

	ACTION ITEMS	COMPLETE?
1. Set-up your screening on Tugg 4-6 Weeks Before	Navigate to the Tugg Title page for Citizen Koch and click "Create Event." You may have to register to the Tugg Website.	
	Input the details of your screening into the form.	
	Wait for a Tugg representative to contact you when your screening details are confirmed.	
2. Spread the word! Stage 1: The Initial Push 3-4 Weeks Before	–Social Network Blasts– Alert your friends, family and social networks through email, group lists, Facebook, Twitter, etc. and ask them to reserve their tickets now.	
	–Personalize– Spreading the word through social networks is great, but also connect with folks on an individual level.	
	–Tap Into Your Communities– Tell the organizations you're associated with about the event. Even if they're not film-oriented, they may still want to help!	
	–Find The Influencers– Groups whose interests align with the film are often willing to help spread the word. If it's a comic-book movie, maybe a local comic-book store. A documentary about criminal –justice, maybe a local legal group.	
	–Local Press, Blogs, Sponsors– Tell local press and blogs about this special one night only event. Ask local businesses to donate tickets or giveaways, and you can thank them on the event page.	
	–Be Visual– Use graphics, trailers, and other media provided in the filmmaker's press kit to help promote your screening.	
2. Spread the word! Stage 2: Updates 2-3 Weeks Before	–Follow Up– Reiterate the call to action encouraging people to get their tickets now! Update everyone through email, social media, and in person about the progress of the event – how many tickets are still needed, etc.	
	–Engage Interest– Keep everyone's attention by sharing exciting info about the film or talking about how the event ties in with the interests of your community.	
	–Mobilize your Supporters– The more people actively promote the event, the more likely it is that the event will meet its threshold. There's usually a few people who are as dedicated as you are to making this event happen – ask them to help spread the word.	
2. Spread the word! Stage 3: Final Countdown 1 Week Before	–Do or Die Time– There's only a little time left, so make sure everyone knows that the event won't happen unless it meets its threshold. Have all your contacts do one last push through their social networks - "Only 4 days left to help make this screening happen!"	
	–Get Excited– This is YOUR event, be excited, it's infectious and inspires others to help promote at this crucial time.	
	–Sit Back & Relax– You've done all that you can (right?), so it's time to settle down and enjoy the show!	
3. Get Ready for the Event Within 7 Days of the Event	Confirm screening details with your special guests and panelists	
	Print and prepare marketing materials as giveaways	
	Prepare introductory and concluding remarks about the film	
	List Q&A questions, if applicable	
	Find friends, family, or co-workers to staff the screening and check tickets	
	Message attendees to remind them about the event	
4. Host the Screening	–Theater Check-In– You'll need to arrive at the theater an hour before the screening to check in with the theater management. If you have any special features or need to take tickets, this time can be used to discuss the details with the manager.	
	–Event Details– On the day of the screening, you'll receive an email with the pertinent details for your event. If you're responsible for taking tickets, we will provide you with an Attendee List attached to the email. If you do not receive this email at least two hours before your screening, please contact logistics@tugginc.com.	
	–Attendee Tickets– All attendees should arrive with either a printed out Tugg ticket or an electronic version of the ticket on their mobile device. If an attendee's ticket is not available, you can check them in by their name or ID using the Attendee List.	
	–Photos– Last but not least, don't forget to take photos at your screening! We love it when promoters send us pictures of all those smiling attendees!	