

CREATING IMPACT CHECKLIST

When planning your event, you can use this checklist to consider how you can use your documentary screening to make a real impact with the change you want to see.

- ☐ Decide on your event goals and what you are hoping to achieve by sharing the documentary with your audience at your screening or event.
- ☐ Clearly identify your target audience, or the people who should attend in order to best achieve your goals.
- ☐ Develop a plan for how you will reach your target audience and invite them to attend your screening or event.
- ☐ Create personalised invites for your target audience and invite them or ask them to share the details of your screening or event with their communities, partners and networks.
- ☐ Make sure you consider how your event will be accessible and inclusive through a Welcome to or Acknowledgment of Country, including people or groups who are represented in the documentary and cultural safety measures.
- ☐ Plan to incorporate a discussion or panel after the documentary screening to reinforce key messages and spark a discussion 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 your audiences to take - what do you want your audience to do when the lights come up? How can they help?
- ☐ Develop slides, information and resources to support and reinforce your key messages and call to action at the event.
- ☐ 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.

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