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WELCOME TO INDIE LENS POP-UP

Welcome to Indie Lens Pop-Up! As a Producing Partner, you and your organization have committed to lead the planning and presentation of Indie Lens Pop-Up film screenings in your town. Producing partners are comprised of a range of organizations and institutions committed to strengthening our communities, such as public television stations, community organizations, public libraries, universities, community colleges, and more.

We hope that your role as a Producing Partner will help your organization build deeper connections with your community and forge exciting new partnerships along the way. Indie Lens Pop-Up has the power to influence meaningful change and we look forward to hearing about the program’s impact on your organization and community.

This toolkit will walk you through how the Indie Lens Pop-Up program works and outlines the role of the Producing Partner. In addition, it offers guidance on how to design and implement successful events. We encourage you to be creative and responsive to local partner input in how you localize the program to your community.

About Indie Lens Pop-Up

Indie Lens Pop-Up is a neighborhood series that brings people together for film screenings and community-driven conversations. Featuring documentaries seen on PBS’s Independent Lens, Indie Lens Pop-Up draws local residents, leaders, and organizations together to discuss what matters most, from newsworthy topics and social issues, to family and community relationships. Make friends, share stories, and join the conversation. For more information, visit pbs.org/independentlens/indie-lens-pop-up.

About Independent Lens

Independent Lens is an Emmy® Award-winning weekly series airing on PBS Monday nights at 10:00 PM. The acclaimed series, with Lois Vossen as executive producer, features documentaries united by the creative freedom, artistic achievement, and unflinching visions of independent filmmakers. Presented by ITVS, the series is funded by the Corporation for Public Broadcasting, a private corporation funded by the American people, with additional funding from PBS, the John D. and Catherine T. MacArthur Foundation, Wyncote Foundation, and the National Endowment for the Arts. For more visit pbs.org/independentlens. Join the conversation: facebook.com/independentlens and on Twitter @IndependentLens.

About ITVS

ITVS is a San Francisco-based nonprofit organization that has, for over 25 years, funded and partnered with a diverse range of documentary filmmakers to produce and distribute untold stories. ITVS incubates and co-produces these award-winning films and then airs them for free on PBS via our weekly series, Independent Lens, as well as on other PBS series and through our digital platform, OVEE. ITVS is funded by the Corporation for Public Broadcasting. For more information, visit itvs.org.
INDIE LENS POP-UP PROGRAM GOALS

Indie Lens Pop-Up is a powerful resource for stations and organizations in multiple ways. Our main goals are to:

- use *Independent Lens* films to engage “affected” audiences in community settings by connecting them to local experts, resources, and organizations,
- build station and community partner capacity to integrate Indie Lens Pop-Up as a key strategy to support their community engagement goals,
- promote viewership of *Independent Lens* content on television and online, and increase brand awareness amongst target constituencies.

INDIE LENS POP-UP SEASON THEME

This season, we continue the challenging yet necessary work of building inclusive communities by asking: **What’s your vision for your neighborhood?** As communities experience increasing polarization and division in our every day, audiences will come together to watch and discuss *Independent Lens* documentaries at hundreds of events hosted by Indie Lens Pop-Up partners in communities across the country. Together, we will hear diverse stories, learn what it means to listen with acceptance and openness, and build communities where all neighbors belong and feel welcomed.

EXPECTATIONS OF A PRODUCING PARTNER

**Becoming A Producing Partner**

There are a limited number of Producing Partner openings each new season of the Indie Lens Pop-Up program. If you are not currently a Producing Partner and would like information on how to apply, contact indielenspopup@itvs.org. You will be waitlisted until room in the program becomes available.

**Partner Agreement Form**

Before the launch of each season, we require new and existing partners to sign a Producing Organization Agreement for the upcoming program year. The Agreement details requirements that must be fulfilled in order to participate in the program.

