

HUNGRY FOR CHANGE

Your health is in your hands

Checklist for holding a Hungry For Change Screening

At least one month before the event:

- Book your venue. Decide on a time, date and location for your screening. Ensure that the venue is available when you need it.
- Start your advertising campaign. Print out posters and put them in appropriate places. Send out emails. Place advertisements in newsletters (school, community groups, church or university). Send a media release to your local paper. Create a Facebook event for the screening.
- If you plan on hiring an A.V. (television/projector/sound system) equipment you should look into booking that now.
- Speak to people in your area that may be able to support your screening: health food stores, natural health clinics, farmers markets, permaculture groups and nutrition and wellness experts. Send them an email or give them a call, you may be surprised at the responses you get from people wanting to get involved.
- Make sure that your copy of Hungry For Change plays all the way through (i.e. There are no scratches on the disc.) If not, please contact us.
- Order Wholesale DVD's if you wish to sell at your events. www.foodmattersdistribution.com

The week before your screening:

- Check the booking with your venue and the details such as: keys/alarms, access to power, and location of toilets.
- Organize any refreshments/food that you plan to supply.
- Gather any material you want to make available for guests to take with them after the screening - Local health newsletters, business cards/flyers for local health practitioners, perhaps a flyer with your contact details and the Hungry For Change website.
- Do some last minute marketing - send out another email, perhaps call a few key people. Post updates on your Facebook event, you might want to ask people to invite their friends and family.
- Ensure you have emailed us (enquiries@foodmatters.tv) for your discount code to share with your audience for our online store.
- Check that all of your equipment works and that you know how to work it, especially if you are using equipment that is not yours.
- Print enough copies of the '10 Step Action Plan' for your audience.

The day of your screening:

- Arrive at the venue early enough so that you are finished setting up before you anticipate the first guest arriving.
- Perhaps take a minute to introduce yourself and the film and inform guests of what will happen after the screening (if anything).
- Enjoy the screening, and be satisfied that you are contributing to the health of your community simply by sharing this film and helping to spread the message.