NOW SHOWING! Checklist for Screening Films

PREPARING – Minimum 2 months before…
- Find out who your audience might be, speak to them!
- Decide what cinema experience you want to offer
- Start a budget: list what the costs will be, and how much box office income you might achieve
- Make applications for funding to pay for costs not covered by box office income
- Find your team and make sure they are supported

MAKING IT HAPPEN – At least 6 weeks before…
- Choose your venue and check it’s ready for screenings
- Check what equipment you need and test if it’s working
- Agree your event date
- Decide if your film is: Free/Charged entry or Public/Closed
- Make a selection of films
- Contact or search film booking service websites to check availability of your chosen films and quoted cost of licence
- Based on availability, choose your final film and submit booking request to film booking service
- Wait for film booking service to confirm your booking
- Purchase film on DVD or Bluray and test it on the player you’ll be using on the day – remember to check subtitles!

MAKING IT HAPPEN – In the 4 weeks before…
- Agree ticket pricing and how you’re going to sell tickets
- Design your eye-catching poster, newsletter, social media posts, and other ways of getting the word out, e.g. via partners and local interest groups
- Get the word out to your community!
- Think about and prepare your audience’s experience at your event from a customer/front of house perspective
- Double-check your set-up to ensure a cinema atmosphere
- Create a survey to get some audience feedback

KEEPING GOING – To your next screening…
- Review how it went with the team & your audience feedback
- What might you think about for your next screening…?