



## How to run a film event

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### Aim

Film events can be a highly effective way to engage with people who would not consider coming to a normal church event. In our experience the purpose of a film event has been to engage the thoughtful sceptic who is interested in ideas, meaning and film but who would not necessarily say they were interested in Christianity per se. A thought-provoking film event is an opportunity to move someone on to a subsequent stage where they are challenged to think about the claims of Jesus through an explicitly evangelistic event or through church etc.

### Requirements

**Film** - choose a film which is rich enough in ideas to justify a 30 minute talk and promote decent discussion afterwards.

**Speaker** - the speaker should have a thorough knowledge of the film in question, speak authoritatively and handle Q&A effectively.

**Lecture / talk** - this should be about 30 minutes in length, longer if necessary. It should summarise the plot, analyse the main themes and how the film deals with them verbally/visually. Background on Director, screenplay, producer etc will all generally help in getting at authorial intent. It should raise a whole range of issues of significance, including Christian themes in particular, tease out some of them further and leave time for further discussion afterwards in a Q&A. It is highly recommended to use a laptop computer to present key ideas, stills and short clips from the film to illustrate the speaker's themes.

**Venue** - ideally this should be a neutral non-church venue such as a local bar, club or pub, where people can buy drinks. It should have a private room / area quiet enough for the lecture.

**Technology** - laptop, projector (& screen if necessary).

**Food** - a good idea if possible. If it is a bar/pub, you can generally arrange for them to provide food and charge people individually, or you buy platters of food and charge for it or provide for free. Often those inviting friends will choose to pay for a food/ticket for them.

**Publicity** - designing high quality flyers which are emailable and printable is worth the effort. It means that people can forward round a high quality email invite to their friends, post it on their social networking page and hard copy flyers can be delivered round the local neighbourhood, pinned up in local bars etc.

### Further resources

[www.damaris.org](http://www.damaris.org) - a superb resource for commentary on current and past films. For some current releases they have begun to produce full resource packs for church events as part of the marketing of the film.

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