



PRESENTER TOOL KIT

ALL THE LONELY PEOPLE

A JOSEPH APPLEBAUM PRODUCTION
A STU MADDUX FILM



ALLTHELONELYPEOPLEFILM.COM



CENTER for
INDEPENDENT
DOCUMENTARY

Welcome

We are thrilled to collaborate with you in creating change!

This guide is full of the best ideas from organizers who have used our films. It's a great starting place for planning your screening event whether you want a top level view or prefer to do the deep dive.. While it is centered around in-person events, you'll find useful information for screening virtually as well.

Our social enterprise has given hundreds of communities, governments and professional organizations around the world the immersive experience that sparks change. The result of these events has been national policy change, community awareness and organizational growth. But the most rewarding outcome is the person who- through our work together in the coming weeks- will have their life changed.

On behalf of all of us at The Clowder Group, we thank you for bringing this important message to the people you serve.

Joseph Applebaum

CoFounder, Producer

The Clowder Group



A screening of our film, [Reel In The Closet](#) at The Cinema Museum, London

Contents:

1. Welcome
3. The unique way film works to spark change/
Designing your event/Formats from past organizers
6. Choosing a venue
7. Preparing for the Event
8. Getting eyeballs
9. A calendar from past planners to get you a successful screening day
14. Frequently asked questions
15. Resources
16. Notes



A screening of [Gen Silent](#) to adult protective services professionals in Concord, California

Let's impact our community! How does a film do that?

"We were genuinely surprised at how much an hour of walking in others' shoes created a passion to address an issue that has been invisible in our community."

- Danielle Roscoe, Montana Dep. of Public Health and Human Services



When real people share their stories on screen, we find ourselves more motivated to get involved in an issue.

Watching together motivates us to share our own stories and solutions.

For the vast majority of events, showing the film is just part of an event. Social change happens in the minutes that follow. Design your event with this in mind.

Events have ranged from simple screenings of the film followed by discussion, to half day events with panel discussions and workshops.



Formats from organizers who felt their events were successful are on the following page.

Our thanks to past organizers for sharing their event formats!

ORGANIZER	GOAL:	FORMAT:
<p>“We were already doing work on this issue but we needed people to know it was a priority for us.”</p>	<p>heightened public awareness of our organization and its commitment to an issue.</p>	<p>Screening followed by panel discussion with community leaders wishing to engage on this issue. Takeaway pamphlet with resources.</p>
<p>“We hoped to give people attending the tools to help others and to think about their own situation.”</p>	<p>A public with a personal stake in the issue.</p>	<p>Questionnaire or Quiz handed out in the program as people walk in or in the virtual chat.. Screening followed by breakout sessions where people can feel more open to share with each other</p>
<p>“ Folks needed to see that we were active in their community.” We didn’t have a lot of time for a full campaign.”</p>	<p>Quick public engagement</p>	<p>Screening and Q&A with cast & crew at a local theater. Extra emphasis on pre-publicity and media attention on the day of the event.</p>
<p>“ Our team is spread out across an entire state. We needed to bring everyone together to share a common experience but we had to do it in a cost-effective way. “</p>	<p>Team cohesion without breaking the bank</p>	<p>A virtual screening with cast & crew that allows team members to ask questions and share ideas.</p>
<p>“Our conference needed a keynote that was going to be different than years past and start a conversation among attendees that would continue throughout the day.”</p>	<p>A memorable conference</p>	<p>Introductory comments by filmmaker; screening the documentary; the filmmaker and organizer share the stage to facilitate a group discussion.</p>

How long should I make the event?

Because the length of the film is 67 minutes, plan adequate time for a meaningful discussion afterwards. A total time of 2 hours for intros, the film screening and panel discussion has proven ideal for many presentations.

Going virtual? Don't leave people less connected than they zoomed in.

Feedback from virtual attendees routinely asks for ways to stay connected via chat after the official end of the event. Some report feeling more lonely than they arrived without this.

One lifeline that has worked is having breakout rooms in zoom facilitated by staff members or volunteers.



