > Open the doors
- > Have someone welcome your guests and hand them any materials
- > Introduce the film and its context
- > Show the film, follow with the Q&A

Following up

- > Send a follow up email/Facebook message thanking people for attending and encourage them to keep in touch with the *On Richard's Side* Impact Campaign.
- > Please do tell us about your screening experience – how the audience responded to the film, the value of the Q&A, and share with us any photos of the event

If you have any questions at all about hosting your screening please contact us:

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