



DEAR SCREENING ORGANIZER,

Thank you for setting up a screening of THE GENIUS OF MARIAN. We are delighted that you've decided to bring the film to your community.

This guide is full of helpful tips for organizing, promoting, and facilitating a successful screening that will spark a productive dialogue about healthcare in your community.

If you have any questions, please feel free to email info@geniusofmarian.com. We're here to help ensure that your screening goes off without a hitch!

DOWNLOADS INCLUDE:

- **Event Promotion Guide** - A guide to promoting your event through Twitter, Facebook, and email
- **Promotional Materials** - PDF and JPG files of our theatrical poster, a customizable event flyer and a social media event announcement.
- **Discussion Guide** - An in-depth guide for hosting post-screening discussions that includes:
 - A facilitator's pre-screening checklist
 - A primer on themes explored in the film
 - A series of suggested questions for facilitating a productive post-screening discussion
- **Press Kit** - Information for local media and national press (go for it!)
- **Handout**
 - **FRONT: Survey** - A post-screening survey to help improve our educational and community outreach programs.
 - **BACK: GENIUS OF CARING Story Sharing Exercise** - An opportunity for audience members to share the stories of their own lives and those of their loved ones.
 - **Facilitator cover Sheet** – Fill out cover sheet feedback questions and mail back surveys and story sharing exercise. Please print enough handouts for all attendees and return them by mail to:

The Genius of Marian
90 A Mirabel Ave
San Francisco, CA 94110

If you have problems opening any of these documents, please email us at info@geniusofmarian.com.

EVENT STRUCTURE

Below are some suggestions to get you thinking about how to build out your event.

Find a Partner

By working with a partner organization or department, you increase your potential audience, expand your ability to promote and amplify the conversation around caregiving and Alzheimer's disease. This partner might be a nonprofit, community group or student organization. Welcome them to distribute their materials at your event and sign up new members. If you'd like help brainstorming potential partners in your community, let us know.

Choose a Venue

Make sure your venue can comfortably fit as many people as you expect to attend. This can range from the living room of your home to a large auditorium. Check the A/V equipment ahead of time and make sure you can block all windows if you're hosting a daytime event. If you plan to have snacks at your event, make sure your venue allows food to be served.

Organize a Post-screening Conversation

Hosting a moderated discussion after *THE GENIUS OF MARIAN* has proven to be the best way to increase turnout, further explore the issues in the film, and spark interesting conversation among your community. Possible panelists include caregivers, service providers, healthcare professionals, authors and academics. We suggest you have a moderator for this panel who can encourage equal sharing between audience members and panelists, as many people in the audience will likely have first-hand experience with the disease.

Tech Check

Double-check the DVD and your A/V equipment at least 2-3 days before your event. If you have any trouble with the DVD, please let us know with enough time to ship you a replacement. Good sound and picture (and comfortable seating) makes a big difference in how engaged your audience will be, so take the time to calibrate your projector and check sound levels before your event begins.

Continue the Conversation

When you know how many people will attend, print out enough story-sharing exercises and post-screening surveys. Hand these out as your audience is arriving and be sure to leave dedicated time at the end of the discussion for audience members to fill them out. Make sure the facilitator has read the description of the story-sharing exercise in the discussion guide (page X).

Offer Eats

Providing food at your screening encourages people to attend and encourages people to stay through the entire event. This can range from popcorn at the theater to a full dinner provided to guests. Make sure you know what you are offering, when it will arrive, and if your venue allows food to be served.

SCREENING CHECKLIST

Screening: To Dos

- ☐ Confirm date/time/location/venue capacity with us (shaleece@geniusofmarian.com). Make sure we have your shipping information.
- ☐ Send us your screening date, time and venue so we can help you promote your event
- ☐ Use the downloadable materials on our website to promote your event
- ☐ Confirm screening details with your panelists and moderator
- ☐ Contact your venue manager regarding any special needs you'll have for your event (make sure they have the required A/V needs, and the room can get completely dark)
- ☐ Email out invitations three weeks before your event
- ☐ Email a reminder one day before your event
- ☐ Once you have received the DVD, make sure it plays on the system you will be using for your event.
- ☐ Print out story sharing exercise/survey handouts
- ☐ Arrive at your venue 45 minutes early
- ☐ Greet your guests as they arrive and distribute handouts
- ☐ Enjoy the film!

Post-Screening: To Dos

- ☐ Mail completed story sharing /surveys to us at WeOwnTV / 90A Mirabel Ave / San Francisco, CA 94110
- ☐ Respond to our Follow-Up Survey
- ☐ Send us pictures!

ANSWER BEFORE YOUR SCREENING

Answer the questions below before your screening date to make sure you are well prepared.

- ☐ Where is your screening?
- ☐ What time is your screening?
- ☐ What is the screening capacity? (Note- this must be discussed with Britney)
- ☐ Who is the contact person for your screening? How should interested community members contact them?
- ☐ Are all technical and equipment needs met at your venue?
- ☐ Are there any logistical concerns to be aware of for your audience? (i.e. adequate parking, building access and entry, need for a sign language interpreter, etc.)
- ☐ Who is your audience? Are they mainly caregivers? Healthcare professionals? Students?
- ☐ What has been done to promote attendance to your event?
- ☐ What, if anything, does the expected audience know about the event/film? What have they been told?
- ☐ Are there specific goals or outcomes that the sponsor or hosting organization would like to achieve?
- ☐ Who will introduce the film/panelists? Do they have all the information they need?
- ☐ Are there any additional presenters or announcements as part of your screening?
- ☐ How much time is allotted to pre- and post- screening discussions?
- ☐ Are you having a reception/offering food?
- ☐ Have you allotted time for set-up and clean-up?

FAQ's

Where should I host a screening?

Anywhere! Your venue must have A/V capabilities, including a projector, a DVD or Blu-ray player, and a sound system. The venue should comfortably seat between 100 and 300 people.

Do I need to pay for the screening?

There is a screening fee for a single venue location for unlimited screenings. If you would like to screen at multiple venues, you MUST get in touch with Britney (info@geniusofmarian.com). You can also host a screening through Tugg (<http://www.tugg.com/titles/the-genius-of-marian>) with no upfront cost to you. For more information, visit: <http://www.tugg.com/howtuggworks>

What if I want to host more than one screening?

No problem, you'll just need to approve the second screening with Britney (info@geniusofmarian.com).

How much time should I plan for?

Two hours minimum. The film is 85 minutes and the best events have panels that last for 30 minutes and a light reception afterwards.

Can I charge admission?

Yes, just let us know that you plan to charge admission as it affects which license you will need.

Can I keep the DVD?

Yes! Your DVD is a Special Preview Edition of THE GENIUS OF MARIAN and comes with license, which allows you to host public screenings of the film at venue associated with your screening.