

## HOSTING YOUR A CALL TO MEN COMMUNITY SCREENING

We're so excited that you've decided to host a community screening through A Call to Men. Below you'll find general guidance and tips for your screening event. For specific questions or concerns, contact the A Call to Men staff member who facilitated your screening.

### PROMOTING YOUR EVENT

Identify how you are going to collect RSVPs. [Eventbrite](#) is a versatile platform and can also serve as a landing page for your event. (Plus it's free!) Social media can also be a great way to advertise and promote your event — from [Facebook events](#) to [Instagram event reminders](#). *Note: For virtual events, we highly recommend only sharing the Zoom link with those who RSVP to your event, and not sharing the Zoom link widely, to prevent any potential Zoom bombings.*

Please consult our template RSVP language and promotional language document for sample language and resources.

### ORGANIZING A PANEL

A screening conversation — while not mandatory — can be a useful way for communities to connect with each other, process the screening, share insights, and identify ways to take action.

+ **For smaller community discussions** create an intimate conversation, where everyone has the opportunity to participate and share their thoughts. Ensure hosts and moderators are equipped with the tools and resources to create a safe, welcoming place for your attendees to share. If your event is small enough, having attendees introduce themselves is a great way to build community, or you can have name tags to help facilitate connections. If your event is virtual, encourage attendees to keep their cameras on, if they are comfortable, and have them introduce themselves in the chat.

+ **For larger community discussions** you may consider having multiple speakers or even a keynote that touches on the screening topics. Featuring expert speakers can help audiences further process and learn from the screening, and connect with local leaders and organizations. Note: If your panel event is virtual, we would highly recommend using [Zoom webinar](#), if your finances allow.

## **CREATING A RUN OF SHOW**

Create a run of show with details needed for the day of your event. If you are hosting an in-person event and have external vendors, be sure to include their arrival and set-up times, as well as the point of contact for the day. If you are coordinating a panel before or after the screening, include the schedule, notes, and questions for the panel in one document and distribute to panelists prior to the event.

## **DOING A TECH CHECK**

Prior to your event, be sure to test the link to your film, as well as any other technology you are using — such as audio, lighting, video recording devices, photography, or microphones.

### **Is Your WiFi Weak?**

- Consider checking to see if you have any electronics streaming and using up your internet's bandwidth.

### **Slow Computer?**

- Close all unused tabs on your browsers.
- Only have applications on that you need open and close down all others.

**Internet Speed** | Conduct an internet speed test in the area if you plan to use a computer during the event, and instruct any panelists to do the same. Test your wifi connection at least 30 minutes before your event.

### **Resources:**

- [Internet Speed Test](#)

## **Common Tech Challenges + Solutions**

### Panelist Video Freeze

If the video freezes on a panelist, continue the conversation with another panelist. If the conversation is only between one other person please ask guests to hold tight.

### Technical Glitches with Audiences View

Familiarize yourself with your platform's tech troubleshooting pages. Have a plan in place for recommendations to provide if any of your viewers are experiencing issues. For example, try refreshing the page, try switching your browser, etc.

### Resources

If sharing links or other resources please have them available to share with your audience via chat box. You can also share information again via a follow-up email.

## **HOSTING THE EVENT**

### **Welcome and Acknowledge Attendees**

Make sure you welcome attendees, both in-person and virtually. The more interactive you are as a host, the more the audience will connect with you rather and participate actively during the event. For virtual events, we would recommend having someone from your organization greet guests in the chat box as guests wait for the event to start.

### **Provide Content Disclaimers**

As the event host, you will always know your audience best. Depending on the topics and issues addressed in the film, it may be helpful to provide content disclaimers and brief synopsis prior to the screening for audience members. For more challenging and difficult topics, you may consider having a resource list available or even partnering with local organizations to have resources available in-person or virtually during the event.

### **Make Eye Contact and Smile**

Eye contact is everything when it comes to public speaking. While it's perfectly fine to peek down at your notes from time to time, you want to remember to engage the audience. For virtual events, look into the lens directly as you are speaking.

### **Housekeeping + Troubleshooting**

Let your guests know at the beginning of the program what they can expect from your screening event, how they can ask questions, and any logistics. Anticipate tech issues that might arise and have a point person available during the program whom audience members can work with to address any issues that arise during the screening event. Engage with your audience. Check in with guests during the event as some may have missed the welcome remarks. Encourage guests to ask questions.

### **Follow-Up Up**

Provide contact information for attendees to follow up after the event, as well as specific ways to take action. Be sure to send an email within 48-72 hours thanking your attendees and include any next steps and/or resources.