**Screening Windows**

All Indie Lens Pop-Up screenings **must** take place within the film’s approved screening window. Screening windows are announced prior to the launch of each season. Any screenings outside of the approved screening window require approval from ITVS in writing, in advance. It is in rare cases that ITVS can grant approval for such screenings due to restrictions in the public exhibition rights we secure for the selected films.
**Required & Optional Films**

Producing Partners are required to present free public screenings of four *Independent Lens* films designated by ITVS. These four films are referred to as “required” films for Indie Lens Pop-Up.

Producing Partners may also choose from a selection of “optional” films to custom curate their screening series in their community. A sign-up form will be emailed to you prior to the season launch to provide you with the opportunity to select your desired optional films. The deadline to register is typically two months before the start of the film’s screening window.

**Partnership with Your Local Public Television Station**

ITVS encourages collaboration and partnership with your local public television station (if you are not a station yourself), when possible. ITVS will identify the appropriate contact at the station and facilitate an initial introduction. There are many models for collaboration with your local station, and the relationship can be tailored to both organizations’ priorities and capacities. Some examples of areas for collaboration include co-branding, cross promotion, identification of local partners or speakers, identifying station on-air talent to serve as moderators, etc.

**Event Listings**

When you set your screening dates at the beginning of each season, it is important to enter your event details (date, time, venue) through the event submission form ([http://bit.ly/ILPOP-Event-Listings-Form](http://bit.ly/ILPOP-Event-Listings-Form)). Doing so will help us coordinate screenings dates and locations with the film’s producers, and we will also promote your events via our national online calendar. The filmmakers may also choose to promote your screenings as well.

**Promotion**

ITVS provides you with event promotional materials (see “Resources Provided by ITVS”) and encourages you to promote your screenings in as many avenues as possible: print media, radio, TV, social media, blogs, through partner networks, word of mouth, etc. Promotional activities should begin at least one month out from your event.

**Event Reporting**

Event reporting is critical to the sustainability of the Indie Lens Pop-Up program. Event reports provide us with vital information that is used to communicate the outcomes and successes of the program to funders, filmmakers and other stakeholders. **Producing Partners must submit a report no later than 7 days after an event has taken place.** The report includes a discussion summary, attendance, a listing of partners and speakers, and space to provide audience or partner quotes. ITVS will provide a username, password, and instructions on submitting reports online.
Blog and Social Media
ITVS may occasionally ask select partners to submit a blog post to feature on our website that would tell a story of impact related to your presentation of Indie Lens Pop-Up in your community. Have story ideas? Please send them to indie lens popup@itvs.org.

Similarly, if you use Twitter, Facebook, or Instagram to promote your screenings, “tag,” “follow,” or “like” Independent Lens. We’ll help promote your events in turn. We look forward to seeing you online!

Facebook: https://www.facebook.com/independentlens
Twitter: @IndependentLens
Instagram: @IndependentLens
Hashtag: #IndieLensPBS

RESOURCES PROVIDED BY ITVS
ITVS strives to provide you all the materials you need for a successful screening season.

Communication with ITVS
ITVS will send out regular email bulletins that will provide information about when resources to support your events are available for download from the program website and other important program updates. We are also available to answer questions about program operations and logistics. Contact us (indielenspopup@itvs.org) with questions about:

- Producing Organization Agreements
- Event reports (how to submit, password/log-in information, etc.)
- Event listings (how to submit)
- DVDs and mailings
- Preview links
- Email updates
- Filmmaker or film protagonist appearance requests
- Screening windows
- Availability of planning and promotional resources

Small Group Meet-Ups
ITVS hosts small group "meet-up" calls twice a month to offer opportunities for on-going, small group brainstorms on a range of topics throughout the season; it's also a time for partners to receive support and share ideas, questions, and concerns. The calls are loosely structured and driven by Indie Lens Pop-Up Producing Partners; an ITVS team member is also present to offer advice as needed.

Webinars and Conference Calls
During the program season, ITVS will present a series of conference calls and webinars to support peer knowledge sharing, skills development, networking, and to learn about effective practices in the field. Participation in webinars and conference calls is optional, but
we encourage you to join as often as you can. Webinars and conference calls will typically be recorded and made available for partners to access online.

