

# Finding Hygge

## Community Screening Guide



Thank you for your interest in hosting a community screening of Finding Hygge! Included in this guide are resources to ensure your screening is a success, including:

- Steps to host your community screening
- A week by week timeline of tasks leading up to the event

After viewing the film, people will have questions. If you have the budget, you could invite the filmmakers/subjects to do a Q&A. We ask that you cover travel costs and include a small honorarium. Tell people to go to [www.findinghyggefilm.com](http://www.findinghyggefilm.com) to find more resources, including information on the individuals in the film, apps for the grocery store and sustainable food petitions.

If you have any questions or require additional information, please reach out to Grant Michael, the film's Associate Producer, at [gmichael@12starsmedia.com](mailto:gmichael@12starsmedia.com).

# How to Host a Screening

## Build a Screening Team

Gather some people together who will help you organize your screening. If you don't already belong to an organization, reach out to local groups who will sponsor and promote the event.

## Choose a Venue

Consider hosting the viewing on a farm, movie theater, community center, classroom, church hall, school gym or even a library. If indoors, make sure you have a dark location, preferably without windows. If you're planning to screen the film outside, you will need to screen the film after sunset. Look for a location that has the following, or be prepared to rent the necessary equipment:

- BluRay player (we can send a DVD if BluRay is unavailable)
- Projector
- Screen (10' wide or large white wall)
- Sound System

## Pick a Date and Time

The film is 90 minutes long. Considering set up and a discussion afterwards, you'll likely need your venue for 3 hours.

## Purchase a License

Purchase the appropriate license for your screening at [www.findinghyggefilm.com](http://www.findinghyggefilm.com) and we will send you a disk in the mail and post the screening on our website.

## Promote Your Event

- Download the Finding Hygge press kit, poster, images from the website.
- Post your event to online community event boards and send out email invites
- Contact the local radio station, newspaper or television station with news of your event
- Put up a few posters (a few well-placed posters work best) - Contact local organizations and ask them to promote the screening through their networks

# Timeline of Events

## 8-12 weeks in advance

- Compile a list of possible venues and contact them to check rates and availability.
- Contact local organizations to partner with you in promoting and sponsoring the screening.
- Compile a list of people and organizations to invite.

## 6-8 weeks in advance

- Book the venue. - Order the movie license/BluRay disc.
- Consider starting a facebook event or using an online ticket application such as Eventbrite to send out invites and track your RSVP list.

## 5 weeks in advance

- Post your event to online community events boards.
- Email community groups and university faculties who might be interested.
- Email friends, family and any email lists you may have.

## 3-4 weeks in advance

- Call the local radio with news of your screening.
- Email the local newspaper.
- Test the disk to make sure it works.
- Print a few posters and place them strategically (farmers markets, community centers, universities, etc.)

## 2 weeks in advance

- Call to follow-up with local newspaper and radio stations.

## 1 week in advance

- Send a reminder to your email lists and people who signed up for your event online.
- Make sure you have enough people to set up, staff the door and serve food if necessary.

## At the event

- Have fun, take pictures and participate in conversation!
- Make sure to post a couple of pictures with #findinghygge and be sure to tag us!