A virtual presentation of All The Lonely People hosted by the California Department of Social Services



Tip:

Have Starter questions. It is more effective to break the silence after the lights come up with someone chosen in advance to ask the first question. [Here's a list](#)

Choosing a screening location for in-person events:

Our community screenings are evenly split between local cinemas and community spaces like schools, libraries and community rooms. We have even screened on the side of a wall at the Boston Statehouse (not recommended)!

Consider this as you select your space:

Size matters:

Others will judge success by how many people show up on event day. So It's better to have a packed **smaller** venue than a 500 seat theater that still looks empty with 300 people in it.

Sound is as important as picture:

All our films have captions turned on when you receive them. But external speakers that are big enough for the room are especially important.

Microphone planning is crucial:

The discussion after the film is where community engagement happens. Having microphones for the speakers AND the audience makes for a more meaningful discussion. Handhelds are preferred but not required.

Having someone run the microphone to people in their seats rather than having audience members go up to a mike has proven to get people to engage and share who wouldn't otherwise. However this may not always be possible and due to Covid considerations a centralized mic may be preferred.



Producer Joe Applebaum (center) with event organizers and facility managers at the Dayton Public Library, Dayton, Ohio.

Preparing for event day:

You will receive a link to download the film well in advance of your screening. Info about the file can be found in the Technical guidelines are available [online](#) but here's the **bottom line: use the highest resolution file that will play without stuttering or freezing.**

Screening at a theater?

Seriously. Use the largest and highest resolution file possible. That's a big screen and smaller files may look fuzzy. Fuzzy=less engaged audience.

Test the file at the theater well in advance with your projectionist.

DCP:

Often theaters will request a special file called a DCP. It stands for Digital Cinema Package and will not play on a computer. We can provide that to them directly on request.

Playing from a laptop? Great! Just add these steps:

1. **Transfer the film file to your computer's hard drive.** Do not play it from flash drives or stream it from the internet.
2. **Test which file will play smoothly** using the largest file possible for the most crisp image on that large screen.
3. We ask that you **delete the file after your screening** to protect our work.



Director Stu Maddux (right) tests the film file with the tech team at Ebenezer Baptist Church, Atlanta, GA.

Tip: Avoid the stress!

Contact your A/V person and virtual event producers well in advance to remind them- it's a film that you are presenting!

Why?

Clearly audible sound, bright and crisp projection and full resolution streaming for virtual events can be difficult for your A/V person to pull off at the last minute.

Getting eyeballs! 🙄

You've got a great format and the perfect venue, now it's time to start filling those seats and getting people in front of their computers/devices. Like any event, this is the biggest challenge.

Here are messaging points that have worked for organizers:

- Consider stressing **learning how to reconnect** rather than **learning about loneliness**
- The word “free” mentioned early and often
- Let people know that there will be food, raffles, takeaways
- Make it feel more prestigious by reminding people that film cast & crew and s matter experts will be in attendance

Tip:

Make the event free and easy.

Nothing can increase your success more than creating an event that is free. Bonus points for: free parking or transportation OR FOOD!

If your venue must charge for tickets, have a sponsor buy a block then donate that ticket block to make free at the door. This is an excellent way to get a sponsor



early and they may get mentioned in early publicity.



Organizers in New Westminster, BC created a [chat bench](#) for attendees as shown in the film “All The Lonely People”.

A step by step calendar to event day:

Our thanks goes out to past screening planners who offered their experience

<p>90-120+ Days before the event</p> 	<ul style="list-style-type: none"> • Lock into a day and time of your event (Be sure your dates are free of conflict from holidays and events happening in the area.) • Begin formatting the event • Begin approaching possible venues • Begin approaching those who you want to appear: panelists, stakeholders, etc. 	 <p>Lisa Krinsky, LGBTQ Aging Project, The Fenway Institute (SP!) fields questions after a screening of our film, Gen Silent.</p>
<p>90 days out</p>	<ul style="list-style-type: none"> • Have a venue in place • Panelists and others appearing that evening to participate have confirmed 	

