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ORGANISING AN X-HALE SCREENING: EVENT CHECKLIST

1. Make a Plan for your Event

Decide on the details of your event:

* **Venue, Date and Time**

You may decide to host your event during one of your usual meeting times and/or you may choose to bring your event to another venue in your community like a school.

* **Running order**

Devise a timeline and assign roles for the event; your event could include a welcome and introduction, screening your X-HALE film, review of messages in the film/quiz/short talk about what you learned, refreshments and time for photos**. If you are interested in organising your screening as a fundraiser for the Irish Cancer Society we can provide you wish a fundraiser pack for your event, please contact** **udelahunt@irishcancer.ie** . The Irish Cancer Society is 98% funded by public donations, we are very grateful for the support of communities across Ireland in raising vital funds that go towards resourcing our services for cancer care, research and prevention.

* **Budget**

Decide on the budget needed for your event (if any for room hire, equipment, refreshments etc.)

1. Source Equipment and Materials Needed
* Projector or TV
* Projector screen or white wall
* Laptop and Cables
* Internet Connection
* Speakers
* Chairs
* Refreshments
* Signs (WiFi Password, use #xhale2020 hashtag for social media)
* Fundraiser pack (if running your event as a fundraiser, contact **udelahunt@irishcancer.ie**)
1. Draw up a guest list

This may include:

* Everyone from your X-HALE group
* Other staff, volunteers and members in your centre
* Friends and family
* Local TDs, Senators and Councillors. All of this can be accessed on [www.oireachtas.ie](http://www.oireachtas.ie) or on your City/County Council’s website
* If you are screening your film in a primary school, ring to confirm details of class group(s)
1. Advertise the event

You can advertise the event and invite guests by:

* Whatsapp group
* Facebook event
* Email
* Phone call
* Customisable X-HALE Community Campaign Posters
1. Issue press release two weeks before event
* Send a press release to all local radio stations and all local newspapers and offer someone for interview (press release template will be provided to you)
1. Send a reminder to your guest list
* Use the same method of communication as the initial invite to remind guests about the event a few days before
1. On the day

Have group members looking after the following jobs:

* Setting up seating area
* Greeting the guests
* Setting up and serving refreshments (if any)
* Setting up and management of the technical equipment needed to play the film
* Introducing the film and encouraging guests to share event pictures and the film from the X-HALE 2020 playlist www.cancer.ie/xhale2020 on social media with # #xhale2020
* Taking pictures and video clips for press releases and social media
* Leading a talk/quiz about the messages in the film or youth smoking prevention
1. Send the pictures into the local papers
* Include a call to action for your local community to support your group and help you win the Online Award for the film with the most views by watching your X-HALE film on the X-HALE 2020 playlist
1. Post event pictures/video clips on your social media/web pages
* Include a call to action to watch the film online
* Make sure to tag @XHALEYouthAwards on Facebook, or @irishcancersoc on Twitter, or @irishcancersociety on Instagram or @thexgenerationxhale on Tumblr and use #xhale2020 to be in with a chance of winning the Community Campaign Award
1. ENJOY THE EVENT!