



Film Screenings: Hosting Successful Screening Events

Hosting a film screening is a great way to foster team spirit, connect with your community, and spark conversations about the wonder of scientific discovery and the positive impact vaccines have had on public health. We have developed support materials to help you plan and facilitate a screening event.

Hosting Hints

- **Determine your format.** A film screening can be its own event, or you may wish to connect a screening to a staff workshop, a health fair or other community gathering. You may wish to have a discussion after the event. The discussion format could include a panel of experts or be similar to a book group discussion:
 - **Expert-panel format:** If you do not have experts on your staff or the screening team, you may consider local physicians (particularly infectious diseases physicians or pediatricians), public health department personnel (such as the medical director or staff from the immunization team), or university professors or researchers working in the fields of immunology, microbiology or virology.
 - **Book group format:** Invite the audience to share their reactions. Check out our “Community Discussion Guide” and FAQ lists for topic suggestions and answers to common questions.
- **Decide on the film.** Ensure the right time frame for your event. For example, the Hilleman documentary is just over an hour, so about 2 hours for the event will allow for introductions and any follow-up discussion. If you only have an hour, you could focus on a particular clip from *HILLEMEN* (e.g., creation of the mumps vaccine or development of hepatitis B vaccine) or you could show one of our shorter films, such as *Stanley Plotkin: Pioneering the Use of Fetal Cells to Make Rubella Vaccine* or *Marion Gruber: Preparedness Is Prevention*. You could also show an animation as the basis for discussing some of the science related to vaccines. Check with our team for more information about the various options.
- **Plan the specifics.** Secure the venue and any expert guests, then focus on advertising. See the “Promotional Pointers” section of this document for tips. Create an outline for the day of the event. You can reference our “Sample Event Outline” as desired.
- **Determine your plan.** Plan in advance for sign in, tech support, refreshments, event photography or other tasks, and enlist volunteers as needed. Communicate any pertinent parking or wayfinding information to attendees and panelists. If you want to take photos of the event, cover permissions by posting a sign indicating that by attending, people agree to be in photos unless they sign an opt out list. People who opt out can be given a sticker to wear so that the photographer can easily identify them.
- **Prep your panel.** Invite experts for the panel as far in advance of the event as you can. The week of the event, confirm their attendance, the time they should arrive and any other information they may need. The day of the event, confirm the plans (timing and flow) with participants. For example, each guest could speak for 5 minutes and then respond to audience questions. If the venue seats many more people than are expected to attend, rope off seating sections to concentrate the audience in one area. This will be more conducive for a post-film discussion or Q&A.

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Promotional Pointers

- **Get the word out.** If your screening is part of a larger event or if it is for a specific group, such as students or coalition members, be sure they are aware of the special event well in advance. If your screening is open to the public, invite community groups that may have an interest in the event, such as hospital staff or volunteers, Rotary club or other community groups, science and health teachers, school nurses or administrators, local government officials, and senior center members. If you would like us to help promote your screening on social media, you can connect with the Vaccine Makers Project on social media (@vaccinemakers) to help spread the word.
- **Explore our resources.** Visit our “Screening Resources” page to access discussion guides, a sample event outline and more: HillemanFilm.com/screening-resources.

Technical Tips

- **Confirm system and room requirements.** Check to make sure you have the correct set up to stream the video content or project a Blu-ray. (Projecting a regular DVD is not recommended for a large screen format.) If streaming, turn off the computer’s screen saver and confirm that the internet connection speed will maintain a smooth screening. Be sure to reload the streaming link just prior to starting your event for proper buffering. Using a microphone is recommended for announcements and guest speakers.
- **Do a dry run.** Prior to the event play at least a part of the film or video to ensure that both the sound and picture are functioning correctly. Be ready to access the controls in a dark room if adjustments are needed during the event, and ensure that no light sources will shine on the screen while the film is shown.
- **Test transitions.** Determine and practice any technical transitions prior to the screening. Decide if the ending film credits will roll or if you want the lights to rise and music dip so a speaker can begin.
- **Have a tech troubleshooting plan.** If possible, have a support person from the facility on call should any issues arise. Common screening glitches usually involve faulty power sources or cable connections.

FIND MORE INFORMATION

Check out our offerings and find screening-related resources:

[hillemanfilm.com/
screening-resources](http://hillemanfilm.com/screening-resources)