60
days out



- A save the date eblast should go out to your target lists. Ask recipients to share the invite with one other person.
[template](#)
- Send a media release to local media. It's important to get this out well in advance so outlets can plan their coverage.
[template](#)
- Social media posting begin about a week about the event

Tip:

[Need social media ideas?](#)

[Check out our feed](#)






A sealed “closet” at a workplace in Bristol, UK got the office buzzing about a screening of our film [Reel In The Closet](#)

30
days out



- Reminder mailing This is when you should start seeing an uptick in ticket reservation. Stress the messaging points in the “eyeballs” section on page 9. 🙄

<p>2 weeks out</p>	<ul style="list-style-type: none"> • Traditional media coverage if possible should begin now. It's enough time for people to plan to attend but not too much that they forget. • Daily social media can begin stressing tickets going fast but still available • Begin daily monitoring the number of people reserving tickets 	<p>PRO TIP: <i>The number 1 way to get attention is still... local radio!</i></p> <p><i>One 3 minute interview will reach more people than all digital outreach combined.</i></p> <p><i>But social media is very important too. Especially posting to affinity groups.</i></p>
<p>1 week out</p>	 <p>A photograph of a man with white hair and sunglasses on his head, smiling and holding up a movie ticket. The ticket is for 'Reel in the Closet' at the Castro Theatre. The ticket details include the title 'Reel in the Closet', the venue 'CASTRO THEATRE', the showtimes '7:00 PM' and '9:00 PM', and the seat information 'CAS' and '43/2015'. The ticket price is listed as '\$10.00'. The man is wearing a dark jacket over a patterned shirt.</p>	<ul style="list-style-type: none"> • How many eyeballs do you think you'll have? If reservations are lower than expected at this point, offer free tickets to friends and family.

<p>EVENT DAY!</p>	<ul style="list-style-type: none"> • You have arrived! • If time permits, a quick reminder to local media in the morning could yield a bit more coverage that evening.. 	 <p>Waseda University, Tokyo, Japan</p>
<p>1 week after the event</p>		<ul style="list-style-type: none"> • Schedule a debrief with your stakeholders about next actionable steps in your community. We'd love to participate!

"The benefits of all our work began coming in the next morning. We began getting a steady stream of inquiries from new people who we have a mandate to serve. That's when we knew we were elevating the conversation beyond that evening."

- Calixta Reyes, National Institute for Older Persons (INAPAM, ME)

Frequently asked questions:

Q: How do potential stakeholders see the complete film before the event?

A: Reach out to your primary contact from TCG for links to screeners.

Q: When do I get the exhibition copy of the film for actual screening?

A: Approximately 1 week before your event,

Q: My tech person is asking for the tech requirements for all this. What do I give them?

A: Technical Requirements for Screening can be found [here](#).

Q: How involved is The Clowder Group in creating the event?

A: We take the back seat. It's our film but your show. We can offer feedback on a regular basis as well as share our experience on what works.

Q: How do I find marketing materials about the film that we can use in our outreach.

A: Visit our presenter resources page for pictures, posters, bios, clips and social media tools for your event.

Q: How do I get a list of the "loneliness life hacks" and "contributors to loneliness" featured in All The Lonely People?"

A: You can find them on our [resources page](#)

Q: How long is the film?

A: 67 min

Q: What is The Clowder Group and what is a social enterprise?

A: The Clowder Group is a collection of independent filmmakers who make impact on a variety of issues through their work. Production of our films is paid for through contributions. Outreach is funded through screening fees. A social enterprise is a business that seeks to maximize benefits to society.

Q: How do I keep informed about upcoming offerings from The Clowder Group?

A: Join our mailing list.

Resources:

[Online Media Kit](#)

[Loneliness life hacks shown in All The Lonely People](#)

[The loneliness quiz](#)

[Fact Sheet about Social Isolation and Chronic Loneliness](#)

[Technical Requirements for Screening](#)

Your personal contact from The Clowder Group is: _____.

They can be reached at: _____.

Brilliant ideas to change lives:

“The biggest challenge was that we had never done anything like this before. The day after our event, our board asked that a film screening be a part of our annual programming”

-Jai Robert, The Council on the Ageing (COTA) NSW, Australia