

Keys to a Successful Screening Event

Planning – Promotion – Enthusiasm of Senior Leadership

Planning – Leave No Stone Unturned!

Designate an Event Coordinator

- This key person will manage the entire event and planning.

Assemble an Event Team

- Enlist reliable volunteers who will be responsible for particular tasks (promotion, facility planning, audio/visual, food/beverage, music, DVD sales table, etc.).

Begin with a Planning Meeting

- **Specify vision** (identify your purpose: outreach, fund raising, church family event, etc.)
- **Make fundamental decisions** (Food? DVD sales? Music? Etc.)
- **Develop a timeline** with deadlines (4-6 weeks is best for promotion).

Follow-up meeting(s)

- For event changes & team morale

Promotion – Success Depends On It!

Church Event

- **Repeat announcements from the platform** each preceding week.
- **Show trailer repeatedly** in services & weeks before event.
- **Weekly bulletin inserts** and posters in high-traffic areas.

Churches & All Other Orgs

- **Direct emails/texts** to your people.
- **Social media & website** announcements.
- Local newspapers will promote non-profit events; radio offers free PSAs.

Overall, the most effective promotion is ***personal contact and invitation***. Inspire your people to share the event through Facebook, etc., and to ***personally invite*** family/friends (create “movie tickets” that can be passed out).

Senior Leadership – The Key!

Especially for a church screening, **attendance will directly reflect the importance that the senior pastor places on the event from the platform and in communications.**

Your Event is Here!

Audio/Visual checks are a must!

- **Test all technology before the day & again an hour before time!**
- **Test checklist:** 1) DVD disc & player, 2) projector/adjust brightness, 3) sound system, 4) windows covered for darkness.
- **Use a DVD player**, not a computer!
- **Allow no one near the tech desk** – one wrong click can ruin your event.

Sit back & enjoy!

- *Alison's Choice* is a unique film in that it is filled with humor, and yet deeply personal ministry. In your audience will be women/men who carry wounds from abortion, and others who are secretly facing Alison's same choice – and a baby's life hangs in the balance. Be sensitive to these probabilities in your **follow-up** to the film.
- One more tip... **Let the credits roll after the last frame fades.** Otherwise you'll never know... “Alison's Choice!”

We're Here to Help!

Your event is very important to us and we'd also love to hear your event's stories and testimonies afterward. So please contact us for any reason. Thank you very much!

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