Resources you will receive by mail:

Screening DVDs and Blu-rays—Approximately two weeks before the start of each film’s screening window, you will receive an official Indie Lens Pop-Up DVD or Blu-ray screener of the film plus an extra for backup. Screeners are open captioned (captions cannot be turned off) and contain special Independent Lens openings. ITVS will provide the total running time (TRT) for each of the films at the start of the season, so you may plan your events accordingly.

There is an on-screen broadcast image on your DVD/Blu-ray that will automatically play after the film concludes to help promote the upcoming broadcast on Independent Lens. If possible, please project this image through your post-screening conversation or activity. We also make the on-screen broadcast image available as a PowerPoint so you can customize with your organization’s logo. Download the PowerPoint version on our Screening Tools page (http://bit.ly/ILPOP-Resources).

Event Intro Script—Use this template as the welcome message to your Indie Lens Pop-Up event. It will be included in your DVD/Blu-ray screener package, and a link to download the script for each film will also be available on our Screening Tools page (http://bit.ly/ILPOP-Resources). Customize this script with all of your local information, but don’t forget the national partner acknowledgement and broadcast premiere information detailed in the template. It is important to publicly acknowledge the funders and other partners who make the presentation of these films possible.

Where and When to Find Resources Online
All of the resources listed below may be found online on the Indie Lens Pop-Up Screening Tools webpage: http://bit.ly/ILPOP-Resources. Bookmark the site and check it often to find new tools and resources.

Resources are organized by film, and you may click on the links at the top of the page to drop down to the film’s resource list. There is also a section for season-wide resources, such as the season calendar and season launch press release template.

Resources for films are made available approximately four to six weeks before the start of the screening window. Delays sometimes occur as a result of changes in the film production schedule that are outside of ITVS’s control.

Resources you will find online or will receive by email:

Password Protected Preview Links—Before the launch of the season we’ll email a document with password protected preview links for each film. You may share links with your partners, speakers, and press. These links are for preview purposes only. Do NOT use them for public
screening events. More details around confidentiality are included in the preview link document.

**Customizable Season Calendar**—Available at the beginning of the season, this is an easy-to-customize Word document. Available in full color, the calendar may be customized to include any of the optional films you select to screen.

**Flyer Templates for Each Film**—ITVS will provide a Word document template for each film that may be customized with your event details.

**Discussion and/or Engagement Strategies Guide**—The discussion guide includes: filmmaker statement, background information on themes in the film, links and resources, questions for discussion, and recommended activities. Distribute to your speakers, moderators, and partners to help them prepare for your event. Discussion guides will be produced for the required films.

While we will not produce a discussion guide for the optional films, we'll provide an engagement strategies guide. This includes recommendations for framing the conversation, suggested organizations to partner with, engagement activities to consider specifically related to the themes in the film, and more.

**Season Launch Press Release Template**—The press release announces the launch of the program and new season of films in your local community. The template may be adapted to include quotes from your organization or from your partners.

**Film Press Release Templates**—Press releases for each film’s *Independent Lens* broadcast and media advisories will be provided for you to customize with your event details and submit to local event calendars.

**Social Media Toolkit**—Sample Facebook posts and tweets to help you and your partners promote your events on social media. A shareable image is also included in the toolkit to feature alongside posts.

**Photos and Key Art**—Photos and key art will be provided for each film for you to use for event promotion, such as your venue’s programs or calendars, and for online promotion such as web pages, emails, and blogs.

**Descriptions**—A short description will be provided for each film for you to use for event promotion, such as your venue’s programs or calendars, and for online promotion such as web pages, emails, and blogs.

