



## Hooked on Growth Screening and Event Planning Toolkit

### GETTING STARTED WITH YOUR EVENT

Thank you for your interest in holding a screening of *GrowthBusters: Hooked on Growth*. This is a very exciting time for this film, and for humanity itself! And it is the awareness, efforts, and passion of potential screening hosts like you that will make the continued circulation of this groundbreaking film a possibility. There are a couple options to get you set up for your event...you can either (A) purchase a copy of the film directly from GrowthBusters and organize your own venue, or (B) use Tugg.com to schedule your screening at a local movie theater.

#### First step:

##### A) Purchase your DVD. The prices are as follows:

- \$19.95 U.S. for personal copy or house party screening (DVD) (54 or 90 min version)
- \$27.95 U.S. for personal copy or house party screening (Hi-Def Blu-ray)
- \$31.95 U.S. for personal copy of house party screening (Blu-ray/DVD combo)
- \$39.95 U.S. for a small group (under 50) (DVD)
- \$49.95 U.S. for a small group (under 50) (Hi-Def Blu-ray)
- \$99.95 U.S. for a large group or institution (51-499) (DVD & Blu-ray)
- \$199.95 U.S. for major events (over 500) (DVD & Blu-ray)
- \$79.95 U.S. for DVD 5-Pack (54 min version)
- \$89.95 U.S. for DVD 5-Pack (90 min version)
- \$144.95 U.S. for DVD 10-Pack (54 min version)
- \$169.95 U.S. for DVD 10-Pack (90 min version)

Your venue choice will help you determine which DVD is best for your screening.

##### B) Organize your screening through tugg.com, a service that helps you plan theatrical screenings in your town. Here's how:

Tugg.com is a web-platform that allows you to bring movies you want to see to your local theaters. Start by visiting <http://www.tugg.com>. Once you're there you can request a date, time, and theater for your screening of *GrowthBusters: Hooked on Growth* in your community. Tugg will reserve a theater and give you a personalized event page that manages ticket sales for your screening. Your Tugg screening can include a community discussion before or after the film if you desire (be sure to specify when you request your screening).

**Please note that promoting your screening with social media, by notifying community organizations and local publications, and by sending email invites, etc is very important since you must meet your ticket sales threshold for the event to take place.** This threshold varies but is usually between 60-100 tickets. Once that happens your event is secured. It is a zero risk procedure with incentives for the theaters, the filmmaker, and for you as the “promoter”. You or your organization will receive 5% of the total ticket sales. You can go directly to the *GrowthBusters: Hooked on Growth* Tugg page here: <http://www.tugg.com/titles/growthbusters-hooked-on-growth>

Other than the above, here are a few other things to consider before deciding on the location, logistics, and type of screening you’d like to host.

### **DETERMINE YOUR AUDIENCE**

Please consider your objectives for your event. Are you interested in creating dialogue in your community about growth addiction and the subsequent effects on the planet? Are you promoting an organization or organizations that embrace sustainability? Would you like to heighten awareness and recruit new advocates to your group or in general to the movement to embrace the end of growth?

Once these questions are answered you’ll have an idea of who your audience will be. Are you reaching out to people who are clearly in agreement with the message of the film or are you attempting to find a new audience who may be unaware of the issue? (One of the project’s goals is to at least begin shaking the blind faith in growth among those who aren’t yet in this movement so we encourage you to consider ways to attract a broad audience.)

Consider inviting other organizations to join you in your event. This will broaden your reach and in turn the impact of the film. It could also present you with new connections and ideas for your screening.

If you are organizing your own screening without the help of tugg.com, decide on a venue based on many of these previous considerations. The size and scope of your screening can determine whether you hold your event in your living room, in a large theater, or anywhere in between. Libraries, churches, universities, classrooms, and art house theaters are also common choices. Much of this will depend on rental fees, who your audience is, and simply what resources are available to you in your community. Bear in mind most commercial movie theaters are pretty costly to rent. You can request donations to help you cover the cost or charge admission. Because we have set our screening fees so low, we ask that you split with us 50/50 any proceeds after you have covered all your costs.

## Screening and Event Planning Toolkit

- 1) You can purchase the DVD that is right for your event on our website (based on expected audience size). <http://www.growthbusters.org/about-2/buy-the-film/>
- 2) And email your screening details to our Screenings Coordinator. [screenings@growthbusters.org](mailto:screenings@growthbusters.org)
- 3) Knowing about your screening will allow us to help you promote it. We can list your screening on the GrowthBusters website events page and you can begin promoting! We also want to track screenings and audience figures so we'll know how well we've done.

