

The screenings of **They Go to Die** will play a critical role in spreading the message about TB and HIV in the gold mining industry in Southern Africa and, most importantly, motivating change. Here are some tips on how to make your screening as successful as possible and an on-the-day check list to help with your organisation.

First things first: booking a venue

Now that you have decided that you are going to be organising a screening, the first thing you need to think about is finding yourself the right venue. There are a few things you will want to consider:

Type of venue- There are a few different types of venues you might like to consider as you prepare for your screening. Bear in mind the numbers you expect, your budget and location. You could think about hiring a screen at an independent cinema; using a lecture theatre at a university; an arts club; a community centre; or there are plenty of other little venues that you might like to consider.

Size- Think very carefully about the size of the venue and the associated cost. It's always better to have a smaller venue that is full than a bigger one that is half empty. Talk to the relevant person in RESULTS/Medsin that you are working with to find out how many people they will bring and make a good guess at the size of venue.

Location- The main factor to consider when choosing a location is where your audience will predominantly be drawn from. You want to make sure that the venue is easily accessible for everyone to avoid that great little arts cinema in an area most people have never visited!

Audio/visual requirements- The room/cinema screen/lecture theatre that you decide to use will need to be able to show a DVD, either with a DVD player or with a projector that we can connect a laptop to. If the room has a microphone then we would look to utilise it for the Q&A after the screening. Don't forget about sound! Little laptop speakers won't do the job, so find out how you will be able to connect to bigger speakers or the venue's sound system.

Cost- RESULTS has budget to cover the cost of hiring a venue within reason. Again, think carefully about the venue as a whole. Does it meet all your other needs? Medsin members may well have access to free venues on university campuses. **We will make payments on your behalf so please let us know how much you are looking to spend. Please do not spend any of your own money, and check with RESULTS before committing to paying for a venue.**

It can sometimes be helpful to devise a checklist and rate the venue on the different criteria. Give them a score out of 10 on the different criteria, whichever comes out with the highest score will be your venue.

Inviting your MP

Inviting your MP is something you will definitely want to do. Building Parliamentary support for this issue is a key priority for the campaign.

In this resource pack you will find a draft invite to the event for your MP. You should send this out as soon as you have a date and venue finalised. Once you have sent the invite, if you do not hear a response within two weeks, give their constituency office a call. **Please bear in mind that if your screening is midweek, your MP is likely to not be able to attend. You can either then invite them to one of our London events and/or ask someone from their constituency office to represent them,**

Promoting your event

Now that you have a date and venue, you have invited your MP and are working with Medsin/RESULTS on making the evening a success, you need to promote the event. Here is a list of things to consider:

- Phone, email or go and chat to other groups or individuals that you think may be interested in attending the screening. These could include other campaigning groups, students, professionals of relevant fields and local trade unions.
- Send an email or letter out to your friends and other contacts inviting them to attend.
- Ask the venue you are using what promotion they will be doing. Provide them with some

information about the film and its themes, the venue, date, time and directions

- Look to get your event listed in local newspapers events sections, on local blogs, any other local events websites; parish newspapers.....anywhere that has information about local goings on you should look to contact about your event.
- If you already use them, make an event on Facebook and/or Google Plus and Tweet about the event. Push the screening through these channels.

Local media

We are also asking you to try and gather local media coverage for this event. The angle you have is that the director is going to be attending the screening. You should look to try and get the paper to cover the event. Invite them to interview Jonathan before or after the screening.

We have included a template press release that you can adapt and send. You should again send these out as soon as you have the details finalised for your event.

Checklist for local media

- Do some research before you send your press release. Who is the best person to send the release to? Do you just want an event listing or do you want to arrange an interview? Find the best person to contact.
- Email or call them in advance to let them know you are going to get in touch. Tell them you are going to send a press release, then send it out to them.
- Follow up within a couple of days if they haven't got back to you.

Refreshments

Depending on the size of your screening you may wish to provide refreshments. We have a small amount of budget to cover this.

Here is a helpful 'on the day' checklist to follow.

- **Chase up any media:**
- **Chase up your MP:**

- **Check set-up of room e.g chairs for the audience:**
- **Microphone, water, table and chair for Jonathan and any other guest speakers:**
- **Check sound on DVD and microphone:**
- **Set out refreshments:**
- **Set out action cards, postcards and background sheets on TB/HIV in the gold mining industry:**