**Logos**—ITVS and Indie Lens Pop-Up logos should appear on all event promotions, both from your organization and your partner organizations. All templates ITVS provides will include the required logos.
TIPS FOR PRODUCING INDIE LENS POP-UP EVENTS

1. Immerse Yourself in the Film & Educate Yourself about the Issues
   - Become an expert on the film. Watch the film multiple times to catch nuances in the story that will help shape the local conversation. The discussion guide is a helpful primer on the issues; the engagement strategies guide will help you to conceptualize your event.
   - Take notes on the important issues presented in the film. What do you think will resonate most with your community? Are there local controversies or sensitivities around the topic that you need to be aware of? Consider all of the storylines and characters in the film, even those that might seem secondary, to help brainstorm the various local connections or tie-ins that may relate most to your audience.
   - Think about possible partnerships with local organizations or speakers that work on issues relevant to the film. Think about the organizations or leaders in your community who could help frame a post-screening conversation, or who provide the best resources and services to benefit those impacted by the issues.
   - Think about who your target audience is. Who will this screening help most? Which communities do the issues most directly affect? Are there opportunities to connect with new audiences through screening this film? Is the film appropriate for all ages?
   - Think about the desired outcomes for the event. Review the “goals” section of the Indie Lens Pop-Up event report and think about which goals are most applicable for this event. What steps will you take to reach these goals?

2. Find a Venue
   Location, location, location! The venue may be as important as your promotional efforts in either bringing people in or keeping them away. Public libraries, museums, large community centers, and other community-oriented spaces are generally good choices. Private clubs or other exclusive venues may sound appealing, but some people may find them intimidating or off-putting.

   Evaluate potential venues on their ability to provide the following:

   **Accessibility**
   - Near public transit
   - Easy parking
   - Safe neighborhood
   - ADA compliant

   **Welcoming Atmosphere**
   - Clean
   - Comfortable seats
   - Enough space for your anticipated audience size, panel discussion or other activity
   - Diverse and inclusive reputation

   **Promotional Support**
   - Will they promote your event through their website, social media or print materials?
   - Will they send out a targeted email blast about your event to their members?

   **Technical Support**
   - Video projector and screen on-site
   - Ability to playback DVDs
   - Microphone(s) and speakers
   - AV technician on-site
3. Invite Your Local Public Television Station to Co-Present
Local PBS stations should be acknowledged as “co-presenting” partners for Indie Lens Pop-Up, with their permission. The actual level of participation will vary from market to market, and from screening to screening. ITVS will help connect you to the appropriate representative of your local PBS station if you do not already have a contact. With permission, credit your local PBS station as a co-presenter on all marketing materials, and verbally acknowledge them at your event.

4. Identify and Collaborate with Event Partners
Among the key objectives of Indie Lens Pop-Up is to support development of lasting partnerships with a broad array of local, regional, and national organizations.

- Explore opportunities to collaborate with local corporate social responsibility initiatives or approach them to underwrite program costs. Some Producing Partners have successfully partnered with businesses that provided refreshments, in exchange for co-branding on promotional materials and acknowledgement at the event.
- Contact and collaborate with a diverse range of organizations to reach a wide audience: issue-based, direct service, community-based, governmental, faith-based, film or books clubs, meet-up groups, and more.
- Be careful about opposites: although it is tempting to bring two adversaries to the table to debate in public, these can be difficult situations to manage. If you employ this strategy, secure a skilled moderator to facilitate a balanced conversation.
- Partner organizations may hand out contribution materials at their information table or announce that donations support their ongoing work during remarks. However, **all events must remain free and open to the public, and events may not be marketed as fundraisers.**

We recommend that you convene a series of planning meetings or calls with your partner organizations before your event. This will help establish shared objectives for the screening, discuss desired outcomes, identify special considerations or sensitivities to be aware of, and define roles and responsibilities. If you hope to reach communities not part of your typical audience demographic, it is pivotal to include leaders from these communities from the onset to build trust and buy-in.

Keep in mind: finding a neutral, experienced facilitator or moderator is key to creating a safe space for all individuals to participate. Your planning team may help identify candidates.

