

HILLEMAN Screening: Sample Event Outline

Use this outline as a guide for your event or create your own version.

- **Ensure a good start.** Welcome audience members as they arrive. Aim to start on time. Consider giving a 5-minute reminder before film start time so people can get settled. When you begin the presentation, remember to thank the audience for coming, introduce yourself and any sponsoring organizations or special guests. Although this seems obvious, it can be easy to forget in the moment.
- **Introduce the film and project.** You may wish to reference these points in your introduction:
 - *HILLEMAN – A Perilous Quest to Save the World’s Children* tells the inspiring story of Dr. Maurice Hilleman, a man with a singular focus: to eliminate the diseases of children.
 - The film was produced by Medical History Pictures as part of The Vaccine Makers Project.
 - The project is sponsored by the Vaccine Education Center at Children’s Hospital of Philadelphia.
 - The project includes free, web-based curricula about vaccine science and the immune system.
- **Connect audience to resources.** The [HILLEMAN Screening Resources](#) page can be copied and distributed to viewers, or you can project the PPT slide (available online) at the conclusion of the film.
- **Include housekeeping reminders.** Before the film, provide general reminders such as:
 - Photography policy (No recording of film, audience must opt out of event photography.)
 - Film run time (1 hour and 7 minutes)
 - Planned format (e.g., Discussion session or panel will follow the film.)
 - Reminders (e.g., Silence your cell phones and enjoy the film.)
- **Observe the event.** During the film, notice how the audience responds to different moments in the film as well as your own reactions. You may wish to reference specific scenes in the discussion session. Be mindful of adjusting items during the film as needed such as room temperature or sound level.
- **Manage the flow.** Use the discussion guide to help focus the conversation on impressions from the film. Monitor the pace of the discussion session to finish on time. Use your judgement on when to guide the conversation to a new topic or delve deeper into a subject. If the discussion drifts too far away from the film and toward general questions about vaccines, direct people to the Vaccine Education Center website (vaccine.chop.edu).
- **Conclude event conscientiously.** Thank attendees and recognize sponsoring organizations or panelists. Include a final reminder about how to access resources. Share pictures or reflections on social media. Find us on Facebook (The Vaccine Makers Project) and on Twitter (@vaccinemakers).

Let us know how it went! Take our host survey or email us photos, questions, or tips for future screenings:

<https://www.surveymonkey.com/r/BW7HDF5>

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