

Event Promotion

1. Use this step-by-step [Eventbrite Guide](#) to create an online page for your event and easily collect RSVPs or sell tickets. Eventbrite will also allow you to simply publish and share the details of your event, send out invitations, and communicate with your attendees. (Please note that Eventbrite pages can be set to private if your screening is not open to the public)
2. Use this [Customizable Template](#) to create an e-vite or flyer for your event. After entering your screening details, download the file. You can then blast it out to your networks online and hand out printed copies to local businesses or partners.
3. The [Social Media Kit](#) has sample tweets and facebook posts, emails for your RSVPs, and countdown images for you to post leading up to your event. Make it easy for your partners to also promote your event on their e-newsletters, websites, and social media platforms by sharing the kit with them!
4. Using the [Sample Press Release](#), create a press release to issue to your local news outlets and community calendars to spread the word to a broader audience. To increase chances of the story being picked up, offer the media interviews with speakers from your event, local experts or activists, and/or partner representatives. You can also send reporters the film's [Official Press Kit](#).