5. Confirm
Confirm your screening date(s), speakers, and partner organizations! Call them and/or send an email confirming their participation and next steps as early on in your planning process as possible.
6. Plan Your Post-Screening Engagement Activity
If you will host a panel discussion, invite your event partners to suggest speakers to participate in the discussion and Q&A (if appropriate). Collect a bio and research background information to assess if the speaker fits with your screening program. Recruit a moderator that can manage the panel discussion with sensitivity to community politics and nuance.

Provide every speaker (including potential speakers) with a copy of the film discussion guide and/or engagement strategies guide and a preview link to view the film in advance of your event.

If you are interested in organizing an activity that goes beyond the usual panel discussion, get creative! Create opportunities for the audience to interact in ways that entertain, inform, and inspire new ways of looking at the issues. ITVS will provide scalable activity suggestions in the engagement strategies guides for each of the films. Indie Lens Pop-Up webinars and conference calls will also inspire you with new ideas from the filmmakers, issue experts, and other Producing Partners.

7. Important Advocacy Guidelines and Restrictions
ITVS is a federally funded 501(c)(3) non-profit public media organization. ITVS does not take positions on social issues. However, we certainly can and will partner with organizations that do. We must assure that the views and positions of our partners are not ascribed to ITVS. Here are guidelines to keep in mind:

Partner Organizations:
• **Cannot** solicit direct action at Indie Lens Pop-Up events (this might include petitions, signing appeal postcards, letters or other obvious forms of political action).
• **May** explain their views and positions at Indie Lens Pop-Up events.
• **May** distribute educational materials, resources, and information that detail their views.
• **May** inform audiences about how to get involved after the event.
• **May** solicit donations at events. But remember: all events must remain free and open to the public, and events may not be marketed as fundraisers.

8. Invite! Promote! Create Buzz!

Promotional Outreach Strategies
• Network! Attend local events that are produced by other organizations. This will educate you on what is happening in your community and help you meet experts/organizations in your community that you may find future synergy with around a film.
• When another event in your community is happening on a related theme/topic, ask the organizers if they will cross-promote with you.
• Post flyers on community boards.
• Contact educators at local schools and universities.
• Ask your local PBS station to promote the event through their e-blasts, website, and social media. Some stations are also able to promote your event on-air.

**Ask Partner Organizations to Promote the Event Through:**
• Mailing lists
• Email lists
• Blogs
• Social media
• Newsletters
• Websites
• Announcing or distributing flyers at other events

**Media Contacts to Consider Approaching to Promote Your Event:**
• Social networking sites
• Local public television station
• Local radio
• Blogs
• Local newspapers: niche/ethnic press; alternative weeklies; college/university papers
• Community calendars

**Utilize an RSVP Platform**
An online RSVP platform such as Eventbrite will provide a system to register and track guest attendance. Tracking RSVPs will help you gauge how successful your promotional strategies are. If RSVP numbers are low, you may need to shift your promotional tactics to attract your target audience. In addition, an RSVP system will help you collect new contacts to build your event promotions e-mail list.

In general, 40% or more of RSVPs don’t actually show up to the event. This varies based on your community and event. We recommend setting your RSVP cap to account for this drop off (for example, if venue seating capacity is 150, set your RSVP cap for at least 250). Coordinate with your venue to see if there are policies that must be followed that would impact your RSVP cap.

**9. The Best Part: The Day of Your Event!**

**Before the Guests Arrive**
Every venue will be different but remember to provide a table to display partners’ materials. Remember to include:

• Clipboard with sign-in sheets to collect emails for future event promotions
• Flyers for upcoming Indie Lens Pop-Up events
When guests arrive, invite them to sign up to receive updates about future screenings and broadcast announcements for *Independent Lens* films. To expedite the process, consider providing a bowl where guests can leave their business cards instead. After each event, submit the new emails you’ve collected to ITVS via the online event report form. (ITVS does not sell or give away our mailing lists).

