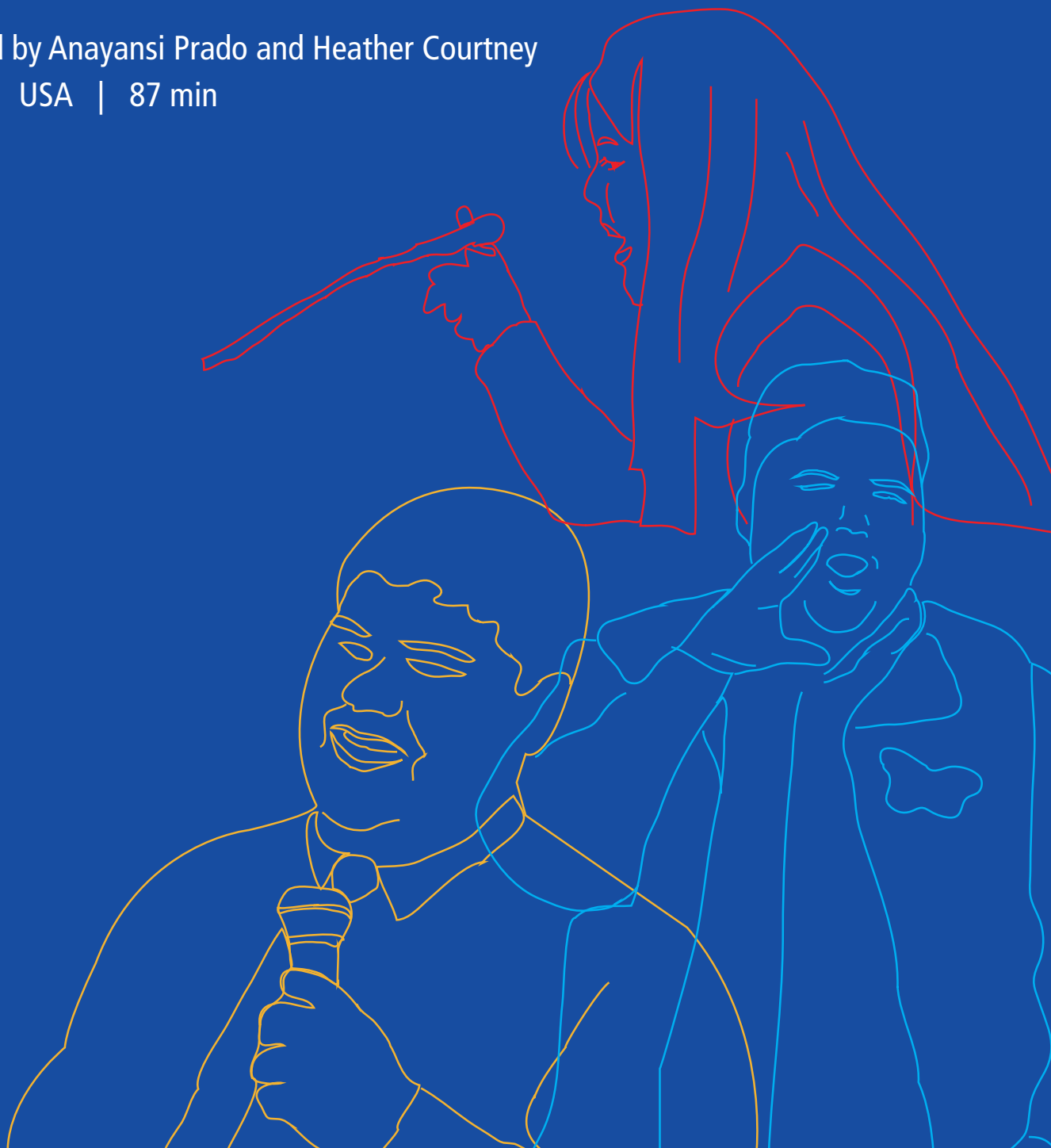


THE UNAFRAID

EVENT PLANNING GUIDE

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HOW TO USE THIS EVENT PLANNING GUIDE

Want to get the most out of your screening event? This toolkit offers a step-by-step guide to producing a screening of *The Unafraid*.

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I. THE 5 ELEMENTS OF A SUCCESSFUL SCREENING

1. EVENT CONCEPT AND PLANNING

■ Identify your event focus:

- The film clearly speaks to issues of immigration, undocumented status, and DACA. However, broader topics of educational quality and access, professional development, civic participation, youth development, family and community are also heavily featured in the film. By considering the various themes presented in the film, you can make strategic choices about how to program your event to best match the needs or circumstances impacting your community. It might be helpful to ask yourself:
 - What topics or issues are affecting my community that are also reflected in the film?
 - What laws or educational policies impact the undocumented in my community, and does the larger community know/understand these?
 - Is there an action or activity that the audience can do to advance the mission of my organization or support the undocumented members of our community?
 - What do you want your audience to learn/take away from the event?

