Film Outreach Kit

* Developing Partnerships
  + Connect with communities, non profits and activist organizations that are also working on these issues
  + Distribute work load-i.e. marketing and promotion plans, getting the word out about event.
* Build Social
  + Create awareness
    - Facebook event
    - Create hashtag. EX: #WhenIWalkEvent
    - Shareable content-FB, Twitter, Google+
    - Add resource page to your website
* Marketing materials
  + Press release
  + Full size posters
  + PDF images
  + Mass mailings, flyer postings, newsletters
* How to build a panel discussion
  + Discussion guide
  + Pick your speaker(s) and/or panel of “experts.”
  + Identify your ‘partners’ and their roles, workload. Include in your marketing and promotion plans.
* Venue/materials
  + Comfortable seating
  + Space for refreshments
  + Camera/video camera to document event & post on website.
  + Secure equipment-TV, projector, audio, DVD player, etc.
  + Sign in for audience members-name, address, email address, organization affiliation
  + Check accessibility of facility for those who have disabilities-entrance/exits, bathrooms, etc.
  + Offer a resource package for audience members. I.e. How they can get involved.
  + Wireless connectivity