**Screening and Discussion Set-Up**
- **Always bring a back-up copy of the film.**
- If there is a podium or table, affix the Indie Lens Pop-Up banner to the front of it.
- If there is a PA system, check the microphone audio before the event.
- Re-check video and audio quality of the DVD; run random small segments from each DVD to make sure there’s no trouble with playback.
- Ensure the projection aspect ratio is set at 16:9, otherwise the picture will appear skewed.
- Ask your featured guests (station reps, partner reps, other speakers) to arrive at least 1 hour before the scheduled start time. Review the run-of-show to ensure everyone understands their roles and their cues.
- Reserve seats for your panelists and guest speakers and ensure that the stage is easily accessible to them. Provide water for each of your speakers.
- Consider your audience members’ experience from the moment they walk in the door. Is there an activity you can provide while they wait to gain entrance to the theater? Consider creating a backdrop for taking selfies and posting to social media. Use facts and figures from the discussion guide to create a PowerPoint that will play while the audience waits for the program to begin. Don’t forget background music to set the mood!

10. **It’s Showtime!**
Begin the event on time to honor the schedules of your audience and your special guests and speakers. Every Indie Lens Pop-Up event should begin with an introduction from the front of the room. It is always best to write out your remarks and introductions and keep it concise. ITVS provides a sample script that you must use that includes key information about the film, its broadcast, and Indie Lens Pop-Up’s program sponsors.

**LIGHTS, CAMERA, ACTION! ROLL THE FILM!**

**During the Credits**
After the film, *while the credits are still rolling*, assemble your speakers and get them in place. Your moderator should invite the audience to stay and participate in the discussion, and then introduce the panel and provide a brief overview of what audience members may expect from the discussion and Q&A. Some additional considerations:
- Conversation is at the heart of Indie Lens Pop-Up events! Make sure there is time for Q&A with the audience. A format to consider is 20 minutes of panel conversation led by the moderator, and 15-20 minutes of Q&A and feedback from the audience.
• Monitor the discussion. If it seems like the audience is losing interest or if you detect individuals becoming agitated or upset, don’t hesitate to pass a note to your moderator with a suggestion on how to redirect the conversation. Sometimes it may be hard for a moderator to read an audience through the bright lights of the stage.
• After the discussion, make sure the moderator refers to the template script so they remember to thank all of the partners and re-announce the broadcast date and upcoming Indie Lens Pop-Up events!

11. That’s a Wrap!
After an Indie Lens Pop-Up event, there are a few important items to do before calling it a wrap:

A. Report back to ITVS
   • Complete the online event report for your Indie Lens Pop-Up event within 7 days of your screening.
   • Remember to submit event photos as well as email addresses collected at your event to ITVS when you submit the online event report.

B. Follow-up with All Partner Organizations, Speakers, and Local Public Television Station

Call or send an email to thank partner organizations for their contributions to a successful event. Ask them for feedback: What did they like about the event? What would they suggest be done differently next time? Were there positive outcomes they experienced as a result of participating in the event? Include these anecdotes in your online event report.

MEASURES FOR SUCCESS
Answering the below questions will help you assess if the event was a success by some basic measures. Considering these questions as you plan the event will also help shape your program design.

Partner Organization Participation & Satisfaction
   • How many organizations participated in the event?
   • What was their level of participation? Did it feel meaningful, or more surface level?
   • Did they feel that the investment of time and resources in this project was a valuable one?
   • Would they participate in a future Indie Lens Pop-Up event?
   • Do they plan to use the film and/or discussion materials in their own work, perhaps at a future event?

Audience Attendance and Engagement
Consider your responses to these questions in preparation for completing your online event report.
• How many people showed up to your event?
• Did the audience stay for the post-screening discussion or activity?
• How did the audience respond to the film?
• What level of participation did the audience have in the discussion?
• Did they take information from the partner organizations or speak with any of the panelists afterwards?
• How many contacts did you collect for newsletter sign-ups?
• Did audience members inquire about participating in future events or about getting more involved?

