



## HOW TO HOST AND PROMOTE YOUR SWITCH SCREENING

**Thanks for bringing *Switch* to your campus!** Your efforts to promote the screening will make a huge difference in attendance. Here are the steps for best success:

### STEP 1: Pick a Date, Reserve a Venue

- Find a campus venue with good projection and sound.
- The film is 98 minutes long, so make sure you reserve the room for at least two hours.

### STEP 2: Spread the Word

- **Send us your event info** through the [Promote Your Screening Form](#) so we can list it on our website.
- **Build a Coalition** of student groups, faculty and department heads to get the word out.
- **Put up Posters** across campus and around town using the [templates](#) on the *Switch* website.
- **Send Email Blasts** to student groups, departments and the community.
- **Make Event Listings** on department, university and student group websites and calendars.
- **Post on Facebook and Twitter** and share on the *Switch* social media pages: [facebook.com/SwitchEnergyProject](https://facebook.com/SwitchEnergyProject) and [@SwitchEProject](https://twitter.com/SwitchEProject).
- **Alert Student and Local Media.** Reach out to newspapers, radio and TV stations using the press release template.
- **Extra Credit.** Ask faculty to announce the screening in class or offer extra credit for students who attend.

### STEP 3: Test Your DVD

- Make sure to test your DVD in the same equipment you'll be using during the screening. Contact us if there are problems.

### STEP 4: Keep the Conversation Going

- See our [Discussion and Learning Guide](#) to expand the learning possibilities.
- Take 15 minutes to check out the *Switch* [web guide](#) so you're prepared for questions that may come up.

### STEP 5: Enjoy the Show!

- Introduce the project and if you're having a discussion following the film, ask the audience to stick around.
- Tweet and post about your event. [facebook.com/SwitchEnergyProject](https://facebook.com/SwitchEnergyProject) and [@SwitchEProject](https://twitter.com/SwitchEProject)

#### The DVD is yours to keep!

Please send us an email at [switch@arcosfilms.com](mailto:switch@arcosfilms.com) if you have any additional screenings.