

A NEW ECONOMY

SCREENING KIT

This kit will take you step-by-step through the best way to host a great screening. It includes the following:

- Steps to host a community screening
- Tips to take your screening beyond the film and make it an event
- Week by week timeline of tasks
- Social Media hashtags etc.



OPEN

HOW TO HOST A SCREENING



Build your screening team

Gather a committee to work on planning the screening together. If you are not part of a large organization, consider contacting local groups to help plan, sponsor and/or promote the event such as your local:

- credit unions
- cooperatives
- restaurants, grocery stores, etc.
- small businesses and b-corps
- universities (*try the business, economics, environmental science, education, or geography faculties first*)
- community centre or high schools

If you're struggling to get support, consider hosting a private screening with your local mayor, MLA and a couple key staff to gain support. Discuss ideas for hosting an event around the ideas in the film with the attendees and include them in your planning process.



Choose a venue

Consider a movie cinema, theatre, community centre, church hall, cafe, school gym, or library. Make sure your venue has no windows or curtains to make it very dark. Ideally, look for a venue that has the following equipment:

- projector with computer hook-up - make sure you have an HDMI or DVI cable to connect to the projector
- screen (*10' wide or more works best or a large white wall*)
- sound system

If you're unable to find a venue with the equipment you need, see if you can partner with an organization that will allow you to borrow it.

Set your date and time

The feature length movie is 85 minutes long. With set up and a half hour discussion afterwards, you'll need a venue for at least 3 hours.



Promote your event

- Download the Press Kit at: www.aneweconomy.ca for posters, images, and other marketing materials.
- Post your event to any online community events boards and send out email invites.
- Call the local radio with news of your screening
- Contact the local newspaper
- Put up posters
- Contact local organizations and ask them to promote the screening through their networks *e.g local governments, like-minded organizations, local universities*
- Be sure to keep us updated along the way at: aneweconomyfilm@gmail.com on your confirmed screening date

TIPS TO MAKE YOUR SCREENING INTO AN EVENT



Make it fun

- Add extra activities like a polaroid photo wall, pre-screening reception, break-out groups or live music. And don't forget to bring popcorn!
- Encourage people to take photos and post their thoughts with the hashtag #aNewEconomy

Allow for further discussion:



- Depending on location, you could have the filmmakers or subjects attend a Q&A after the screening, or have a panel from a local credit union attend. Contact us at: aneweconomyfilm@gmail.com about potential screening panels/guests.
- Use the list of Discussion Points (at end of kit) to kick-off the discussion

After the event



- Make sure to thank all those who made the event possible and give some extra love to your volunteers
- Send your attendees the feedback form: <http://goo.gl/forms/OSihFb5Wo4>
- Organizers, please fill out our feedback form: <http://goo.gl/forms/OfGBt9g4ix>



Bonus points

TURN YOUR EVENT INTO A FORUM

For those who really want to dig in, consider turning your screening into a bigger event—a forum for discussing the new economy movement in your area.

Consider inviting speakers (e.g. “Why banking with a credit union or considering democratic business models can make the local economy thrive”), hosting workshops (e.g. “How to start a co-op”) and ask your partners to contribute their own ideas.

The forum should centre around the question: “How can open, democratic principles be put into practice to make the local economy healthier and regenerative?”

TIMELINE FOR A SUCCESSFUL SCREENING

8-12

weeks in advance

- Research possible venues and contact each of them to check rates and availability.
- Contact local organizations to partner with you to promote the screening.
- If you don't already have one, start compiling a contact list of people/organizations to invite to the screening.

6-8

weeks in advance

- Book the venue .
- Visit a www.aneweconomy.ca/host-screenings and fill out the Request to host a screening form.
- Start a Facebook event or use an online ticketing platform such as Eventbrite (*free for free screenings*) so people can RSVP.

5

weeks in advance

- Post your event to any online community events boards.
- Email community groups and university faculties who may be interested.
- Email friends, family, and any email lists you may have 3-4 weeks in advance.
- Call the local radio with news of your screening.
- Email the local newspaper.
- Test the download of the film to make sure it works on the computer you'll be playing it from.
- Print a few posters and put them up in strategic locations. (*farmers markets, community centres, universities, etc.*)

2

weeks in advance

- Call to follow up with the local newspaper and radio stations.

1

week in advance

- Send a reminder to your email lists and people who signed up for your event online.
- Make sure you have enough people to set up, staff the door, and run the concession if necessary.

AT THE EVENT:

- Remember to remind your attendees to fill out the online feedback questionnaire, and be sure to follow up with a thank-you email and a link to the survey.
- Remember to let the audience know to use the **#aNewEconomy** hashtag if discussing on social media and to ask the audience to like the film on Facebook.

AFTER THE EVENT

- Make sure to thank all those who made the event possible and give some extra love to your volunteers
- Send your attendees the feedback form: <http://goo.gl/forms/OSihFb5Wc4>
- Organizers, please fill out our feedback form: <http://goo.gl/forms/OfGBt9g4ix>

POSSIBLE DISCUSSION POINTS

- Traditional economics is based on the idea of a rational, purely self-interested human-being (called “homo economicus”). What do you think of this definition? Can you think of a better one?
- Traditional economics assumes individual freedom, yet many individuals making individually rational decisions can produce irrational results, e.g. all of us driving cars producing climate change. Should an economy have a goal? Or is there a better way to prevent our choices from creating problems for our larger community?
- Where has cooperation really worked well in your community? Are there more opportunities like this?
- When is it better to be open, rather than closed? Vice-versa?
- What is value to you? What is wealth?
- Think of an example of a regenerative system. Can you apply that to how a business might operate?



"You can look at cooperation as a good hearted thing, or you can look at it as something people need to do."

"It is a very interesting time in history where people are beginning to see that the old system isn't working, not only economically, but ecologically."

"We'll never make really good progress until we realize that it's not a chore to get there."

"We're not taught to cooperate and we're not taught to trust."

QUOTES FROM THE FILM FOR DISCUSSION

"The challenge is to figure out how to switch out engines on the plane while the plane's still in the air."

"We expect democracy from our government but accept dictatorship and tyranny in our workplaces."

"What is real wealth to you?"

"Collaboration is ultimately the more sustainable approach than competition."

"What if we were really able to build the foundations of a cooperative world? What would it look like?"

"When everyone has an equal voice, it can be hard to reach a consensus. Human interaction is hard, especially when there's no hierarchy where a manager says: This is what we're going to do."

"It's not just about the technology, but about the kind of collaborative structures that technology enables."