
Image: Backtrack Boys

FREQUENTLY ASKED QUESTIONS

What if I've never organised a screening before?

That's okay! The DocAccess Screening Toolkit is a suite of free resources to help you put on a successful screening, from the early preparatory stages through to how to run the screening on the day/night and post-event communications.

Why do I have to purchase a screening licence?

All films require a licence to be screened publicly. if there is a licence fee - this goes back to the costs of producing and releasing the film. By purchasing a screening licence, you're making sure films can continue to be made.

Under copyright law, you must seek permission and obtain a screening licence from the film team or distributor to show films publicly. Hosting a film screening without the required screening licence is illegal.

After purchasing a licence, you will be provided with a licensed version of the film for your event by the film team or the distributor of the film.

However, it is essential to note that this is permitted for the agreed use only, and film files must be deleted following the licensed screening to avoid breaching anti-piracy laws.

If you wish to screen the film again, you must contact the film team to negotiate additional screening licences, with associated fees payable according to audience size and use.

How much does a screening cost?

The cost of a screening licence varies according to each film. You can find out the exact cost by contacting the film team through the film's official website.

When should I purchase my screening licence?

You should purchase the relevant screening licence at least 2-4 weeks before your scheduled screening to ensure enough time for you to receive the film file and permission from the film team or film distributor.

Can I fundraise at the screening event?

Please check whether or not you can fundraise by contacting the film team that is issuing your film and licence.

If you can fundraise, you may wish to do this via the ticket sale or you can also recoup costs or fundraise by selling food and drinks or holding a raffle. You can also ask for donations to your organisation on the night, or follow up with attendees who've provided their emails on a sign in sheet or ticket registration.

How do I sell tickets?

You can sell tickets to the event via your venue or make them available online in advance through websites such as Eventbrite, Humanitix or Trybooking. This way, your audience will commit to attending and you can get a sense for how many people to expect. Also, people often value events that they're paying for more than freebies.

What should I charge the audience for a ticket?

If you would like to charge for a ticket, costs vary depending on the total costs of your screening (the price of the screening licence, venue hire, refreshments etc) and how many people you think will attend. It is up to you and your organisation to decide how much you need to charge per ticket to cover these costs.

My screening is by invitation only, is this a problem?

That's no problem – we understand each community is different, and how you run a screening is up to you.

Should I have a discussion or Q&A after the screening?

We recommend organising a Q&A or discussion after the film, allowing time for questions from the audience. See our guide to organising a speaker or panel. Having a discussion after the film can deepen your audiences' engagement with the issues presented. This could be a Q&A with a panel, or you could have a guest speaker present before opening for questions from the audience.

Can I have someone from the production attend my screening and sit on our post-film discussion panel?

This depends on the documentary, location of your screening, the availability of the filmmakers and film team, and the associated cost. You can find out this information by contacting the relevant film

team through the film's official website.

If I am not hosting a discussion or Q&A, how can sharing the film help my community?

Even if you can't host a discussion, screening a documentary can change perceptions, spark new ideas, shift views and inspire people in to stand up and take action. You can follow up with attendees and ask them to take an action after the screening if you have permission to contact them. * We suggest you set up a ticketing website such as Eventbrite, Humanitix or Trybooking to collect emails or a simple sign up sheet on the night.

Can we create customised promotional materials?

We suggest you use the promotional assets available through the film's official website, which often has links to download posters, flyers, and promotional materials. Ensure you have permission to use these materials by asking the film team so you are not in breach of copyright/image licensing.

What are my responsibilities as a host?

We also ask that you provide us with the details of your screening (time, date, location, cost, public/invite only). We also ask that every group that hosts a screening sends us some basic data, to help us track the reach and impact of the documentary. This includes:

- How many people attended each event?
- How many surveys were collected?
- Funds raised?
- Do you have any feedback or photography?
- Did you receive any media coverage?
- Summary of what was covered in discussion, quality of discussions
- Were there any positive outcomes of your screening

Finally, we ask that you circulate our Impact Measurement Program Survey to your audience, either at the screening or via email.


DocAccess
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