

FOODMATTERS™

Prevent illness, reverse disease & maintain optimal health ... naturally.

Checklist for holding a Food Matters™ screening.

At least one month before the event:

- Book your venue. Decide on a time, date and location for your screening. Ensure that the venue is available when you need it.
- Start your advertising campaign. Print out posters and put them in appropriate places. Send out emails. Place advertisements in newsletters (school, community groups, church, etc.).
- If you plan on hiring any A.V. (television/projector/sound system) equipment you should look into booking that now.
- Speak to people in your area that may be able to support your screening – Health food stores, natural health clinics, organic food markets, permaculture groups.
- Make sure that your copy of Food Matters plays all the way through (i.e. There are no scratches in the disc.) If not, please contact us.

The week before your screening:

- Check the booking with your venue and details such as: keys/alarms, access to power, and location of toilets.
- Organise any refreshments/food that you plan to supply.
- Gather any material you want to make available for guests to take with them after the screening – Local health newsletters, business cards/flyers for local health practitioners, perhaps a flyer with your contact details and the Food Matters website.
- Do some last minute marketing – send out another round of emails, perhaps call a few key people.
- Check that all of your equipment works and that you know how to work it, especially if you are using equipment that is not yours.

The day of your screening:

- Arrive at the venue early enough so that you are finished setting up before you anticipate the first guest arriving.
- Perhaps take a minute to introduce yourself and the film and inform guest of what will happen after the screening (if anything).
- Enjoy the screening, and be satisfied that you are contributing to the health of the planet simply by sharing this film.