

Impactful Event Checklist

This checklist is a great reference to help you plan an impactful event.

Creating impact through your screening or event

- [ ] Articulate your event goals, and what you are hoping to achieve by sharing the selected documentary at your screening or event
- [ ] Clearly identify your target audience, or the people you should have in the room in order to best achieve your goals
- [ ] Develop a plan for how you will reach your target audience and entice them to attend your screening or event
- [ ] Create personalised invites for your target audience, and invite them to share the details of your screening or event with their networks
- [ ] Ensure that you have considered how your event will be accessible and inclusive, including a Welcome to or Acknowledgment of Country, representation of people or groups ("nothing about us without us") and cultural safety measures.
- [ ] Plan to incorporate a facilitated discussion after the documentary screening to reinforce key messages and spark a local dialogue about the key issues. This could include a moderated Q&A panel, a guest speaker or a facilitated audience Q&A.
- [ ] Prepare a clear call to action to ask at the event of your screening or event - what do you want your audience to do when the lights come up? How can they help?
- [ ] Develop key assets and resources to support and reinforce your key messages and call to action
- [ ] After your screening or event, follow up with your guests to thank them for attending and reiterate the ways they can get involved or support you in achieving your goals.