

## My Top 10 Tips for organising a screening of *Irene's Ghost*

By Elizabeth

**1. Contact [Irene's Ghost & APP](#)** - they are wonderful and have helped many people organise screenings with support, practical tips and resources - no question is too silly.

**2. Find a venue** - with good acoustics, the facility to blackout, a projector and comfy seats. It doesn't need to be a cinema or theatre but if you do they can help with the technical side of things.

**3. Make it extra-special with someone to introduce the film, a panel or Q&A at the end** - sourcing microphones and speakers for this part can help it to be a more enjoyable acoustic experience for everyone, depending on your venue size.

**4. Getting the word out: your venue, APP, Irene's Ghost can all help.**

A mixture of emails, leafleting places parents visit in your area, social media and involving the local press and listing services is good. I recommend sending the details and a bit of background of the film to:

- Mother and Baby Units (there's a [postcode finder here](#))
- Perinatal mental health teams in your area
- Mother and baby groups and organisations locally
- 'Arty types' to whom the film might appeal to aesthetically

Other ideas:

- You can get flyers professionally printed or just print and photocopy on paper. There are lots of templates online for creating flyers and the Irene's Ghost film company sends an electronic pack of materials to use in your promotion of the event, including images.
- When posting on social media using hashtags can be a great help e.g. #IrenesGhost #ActionOnPostpartumPsychosis.
- Word of mouth is probably still the single most effective way of spreading the word.

**5. The audience may not be enormous but it will have a great impact.** As the film is 'niche' it may not attract a big audience. But this is fine. Those who come will have a valuable and rewarding experience and you have helped it reach more people.

**6. Consider ticket pricing** - you want this to ideally cover your costs (one idea might be to crowd-fund to cover part or all of your costs) and a bit more so you can donate to APP. Have a look at what others have charged but make it work for yourself.

**7. The film evokes a lot of emotion.** Allow time and space at the end of the screening (and Q&A if you are having one) for all those important conversations to take place.

**8. People are willing to donate.** In the pack of resources APP give is a donation pot and a donation poster. Don't be scared to draw people's attention to them - at the end is a good time. A bowl of wrapped sweets next to the donation pot is a nice touch!

**9. Place yourself by the door if you can** - this means you can help people who need to go in and out during the screening. It also allows you to notice if anyone is becoming particularly upset. As they leave, you may feel it appropriate to have a quiet word with them, at the very least a simple, 'Thanks for coming' might be enough for them to feel acknowledged.

**10. Helpers help the event run smoothly.** Ask for them and use them. Your role is to over-see the whole event.

Wishing you the best of luck!