



# AWAKEN THE DRAGON

## Community Screening Planning Guide

### **Step One:** **Selecting a Venue**

Location! Location! Location?

Finding a location for the screening first makes all other decisions easier

– A few options:

- Invite family and friends to your home
- Contact your local library or community center for a suitable space and video equipment
- Partner with local organizations, groups or businesses to co-sponsor a screening.
- Partner with your church, synagogue, or any other place of worship
- On campus, dorm, library, theater or classroom
- Local businesses or gathering spots like a pub or Senior Center
- Local Independent Movie Theater

As you choose a location, you may want to keep in mind who you are inviting and their needs/interests, parking, public transportation, easy access and easy to find.

### **Step Two:** **Planning your Event**

Tips for hosting your Awaken the Dragon Screening

Once you've nailed down your screening's date, time, and venue and secured Awaken the Dragon's public performance rights, it's time to start preparing for your event!

- Invite guests via email, Evite, listserve, facebook, phone or text.
- Register your event with us so we can publicize it.
- Spread the word to the wider community by creating a Facebook event, sending updates via your Twitter feed, and including links to the Awaken the Dragon Facebook page [www.facebook.com/awakenthedragon](http://www.facebook.com/awakenthedragon), twitter site [www.twitter.com/awakendragondoc](http://www.twitter.com/awakendragondoc) and website [www.awakenthedragon.com](http://www.awakenthedragon.com) on your own site or blog.
- Once your application has been approved we will send you a link to download the Awaken the Dragon Press Materials. You can use these to create your own customized event flyers and postcards.
- Issue a press release to let your local newspaper and radio stations know about your event. We've provided a template on the publicity downloads page.
- At least one week before your event, test-run your DVD on the equipment you will use for the screening event. You'll want to be sure that your projector, audio, and DVD player cables fit, that your sound is audible (even in the back of the room), and that the picture that gets projected on your screen or wall is the right shape and size. Make sure your venue space gets very dark, too, and that the screen can be seen from all chairs in the room.

### **Enhancing your Event**

- Don't be afraid to be creative – have food and refreshments or invite guests for a pre-screening pot luck.
- Recruit Partner Organizations - It's always good to invite other groups and organizations to partner with you on your event. (i.e. local chapter of the Susan G. Komen for the Cure or American Cancer Society, local cancer support groups, local cancer center or hospital or dragon boat clubs) Partner

organizations can not only help reach your target audiences, but also lend credibility and contribute to your event planning. In some instances, event-based partnerships can even pave the way for longer term relationships that will benefit your mutual efforts. Partners can get involved in a range of ways, depending on their interest and capacity. At the very least, they can help get the word out about the event on their listservs or websites, but some partners might be able to get more actively involved and contribute ideas, time, resources and/or panelists for the event.

- Invite an Expert – Arrange to have a guest speaker attend your event. This could be someone from a partner organization or someone in your community who can speak on the subject of exercise and cancer survivorship.
- Invite the Filmmaker or an expert from the film – The filmmaker and/or Psycho-oncologist Dr. Cindy Carter are sometimes available to come speak about the film and to lead discussions. For more information about availability and fees, contact us at [cara.white@mac.com](mailto:cara.white@mac.com).

## **At the Event**

- Make introductions and thank all of the people who have helped you to put on the event. Tell your audience why you were inspired to host a screening of Awaken the Dragon and let them know that you (or a guest speaker or panel you have helped to organize) will be available after the screening for questions, comments and dialogue.

## **Step Three: Take Action**

### **Tips for hosting your Awaken the Dragon Screening**

- Ask your guests to use social media to spread the powerful message of Awaken the Dragon – encourage them to “Like” the Awaken the Dragon Facebook site.
- Join or start a cancer survivor dragon boat team or exercise group. You can pick a sport that is popular in your community or simply start a walking group.

Happy Screening!!! Please let us know how it went! What worked, what didn't, or what could have helped.