

5.1 Film Premiere



Introduction

Staging a film premiere is a fantastic way of showcasing your anti-sectarianism film. The following section provides useful tips and things to consider when staging your own event.

Reference us also made to the real working example of a film premiere which the Leith anti-sectarianism Project staged in order to showcase their film, '*Calling all Leithers*' (See section 4.4 for copy of film). The film is also available online: <https://www.youtube.com/watch?v=794MqVDeCes>

For more detailed information on how the Leith anti-sectarianism Project delivered their Film Premiere, please see section 5.2). Please also check out 5.3) for an article giving an overview of how this event ran.

Staging a Film Premiere

If you have successfully produced a film, staging a film premiere can be a fantastic way of showcasing your work. Before committing to such an event however, you should consider both the benefits and challenges of staging a film premiere.

Staging a Film Premiere can be a fantastic way of celebrating and showcasing your film. It is important however to think about *why* you are staging your film premiere.

Whether you have a specific reason such as to *celebrate the hard work of your participants*, or are looking at the event as primarily a way of promoting your project to attract new participants, having a clear aim of what you want to achieve is a vital.

1. Set out a clear aim of what you want to achieve

A clear thought out aim of what you want your film premiere to achieve, will massively help in ensuring things go to plan and your event is an overall success. Having a planning session prior to deciding what your main aims will be is a great starting point. You should consider who needs to be involved in this process and if your event will be relying heavily on volunteer support, whether your volunteers should be part of this process.

Think about any examples of events that you have been to or heard about recently. Is there anyone you could arrange a meeting with prior to setting your own aims, who could offer valuable support?

There may be projects locally that have delivered similar events, by asking around you could perhaps obtain reports or additional information that could be useful for you.

BE REALISTIC! Don't forget to estimate the time you will need to dedicate to staging your event during this initial planning and aim setting stage. If this is your first event, pay particular attention to your time management and what tasks you will be required to do. Delegation will often be key in ensuring you keep your time management under control.

By properly managing your time and delegating tasks where and when appropriate, you can also greatly reduce the chances of getting overly stressed. A little stress is natural in planning a big event, but becoming overly stressed is not good and could impact on how well your Film Premiere runs.

Through proper planning and an awareness of the challenges you may experience and what essential tasks need to be done, you can ensure you are adequately prepared.

2. Choosing a venue

Once you have a clear aim of what you want to achieve from your event, the next step is to secure a venue.

Agreeing on your date and time you want to run your event should be your first task. Depending on whom you have invited, this may also vary.

For example, if you are aiming to invite primarily older people, choosing a late showing may potentially put them off coming, especially if your event is running in winter.

Many factors can influence where you decide to stage your event, but remember there are suitable venues for every kind of budget. Naturally if you are lucky enough to have a sizeable budget to

spend on your venue, you may be able to choose from a wider selection of venues.

If money is limited however you may have to be more creative in how you source your venue.

Venues to consider include:

Your own premises

Community Centres

Church halls

Libraries

Social clubs

Pubs/bars

Schools

Restaurants

Outdoors

By staging a film premiere you can also target a large number of participants, although this will naturally depend on where you decide to stage your event.

3. Sorting out your guest list

Take some time prior to booking a venue to think about exactly who you want to be at your Film Premiere.

First and foremost, you will want to have those who have been involved in helping produce your film, at the top of your guest list. Additional stakeholders you may also want to consider include:

Local councillors/Politicians

Partnering agencies

*Police representatives
committee*

Members of your management

Fellow staff members

Volunteers

Funders'

Local faith based groups

Football clubs

Local media

Anyone famous

4. Promoting your event

Key to ensuring you have a good turn out is making sure that your potential participants all know about your event. To get you started on this, you should firstly draft up a flyer, which you can circulate around relevant stakeholders. Please see section 5.4) for example flyer.

Make sure your flyer is eye catching and contains all the relevant information. You should also circulate both physical copies of your flyer and make use of social media to maximise your exposure. Arranging visits to groups who you want to target, is also a great way of spreading the word about your event.

If you are passionate about your event and take the time to visit potential participants, you can increase the chances that people will come to your event. By only emailing your flyer, you have no guarantee that anyone will actually read it.

Free food and entry to your event are always useful ways of attracting participants along. You can also get creative about the ways in which you can attract people to your event.

By having additional activities alongside your film premiere, you may attract participants along who would not usually be interested in seeing an anti-sectarianism film. The Leith anti-sectarianism Project for example made use of a magician on the day of their event, to help attract people to come and see the film. This greatly

helped to increase in particular, the number of young people who viewed their film.

Other types of activities you could consider having alongside your Film Premiere include:

Musicians/Bands

Information stalls

Workshops

Comedy acts

Poetry

Guest speakers

5. Essential documents

Now you have an overview of the top things to remember when staging your own film premiere, you should check out some essential documents that can help you in both planning and delivering your event. These documents can be found in section 5a).