

SILENT PANDEMIC

PLANNING YOUR DOCUMENTARY EVENT



It's not every day you hear stories that could save your life. But these can. The Silent Pandemic, produced by Emmy Award-winner Leopold Hoesch, explores the global medical crisis of antibiotic resistance. By hosting a screening for this documentary, you can impact and raise awareness of AMR and engage with your partners and community in a meaningful way.

Below is a series of steps to take for planning your film screening to ensure the event is a success and raises awareness of AMR in your community.

SCREENING CHEAT SHEET

0. Check Licensing

If you plan to show the documentary in a public space, ensure you've obtained the necessary permits

1. Choose a Location

Tips to locate the best spot for your screening

2. Invitations & Promotion

How to raise awareness for your screening

3. Access Promotional Tools

We've provided supplementary marketing material to assist you

4. Refreshments

Consider offering something for your guests to enjoy

5. Audio/Visual Needs

Check you have the necessary AV requirements

6. Host a Pre-/Post-Viewing Event

Running a panel with AMR experts

7. Suggested Panel Content

Tips for content to include

1. CHOOSING A LOCATION

Choosing an event venue is the first step to planning a successful film screening. When it comes to events, you have a lot of options. Drive-thru theaters made a comeback in 2020 - there are also other outdoor venues to consider such as a community park or empty lot you can transform.

If indoors is more your style, consider renting a venue that has a projector or small screening room - such as a movie theater, private dining room, library, or loft space. Another option is partner with a local university as they typically have auditoriums and bring a pre-existing audience of curious minds.

2. INVITATIONS & PROMOTION

"I feel responsible for sharing my story so no one has to go through what I did. Because it's preventable."

Be sure to invite people and promote your screening! Promote by sending electronic invitations, posting on social media platforms, hang posters, and pass out flyers! Be sure to have clear times on the invitation: when the doors open, when the panel starts (if you plan to have one) and when the screening starts. This will ensure that people will be on-time and you can start promptly.

Work with local partners and collaborators to build a robust invitation list. The screening is an opportunity to bring together patient advocacy groups, NGOs, government organizations, healthcare providers, students, and press to learn about AMR and the impact it is having in our communities.

3. TOOLS AVAILABLE FOR PROMOTION

Press Outreach will elevate screening attendance. Ideas for press engagement include press event, press release, press availability, press webinar, phone call invites to reporters trying to get them to the film. Work with your local communications teams who may already have contacts in the press.

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Tools Available for Promotion:

- Press Kit
- Posters
- Invitation
- Social Media Materials
- Web Banners
- Trailer



4. REFRESHMENTS

Light refreshments may be an option and be offered. Be sure to check local policies and engage with local compliance teams on acceptable offerings.

If you are hosting outdoors, consider contacting food trucks or local caterers to provide refreshment. If you are having your screening in a venue - find out if they are able to provide movie appropriate refreshments such as popcorn and candy.

5. AUDIO/VISUAL NEEDS

Be sure to check the details of the audio and visual needs the screening will require. A projector, a screen, a surge protector, extension cord, speakers, and any other cords that are necessary to connect the movie to the screen and to the sound.

The Silent Pandemic is shot in 4K. To optimize the viewing experience, more details will be shared on set-up of AV. Be sure to test your equipment and make sure the sound and images look good - after all, it's the most important part of any film viewing experience!

6. HOST A PRE- OR POST-VIEWING EVENT

Invite guests to linger around after the film and network. This will give people a chance to connect on what they just saw. Hosting a panel before or after the event will also give the participants the chance to hear from local leaders on their work and efforts. If possible, always include the patient voice as they can best describe the impact.

7. SUGGESTED PANEL CONTENT

Three to four speakers with a moderator will provide a robust discussion. The panel should only be 20 – 25 minutes long. We have already asked the attendees to provide 90 minutes of their time to attend the screening. Panel can be held before or after the screening based on the timing of the event.

SUGGESTED Q&A:

Ask each panel member to describe their role and their connection to AMR.

Example: What is the biggest challenge of your role?

Example: What has made you want to be involved in raising awareness for AMR?

Develop specific questions for each panelist based on their area of expertise, research, or advocacy efforts.

Ask for a call to action from each panel member – If there is one thing that the audience should do today to decrease the risk of AMR, what is it?

Example: What is the biggest takeaway people should take from this documentary? How can they get involved?