

How To Organise Your Screening of 'Children of the Snow Land'

1. Choose your Date & Venue

'Children of the Snow Land' will be on release in the UK after the 1st August 2018, and we are happy to take bookings any time after this date. Choose whichever date suits you best. It's a good idea to have a look on our [website](#) and try to avoid choosing a date when the film is already playing in your area.

In terms of venue, the easiest screening locations are places that are already set up for you to watch a film. Schools, colleges, universities, libraries, community centres, pubs or small local cinemas are all usually equipped with a projector and media player which means you will be able to set up easily and not have to worry about anything technical. If you don't have access to these places, don't worry. You can always borrow equipment from a local hire house and screen it in your local community hall, church, meeting house or your own living room! The film is 93 mins long, so you'll need to allow time for set up (about 45 minutes) and at least 20 minutes for you to clear up afterwards. You may want to schedule time in for a chat and discussion after the film too!

2. Turn it into an Event

Consider organising some speakers to answer questions or hold a debate or workshop after the film. 'Children of the Snow Land' is a thought provoking film which has already stirred up some discussion around the themes of education for children in the developing world, development of Nepal's mountain villages, and ethnographic interest.

Alternatively, you could use this as an opportunity to empower budding activists by holding an informative event about local support for Nepal and education, the work which your group do, topic of access to education for children in the developing world, or ethnographic studies and preservation / modernisation of ancient communities, or whatever else you like. It makes for a much more inspiring occasion when people can immediately start engaging about how the film inspires them and what they can do to take action and help. People are generally very moved and inspired by the children in the film and often ask how they can help.

3. Buying Your License + Payment

In order to book your screening with us, fill out the booking form on the [Organise a Screening](#) section of our website. You'll be asked to provide us with a date and venue in order to go ahead, which is why it's a good idea to work these out beforehand. We will assess your organisation type and audience size and get back to you with the appropriate screening fee. Once we have confirmed the price, venue and time with yourself, we can send over an invoice

which needs to be paid as soon as possible. Do let us know when you have paid, and if possible use our invoice number as your reference on the bank transfer. The invoice will have all of our bank details on it for you to be able to transfer the money. We will then release the DVD/digital file about a week before your screening. We would also recommend that you download our poster and press pack from our website (under [press](#)) as you can use the poster and synopsis to advertise your screening.

Why Do I Need to Pay A Screening Fee?

We would love to be able to let you screen 'Children of the Snow Land' for free but sadly we are unable to do this. Our screening fee helps us to recoup the costs of production and goes towards distribution of the film - unfortunately we are independent producers and are not bankrolled by a large production company. We want the film to reach the most amount of people possible, but we cannot do this without money. We do offer 'Children of the Snow Land' at a lower rate for non-profit, voluntary and grassroots organisations.

4. Tell Us When Your Screening is Online

We want to support all of the community screenings as best we can. If you let us know when your screening is available to view and buy tickets online - we can link this to our website, Facebook and Twitter pages, which will hopefully drive larger audiences to your screening. We have a large database of people who have already asked to see the film, as well as connections to interested charity groups, and we will let them know if the film is screening in their area.

5. Await your DVD/Digital File

We generally send the film out about a week prior to your screening date. This ensures enough time for you to check the film over and make sure it plays correctly and you are happy with the picture/sound. We do ask that you return the DVD/file after your screening, to the return address: Dartmouth Films, West Wing, Somerset House, Strand, WC2R 1LA.

6. Decide on your ticket prices

It is entirely up to you whether or not you charge people to attend your event, and what you do with the proceeds. We would encourage you to charge even a small amount, as this can reimburse you for the cost of the screening. You could also put out a bucket for donations, if you have decided not to charge for entry to the screening.

You could also use the event as a fundraiser for your community group and hold an auction or a raffle as part of the screening, or you could decide to donate any fundraising money to our [Going Home Campaign](#), which we set up to help more children from Snowland School to go home and see their families. It costs \$2,000 per child for the journey home (this covers travel

costs, guide, porters, food, suitable clothing, shoes, bedding and tents for the cold walk home across mountains). Every little towards this helps.

7. Market the screening

In addition to advertising on our website, and using our promotional/press packs - there are many other ways to get word about your screening out there. You could:

- Create a Facebook event
- Use Twitter to promote the event
- Contact local newspaper, TV and radio stations. They may feature your event, especially if you have a Q&A or discussion with interesting guests.
- Reach out to other local charity / grassroots groups who may be interested in the event. They may bring along a whole new audience of their own. You can usually find other groups in your area on Facebook.
- Place flyers and ads in local shop windows, schools and universities.
- Email family, friends and colleagues and ask them to forward it on to anyone who may be interested.

8. Borrow Equipment & Check That it Works!

If your venue doesn't come with its own equipment you'll need to borrow a DVD player/laptop, a projector and screen as well as a sound system (amplifier and speakers). If the idea of setting up screening equipment leaves you with sweaty palms, find someone to help. Depending on the size of the space and the specifics of the event you have planned you may need a microphone as well.

Tech Check: If possible, check your system in the venue a couple of days before the event to work out any bugs. If this isn't possible then make sure you've tested the DVD in the player or laptop you will use.

In the venue, play the film and ask yourself:

- Does the picture look ok? Adjust the colour until faces look normal.
- Are the proportions right? If it looks funny, you need to change the aspect ratio. Make sure it's displayed in "16:9" or "widescreen."

- Does it sound clear with no distortions or hums? Is it loud enough? It will sound different in a packed room, so make sure someone can make adjustments to the volume once the screening has begun.

- Listen to the room. Are there any noisy fans, fridges or building works that you can turn off?

- Find out where the house lights are and make sure you have access to them.

If you get really stuck, and you've tried all of the above options to fix the problem - please get in touch with us and we will do our best to help.

9. Introduce and inform!

It's important to have a table or a stall where you can give guests information about your organisation and about the film. This might be the first time attending an event by your group for most people, and it's a good idea for them to be able to take away as much information as possible (then hopefully they will come back!). Ensure you have leaflets/flyers about your own organisation as well as some information about 'Children of the Snow Land' too. It's also a good idea to have a mailing list that can be handed around through the audience - that way you can keep guests updated with what is going with your group's activities. We'd also be happy to add everyone to our film mailing list, to keep people updated about the difference the film is making, as well as updates about the lives of the children that feature in the film.

10. The Event

The day has arrived! Make sure you check the film one last time before your audience arrives. It's a good idea to start the film a few minutes later than the advertised start time, so that latecomers don't disturb the audience. Remember to take lots of photos before and after the film so that you have a record of the event.

Don't forget to collect email addresses throughout the screenings on the sign up sheets. You should also do an introduction to your group / the purpose of the film and to the event, especially for newcomers who may not really know who you are. You can always ask for donations at this point too.

11. Enjoy the film!

Sit back, relax and enjoy the film. There are lots of interesting discussions that will come out of watching 'Children of the Snow Land', so if you have a Q&A afterwards, people will likely be engaged and motivated. If you only have a limited amount of time in your venue, see if you can keep the discussion going at a local pub and invite everyone along. Hopefully you will

encourage an enthusiastic group of newcomers to your organisations, and leave them wanting to attend your next event. They might even buy you a drink!

If you have any questions about putting on your screening then we are more than happy to try and help. Please email hello@childrenofthesnowland.com and we will do our best!