If you are using tugg.com to help with the logistics of your screening then they will be helpful in choosing the appropriate and available theater space. They will also send a high-definition copy of the film directly to the theater for the screening. The \$10 admission price is then split between the theater, the filmmaker, and you as the promoter. **Remember, promoting your screening is a HUGE component to hosting a successful event!**

### TECHNICAL CONSIDERATIONS

Be sure your screen size is adequate for the size of audience you are gathering. More than 20 people typically calls for either a 60-inch monitor or projection. A standard definition DVD works well for both TV monitors and projection. However the film looks really great in high definition, especially when projected on a big screen. If your screening venue has a high definition projector or monitor and Blu-ray player, consider going that route.

The DVD is currently available only in the North American TV standard (NTSC), but most DVD players around the world can play these, and computers can play these. If your screening is outside North America and you're using a DVD player, we highly recommend you make sure your player can play NTSC, just to be safe. In fact it's always a good idea to do a technical test at the venue in advance of your event. Sound is very important, so don't overlook having an adequate amplification and speaker system for your audience size.

### SPREAD THE WORD

Getting the word out about your event is one of the most important steps you can make in preparing for your screening. Some screenings will remain small out of preference or necessity but others will prosper with higher attendance. We encourage you to contact partner organizations, post flyers, send emails, advertise in local publications, and put your event on community calendars, create a facebook event page, use various social media outlets, etc. Post a note on the GrowthBusters wall on facebook, as well. Post the GrowthBusters trailer on your facebook and/or web pages along with a link to your event. Consider blogging about the film and issues in advance of your screening.

## Screening and Event Planning Toolkit

One of the most effective ways of promoting your screening is to contact local radio stations and newspapers, well in advance, to set up interviews with filmmaker Dave Gardner to run about a week before your screening. He will always try to make himself available for these. Just email the screenings coordinator if this is something you are pursuing. Including like-minded organizations in your event can help, and we are all in this together. I try to be as inclusive as possible in the screenings I organize. If you're bold and committed, you may want to kidnap officials, educators, and journalists and force them to view the film, as we did in this fun video for our kickstarter campaign a few years ago. (Really, we are just kidding. Don't try this at home. Kidnapping is not recommended.) <http://www.youtube.com/watch?v=M-v7IjLxMSM>

All these promoting tips will apply whether you are organizing a screening on your own, with an organization, or through tugg.com.

We have also created templates for you to print your own posters and flyers. Please download our postcard size flyer along with our 8.5x11 poster, which includes space for you to type or write in your specific screening and event details. Those can be found on the GrowthBusters Screening Resource Page here: <http://www.growthbusters.org/screenings/organize-a-screening/screening-resources/>

### DURING YOUR EVENT

Once your event is planned and under way there are many ways you can make it engaging for your audience. Facilitating dialogue about the film and the underlying issues are crucial in keeping the outreach efforts going. You can use the discuss guide on the screening resources page to get started. Also take a look at the DVD's chapter menu for some ideas of topics you might want to discuss. Of course, audiences frequently want to know what they can do as individuals or a community to begin making the changes we need. *GrowthBusters: Hooked on Growth* just opens the door for that conversation.

Here are just a few suggestions on how to engage your audience:

- 1) Present a speaker or panel discussion for a post film discussion.
- 2) Share any work you've personally done in regards to ending our growth addiction, either on a personal or community level.
- 3) Arrange to have filmmaker Dave Gardner do a skype or telephone Q&A after your screening!**
- 4) Host a reception to meet your audience. A meet-and-greet will allow you to network and make connections with likeminded individuals in your area.
- 5) Suggest ways that people can join the movement and take action.
- 6) Print out our discussion guide to get your audience involved.
- 7) Offer the *GrowthBusters: Hooked on Growth* DVD for sale!**

## Screening and Event Planning Toolkit

You can order a 10-pack of DVDs and sell each at the individual price to help cover some of your costs. Please note that you may charge admission to your screening, ask for donations, or offer free entry to your audience. It is up to you, and possibly your venue, as to how you'd like to conduct admittance. If, however, you do collect funds, GrowthBusters asks that 50% of the net revenue be returned to help us continue educational outreach. This is only after you've recovered the cost of your DVD and event. If this is the case for you, please make checks out to:

Citizen-Powered Media  
2930 Orion Drive  
Colorado Springs, CO 80906

You can also share collections with us via PayPal. Send Dave an email to arrange this.

We cannot thank you enough for your support of this important issue and your interest in *GrowthBusters: Hooked on Growth*. We welcome your suggestions to improve this process or this guide.

For further inquiries please contact us at [screenings@growthbusters.org](mailto:screenings@growthbusters.org)