



The Special Events sessions aim to involve a group of young people in planning and running a special film event or programme launch including its promotion and marketing.

Session One	Activity	Description of activity and resources available
15 minutes	Icebreaker	Venue to choose from a range of icebreakers. Film related games include a variation of 'I went to the shops and I bought' which is adapted to 'My name is xxx I went to the cinema and I saw'. See suggested <a href="#">Icebreakers</a> .
30 minutes	Initial consultation	Group's immediate opinions of the venue and offer.
30 minutes	Overview of venue/ offer and a brief tour	<p><b>Could include:</b></p> <ul style="list-style-type: none"> <li>• How long the venue has been open</li> <li>• Your role and how long you've been in it</li> <li>• Description of demographic of venue audience</li> <li>• The vision/mission statement of the venue</li> <li>• Why the venue is running this consultation project and what you are hoping to get out of it</li> </ul> <p><b>Specific questions could cover:</b></p> <ul style="list-style-type: none"> <li>• Have you tried a special event in the past?</li> <li>• How did it go?</li> <li>• Do you have an event/launch in mind to design?</li> </ul>
30 minutes	Brief look at sample special events and screenings	Use <a href="#">Special Events presentation</a> .
15 minutes	Set the session one task and explain timelines	<p><b>Task after session one:</b></p> <p>Challenge the group to research other special events and film screenings with added value and themed activity.</p> <p>Ask the group to be prepared to return to the next session with feedback on their chosen event/screening and what they liked/didn't like about it and its branding/marketing.</p> <p>Ask the group to use the <a href="#">Special Events task sheet</a> and bring it to session two.</p>

Session two	Activity	Description of activity and resources available
15 minutes	Icebreaker	See suggested <a href="#">Icebreakers</a> .
30 minutes	Feedback on session one task	Discussion of special events and screenings researched by the group.  Young people take it in turns to share research.
15 minutes	Overview of the upcoming films that would be suitable for a 16-19 event/ takeover	Venue to present up to three upcoming films on their programme that don't yet have marketing that could be used for the special event.  Venue to briefly explain any limitations to ideas and the budget.
45 minutes	Activity in groups: choose an upcoming film that could become a special event for 16-19-year-olds	Provide the group with a choice of the three films already programmed (above) and ask them to decide on one.  In smaller groups, young people spend the rest of the time: <ul style="list-style-type: none"> <li>• Discussing the added value they would be interested in adding to the event/screening</li> <li>• Planning a marketing campaign for the event concentrating on target age</li> </ul> Feedback to the larger group.
15 minutes	Next steps	Venue to explain to the group how their ideas will be moved forward.  Then use this time to present further opportunities for collaboration. If not applicable, use this time to discuss upcoming events/screenings.

## BUDGET

A hypothetical budget should be introduced during the session two activity that the groups should allocate to their chosen event.

Ideas for the young peoples' budget spend could include:

- speaker for a Q&A
- music/DJs for the event
- prizes/giveaways at the event
- snacks for the event
- dress up for the event
- marketing materials/social media marketing for the event