■ Determine your targeted audience:

- Your primary audience will naturally be comprised of your normal membership and partners, but consider who else can be brought to the table based on the various themes in the film and the objectives that you have identified. Actively seek out audiences that may be unfamiliar or undecided on the topics presented in the film.
 - For example: consider inviting college students, participants of local recreation programs, PTA's, local law enforcement, or cross town faith based groups.

■ Choose a date and time that you think will best suit your targeted audience's availability, and that doesn't conflict with similar events in the area.

- Instead of competing with other events or activities, consider building the screening into other scheduled/planned meetings and events. This allows you to enrich an existing event and gives you a head start in building an audience.

2. PROGRAM DEVELOPMENT

■ Create an agenda and program for the event. A sample agenda is provided on the next page.

■ Hosting a reception before or after the film is always a nice touch. A full meal doesn't need to be provided, but light snacks and beverages will prevent your audience from being distracted by hunger and keep them focused on the event. (Make sure your venue will allow outside food and beverages.)

3. EMCEE AND SPEAKERS

- Your event should include facilitation. Consider who will be your emcee to greet the audience and move the program along.
- Determine if your emcee will be able to moderate the conversation or if someone else should fill that role. If you believe that the conversation might get heated, it's advisable to secure someone that has previously moderated a community conversation and is comfortable in that role.
- Invite 3-4 people to participate in the post film conversation that represented the objectives that you have identified for the event.
 - Are there local representatives and/or community members that would be willing to share their own experiences as DACA recipients or immigrants?
 - Are there any academics or journalists that could offer an interesting perspective to the conversation?
 - What about local community leaders that have diverse opinions on the issues presented?

4. LOGISTICS AND OPERATIONS

- Select a venue and make a reservation.
- Consider proximity to transit, access to parking, wheelchair accessibility, audience capacity, and the availability of audio-visual (AV) equipment.
- If necessary, secure equipment rentals such as a television or projector with a screen, a computer to screen a digital file of the film, high-quality sound system, along with the necessary connectors/cables/chords, along with chairs and tables for the reception and check-in.
- Test if the film plays prior to the event. Make sure there are no glitches and that film can be seen and heard.
- Make sure all other AV equipment works, the sound should be audible in the back of the room, and all seats can visibly see the screen.
 - If your audience needs closed captions, be sure this functionality has been turned on through the television or projector.

5. MARKETING PROMOTIONS

- Promote the event and invite guests. Remember to go beyond your existing organizational lists and invite the additional target audiences that you identified.
- Use all available communication platforms such as Facebook, Instagram, Twitter, Eventbrite, email, fliers, and listservs.
- Disseminate promotional material at least two-weeks prior although a one-month lead time is ideal.



II. SAMPLE EVENT AGENDA

Use this as a model for your event. You can shift items around as your specific program necessitates, but always have a clear plan for the event and make sure you keep to the schedule.

CUSTOMIZABLE SCHEDULE

6:00 p.m.	<p>Doors Open</p> <p>Guests Arrive</p> <p>Refreshments are available</p> <p>Have partners table and promote opportunities for the audience to get involved</p>
6:25 p.m.	<p>Invite guests to take their seats</p>
6:30 p.m.	<p>Emcee welcomes guests and shares the purpose of the event</p> <p>Are there VIP's that you would like to feature, such as your Executive Director or an elected official? In advance of the event, you could invite them to provide brief opening remarks (no more than 2 min. each).</p> <p>Emcee announces the post film activity/conversation and asks the audience to stay after the film. (Consider hosting a drawing at the end of the event to incentivize people staying through the full event.)</p> <p>Request for cell phones to be silenced</p> <p>Announce for audience members to use #theunafraidfilm if they post to social media during the event</p>
6:35 p.m.	<p>"My Family, Our Migration Stories" (Optional - Can be added before or after the film based on audience enagement)</p>
6:55 p.m.	<p>Start the film</p>
8:30 p.m.	<p>Panel discussion followed by a Q&A lead by the moderator.</p> <p>As the discussion wraps up, be sure to highlight any calls to action or upcoming opportunities for the audience to dig deeper into the themes of the film and objectives of the event</p> <p>Ask the audience complete the audience surveys before leaving</p>
9:00 p.m.	<p>Event is over and clean-up begins</p>

III. EVENT PROMOTION

Now that you have planned your event, you want people to attend! Promotion is critical to ensuring that you have an audience for your event.

This section provides you with suggestions and templates to support your promotional efforts, including:

- Flyer Template [Designer to create]
- Press Release Template
- Social Media Recommendations

All promotional material and templates can be downloaded from: <http://www.theunafraidfilm.com/take-action.html>

