

NFB IMPACT GUIDE

—
for Organizers



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FUN FACT

the NFB supports more than
7,000 FILM SCREENINGS
across Canada every year.

Thanks for your interest in organizing a screening! You are now part of a community of individuals, collectives, libraries and organizations across Canada who host screenings of National Film Board of Canada (NFB) documentaries and series.

➔ Whether you're an experienced organizer or just need some tips for your first screening, **the NFB Impact team is here to help!**

Things to Note

- Make sure you test your equipment and your film at least a day in advance of your screening.
- After your event, we will follow up to ask for your attendance numbers. Even an estimate is great; it helps us get a broad sense of where NFB films are being viewed across Canada.
- Accessibility: We can provide open- or closed-caption and described video versions for many of our films; we also suggest identifying other ways to make your event accessible, including sign language interpretation and accessible event spaces.
➔ ***This guide** offers a helpful starting point.*

Promotion

- The NFB Impact team can provide you with an electronic press kit (for new films only), printable posters and discussion guides, as well as social media assets to help promote your screening, where available.
➔ *You can find a list of all our press kits here: mediaspace.nfb.ca/epks.*
- Even if your event is free, creating an event where people can register for tickets (e.g., Eventbrite, Universe, Ticket Tailor) is a great way to get an attendance estimate and have a channel to communicate with attendees pre- and post-event.
- If your screening is open to the public, you want to promote it at least **2 weeks in advance** to give yourself time to get the word out. We suggest posting about your event at least 2–3 times in the preceding weeks to allow momentum to build. Some ways to do this include:
 - ➔ *putting posters in windows of local businesses or on bulletin boards;*
 - ➔ *creating a Facebook Event and/or post highlighting the event, including the date, time and location;*
 - ➔ *creating an Instagram post, story or reel;*
 - ➔ *sharing your event via word of mouth at a gathering.*

Social Media

You can tag the National Film Board on the following channels:



Instagram
[@onf_nfb](#)



LinkedIn
[National Film Board of Canada](#)



Facebook
[NFB \(@NFB.ca\)](#)



X FORMERLY KNOWN AS TWITTER
[@thenfb](#)

Discussion & Moderation

- Post-screening discussions and Q&As are a great way to engage your audience and dive deeper into the themes highlighted in the work. Our team can help you connect with the filmmaker, producer and film subjects to invite them to participate in these discussions, provided there is enough lead time.
- Many organizers will also invite participants or speakers who may not be connected to the film but who have subject matter expertise or lived experience related to the topic.
- We suggest offering an honorarium to filmmakers, or anyone from the film you invite to participate in your event.

Crediting the NFB

At the start or end of your event, please play the NFB Impact trailer we've provided and use the following language to credit the NFB at your screening:

- “This screening is presented in collaboration with the National Film Board of Canada, which is Canada’s only public producer and distributor of Canadian films and series.”
- “The NFB collection spans more than 7,000 titles and eight decades, and covers a vast range of subjects. You can watch many of these films for free at home on [NFB.ca](https://nfb.ca) or the NFB app on your smart TV.”
- “The NFB also has a team that works with communities and institutions to organize free and by-donation screenings of NFB films, like this one.”
- “Community screenings can happen almost anywhere: in parks, galleries, offices and coffee shops, or anywhere in between. Not sure where to start? Get in touch!”
- “If you’re interested in hosting your own screening of a film, you can email communityscreenings@nfb.ca.”
- Where available, we will provide you with a “hold screen” image that features a QR code survey for attendees to fill out. Alternatively, when a hold screen image is not available, we ask that you share the link to the survey below with your audiences:
 - ➔ *English Survey:*
forms.gle/RC62nAve3fVyABTc6
 - ➔ *French Survey:*
forms.gle/zGqztQ8rTpxbAUCF7

QUESTIONS?

Send us an email at communityscreenings@nfb.ca.

WANT TO SEE OTHER SCREENINGS?

Visit our Events page: events.nfb.ca.