

Maximize the impact of your screenings



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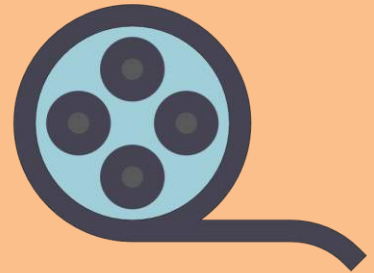
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La Boîte interculturelle is thrilled to offer insightful guidance on planning screenings because we are committed to helping people maximize the impact of their events.

We understand the significance of creating memorable and engaging experiences, and our aim is to empower individuals and organizations with the tools they need to ensure their screenings are not just events but transformative moments.

Our commitment to intercultural dialogue extends beyond the screen, and we are excited to contribute to the creation of enriching and inclusive experiences in your community.



Identify your audience

Before planning a documentary screening, it's crucial to **understand your target audience**.

Consider the interests, preferences and expectations of your audience. This understanding will help you tailor the presentation, engagement and receptivity of your audience. A thorough understanding of your audience is essential to ensure a successful and impactful presentation.

Examples: Not-for-profit organizations, community organizations, schools, discussion workshops, family centers, municipal councilors, organizations working to welcome newcomers, etc.



Elevate your event with extra perks

- You can **use discussion guides, prepared questions or encourage spontaneous exchanges**. This will promote a deeper understanding of the documentary's content and stimulate critical thinking.
- **Plan your screening with a facilitator** for the question and answer session after the screening.
- **Recruit one or two intercultural professionals** to attend the event. It is sometimes important to have a professional present for the following reasons:
 - In the event that any content triggers questions that require a professional intervention.
 - If a question on intercultural norms and practices were to be raised.
- Plan to **invite the main participants in the documentary** you are presenting.



Craft your perfect plan

Find a location:

- Local library
- School auditorium
- Church hall
- Community center
- As part of a workshop



Make sure they have the necessary equipment for the screening:

- Large-format screen or television - depending on the audience size
- Projector
- Computer
- Appropriate audio system for the room
- Spare lamp for projector
- Identify where the lights are located at the venue
- Accessible power socket and extension cord

- **Carry out a test before the event**, with enough time to resolve any technical problems that may arise (for example, if you are using a projector make sure you have a spare lamp, etc.).
- **Think about how you are going to introduce** the documentary and your organization.
- **Provide background information** to help the audience understand the subject and importance of your presentation.
- **Check whether the venue is accessible** to people with disabilities. Make sure you include accessibility information when you advertise the event.
- Make sure you **comply with all copyright rules and regulations**.

Shine the spotlight

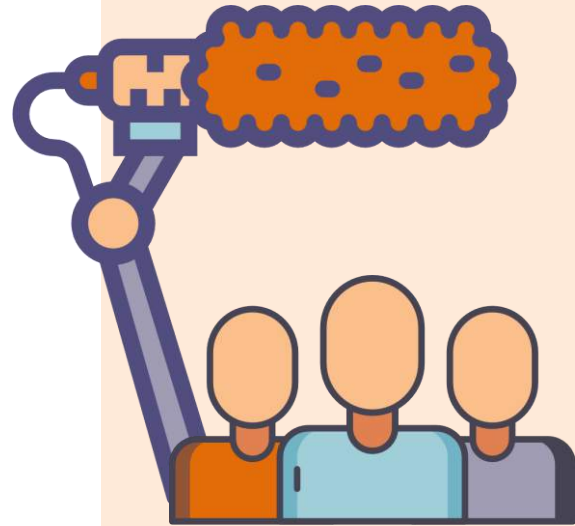
Promoting your event is essential to ensure a good turnout at your screening. It is important to carefully plan the strategies you will use to promote and communicate your event. **Start early!**

- Give your audience enough time to save the date in their calendar!
- How will you advertise on Facebook, Instagram, Twitter, local newspaper, email, municipal pamphlet, promotional poster in your area, etc.?
- Who will you invite? And how will you follow up and at what pace?
- Don't underestimate the power of your personal relationships! Invite friends and family and encourage them to spread the word.
- Consider partnering with an organization that can help promote the event, or with a local business that can sponsor the event.



Post-Screening tips to make the most out of your event

- **After the screening**, plan a structured discussion time to **allow participants to share** their impressions, ideas and questions.
- Also be sure to **include cross-cultural perspectives in the discussion** to further enrich the viewing experience.
- **Provide a contact sheet for guests' names and email addresses**, so you can follow up with them.
- **Have someone take notes** during the Q&A after the screening and **ask people to fill out the evaluation form**. This helps for future events and the relevance of the documentary.



Stay in the loop: Post-event connection and engagement strategies

- Send a **thank-you note/email** to participants.
- **Invite participants to share** their photos and comments
- **Provide resources**, guides, or calls to action that allow them to contribute to the cause or topic highlighted in the documentary.
- **Create a platform where participants can share** their efforts and see the collective impact of the community inspired by the documentary.
- **Share the best photos of the event** on social networks, write a post and, above all, **keep the conversation going!**



Services offered by La Boîte interculturelle



- Screening with the project creator
- Press release template (if necessary)
- Logo of La Boîte interculturelle
- Promotional poster and image for social media
- Link to promotional video of the documentary

For further information:
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