Publicity and Media Coverage
• Was the event listed in newspaper and online event calendar listings and partner organization websites and/or newsletters?
• Was there any news coverage of the event (radio, print, online, TV)?
• Were e-mail blasts sent out from the public television station and partner organizations?
EVENT PLANNING CHECKLIST

Beginning of New Season

[] Identify potential season-long partners and corporate sponsors
[] Post all event dates/times to the Independent Lens event listings website
[] Distribute the season calendar to partners and ask them to announce to their networks
[] Adapt season launch press release template and send out to local media

2-4 Months Before Each Event

[] Identify and approach potential speakers/moderators. Explain Indie Lens Pop-Up model; provide online link of the film (for preview purposes only), discussion or engagement strategies guide, and confirm their participation
[] Contact potential local partners to help shape the conversation and support promotion (may overlap with speaker requests), set up a planning call and then send a follow up email outlining roles and responsibilities of the collaboration
[] Contact local PBS station to review event plan, timelines, and co-presentation details

4-6 Weeks Before Each Event

[] Create RSVP page using a free service such as Eventbrite
[] Customize event flyer and distribute to local partners and in the community
[] Remind your partners and local PBS station to promote the event via their website, newsletter, email blasts, and/or social media; provide the adapted ITVS templates for each medium
[] Promote the event through your organization’s website, newsletter, email blasts, and/or social media utilizing the adapted ITVS templates
[] Distribute press release to local media and follow-up with reporters
[] File calendar listings (for closest publication BEFORE the event) in weekly papers, daily papers, college/ethnic/or niche press, and with radio stations
[] Submit or update event with confirmed details on Independent Lens event listings website (or email event info to indielenspopup@itvs.org or submit here: http://bit.ly/ILPOP-Event-Listings-Form

3 Weeks Before Each Event

[] Confirm panelists and partner organizations and make sure each understands their roles and responsibilities related to the event
[] Schedule a check-in event planning call (if needed) with all partners and panelists

2 Weeks Before Each Event

[] Review RSVP count and determine if additional promotional tactics are needed
[] Remind your partners and local PBS station to promote the event
1 Week Before Each Event
[ ] Create an event “run-of-show” document that details the event agenda, who is responsible for what, and contact numbers for relevant staff, partners, speakers, etc. Email to your partners, speakers, and staff who will be working the event with you
[ ] Remind partners to make a final promotional push to their communities through all available channels, providing sample messages and posts they can adapt
[ ] Conduct a tech check: test the screening DVD/Blu-ray and audio at your venue using the same equipment you’ll be using for the event. Contact ITVS as soon as possible if there are any tech difficulties

The Day Before Each Event
[ ] Send event reminder to RSVP list and your organization’s email list, and make a final social media promotional push
[ ] Set aside all of the materials you will need to bring to the screening event: screening DVDs/Blu-rays, audience surveys, season calendars, email sign-up sheets, intro script, etc.

The Day of Event
[ ] Ensure the venue has provided all necessary equipment. Check all audio and video systems before the event. Give the screening DVDs/Blu-rays to the projectionist and check them for playback on equipment - always have a back-up DVD/Blu-ray!
[ ] Hang up Indie Lens Pop-Up banners/signage (provided by ITVS) before the event
[ ] Set up literature/resource tables
[ ] Provide printed copies of “run-of-show” document to partners/speakers, as applicable
[ ] Collect audience email addresses (for future event announcements) via sign-in sheets
[ ] Designate a volunteer/staff to take photos, count attendance, and document audience quotes
[ ] Make sure the event host and panel moderator are prepared with the intro and closing script
[ ] Enjoy the event and the fruits of all of your hard work!

Within 48 Hours After the Event
[ ] Send a thank you letter to all speakers and partners. Share audience feedback, anecdotes and/or outcomes from the event to demonstrate the impact that their contributions had on your organization and the audience.
[ ] Write and submit your event report while the information is still fresh in your mind!
[ ] Send ITVS emails collected at the event, as well as event photos. Remember to share photos on social media using #IndieLensPBS!

QUESTIONS? CONTACT INDIE LENS POP-UP AT INDELENSPOPUP@ITVS.ORG