

Prior to your cinema event, it is advisable to consider the following:

#### STAFFING

Will there be enough volunteers to:

- Steward
- Collect money and tickets
- Serve any food and drink
- Ensure the health and safety of your audience

#### SEATING ARRANGEMENTS

- Theatre style layout is best, i.e. in rows facing the screen.
- Leave plenty of space between rows so people can get in and out easily, and leave a wide central "aisle".
- Bear in mind some audience members may have limited mobility, so leave spaces at the end of rows near the entrance for wheelchair users.

#### OTHER CONSIDERATIONS

Ensure the venue is kept as quiet as possible during the screening, so no distracting noises from whistling tea urns or a tap dancing class in the next room!

It sounds obvious, but make the experience as comfortable and enjoyable as possible for your audience. People are then more likely to return for your next screening and create future income for your venue.

#### HAVE A GREAT TIME!

You could make an occasion of your screening by:

- Providing background music as the audience arrives, possibly related to the theme of the film.
- A few welcoming words before the screening starts (and also reminding people to turn off their mobile phones!).
- Having an interval (although it is best to have a fairly strict time limit of say 15-20 minutes so the film does not finish too late).

- Serving soft drinks, tea and coffee, as well as crisps, sweets and popcorn—particularly for family screenings.
- Providing a bar. **NOTE:** If your venue is not licenced to serve alcohol, then you will need to arrange a special licence for the occasion in advance. Contact your district council for details.
- Serving a buffet supper either before or after the film. You could charge a combined ticket price for the film and food.
- A raffle or other fundraising activity during an interval or after the screening.
- A “themed” evening relating to the film, i.e. inviting the audience to wear themed costumes (and awarding a prize for the best), decorating the venue or serving ‘themed’ food and drink to add to the atmosphere of your ‘James Bond Evening’ or ‘Mamma Mia Night’!