

NFB IMPACT GUIDE

—
for Organizers



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FUN FACT

THE NFB SCREENS
**MORE THAN
6,000 FILMS**
ACROSS CANADA
EACH YEAR

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

- Whether you're an experienced organizer or 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 film at least 3 days in advance of your screening.
- After your event, we'll follow up to ask for your attendance numbers. Even an estimate is useful—it's helpful for us to have a broad picture of where NFB films are being shown across Canada.
- **Accessibility:** We can provide open or closed captioned and audio-described versions for many of our films; we can also suggest other ways to make your event more accessible, including sign language interpretation and accessible event spaces.
 - **This guide** provides a helpful starting point.

Promotion

- The NFB Impact team can provide you with an electronic press kit (for films made after 2016) or photos (for older films), as well as printable posters, discussion guides and social media assets to help promote your screening, where available.
 - You can also find the list of all 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 it will also provide you with a channel to communicate with attendees, pre- and post-event.
- If your screening is open to the public, you'll want to promote it at least **2–3 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:**
 - Putting posters in windows of local businesses or on bulletin boards
 - Creating a Facebook Event and/or post highlighting the event with date, time and location, and/or sharing details with local Facebook groups who may be interested in your screening
 - Adding your event to online "Upcoming Events" web pages in your community or on local media pages
 - Creating a promotional email with all the details of your event and sharing it with everyone on your contact list
 - Creating an Instagram post, story or reel
 - Sharing your event via word of mouth at a gathering
 - Emailing other community groups with similar audiences and asking them to help spread the word!

Crediting the NFB

At the start or end of your event, please 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 documentaries and animated films.”
- “The NFB has a collection spanning more than 7,000 films from across the decades on a variety 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 community centres, indie cinemas, galleries, offices, parks 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, if no hold screen image is available, we ask that you share the link to the survey below with your audiences:

- *English Survey:*
nfb.ca/impact_survey
- *French Survey:*
onf.ca/sondage_impact



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 may be able to help you connect with the filmmaker, producer or film subjects to participate in these discussions.
- Many organizers will also invite people to participate in the discussion who may not have participated in making 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.
 - *\$150–\$200 is the average honorarium, but you can discuss this with your guests. (Many will still participate, even if there aren't any funds to pay them.)*



**IF YOU'RE LOOKING
FOR TIPS AND TRICKS,
CHECK OUT OUR
CONVERSATION
GUIDE BELOW:**



FROM SCREENING TO CONVERSATION: YOUR COMMUNITY GUIDE

1 Introducing the Film

- Provide context:

- Introduce yourself and any other people who will be speaking at the event;
- Mention the film title, director, release year;
- Mention the main theme and why it matters to your community.

- Explain the purpose of the session:

- Example: “This film invites us to reflect on [theme] and share our perspectives.”

- Introduce the National Film Board of Canada (NFB):

- The NFB is Canada’s public producer and distributor of documentary and animated films that reflect Canadian and Indigenous life and perspectives;

- NFB films encourage reflection and discussion on issues that are important to everyone in Canada;

- Mention that NFB films are available online at **NFB.ca** and are widely used for education and community engagement.

- Give practical details:

- Film runtime;
- Whether there will be a break before the Q&A begins;
- Reminder about respecting opinions and discretion when difficult subject matter may be covered (e.g., discussions around a film about violence or trauma).



2 Preparation (before your event)

- Define and align moderator and speakers (when applicable) on key takeaways for the audience.
 - Share discussion points and roles with speakers in advance.
 - Duration:
 - Panel: 30–40 minutes for meaningful discussion;
 - Q&A or audience discussion: 15–20 minutes. Be sure to allow time and space for audience members to express themselves (avoid long monologues).
 - Panel composition:
 - If you organize a panel, we usually recommend a maximum of 3 panellists + 1 moderator to allow for depth and balance.
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3 Facilitator Tips

- Listen actively, rephrase if needed.
- If necessary, repeat the answers to questions so that everyone can hear them.
- Value diverse view points.
- If the discussion becomes sensitive:
 - Remind participants to respect the opinions of others;
 - Refer to resources or organizations if necessary.

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Starting the Conversation After the Film

- Quick icebreaker:
 - Ask: “What image or phrase stood out to you?”
 - Add a personal note: What resonated with you as the moderator?
 - Open-ended questions to spark discussion:
 - “What moved you or surprised you?”
 - “What connections do you see with your own experience or community?”
 - “Were there moments that made you uncomfortable or encouraged you to consider things in a different way?”
 - Dig deeper:
 - “What social or cultural issues does the film raise?”
 - “What actions or changes could this inspire?”
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Closing

- Summarize key ideas and highlight the takeaways:
 - What thoughts or feelings should the audience leave with?
 - Do you want the audience to be inspired, take action, etc.?
- Suggest next steps:
 - Remind people what they can do to effect change;
 - Share resources;
 - Invite participants to a future event;
 - Create a reflection or action group.
- Remind the public that there are more than 7,000 films available for free, online at NFB.ca, and that they can book a community screening at events.nfb.ca.

QUESTIONS?

Send us an email at
communityscreenings@nfb.ca

WANT TO SEE OTHER SCREENINGS?

Visit our Events page:
events.nfb.ca

MORE DETAILS ON HOSTING A SCREENING

events.nfb.ca/film-screenings