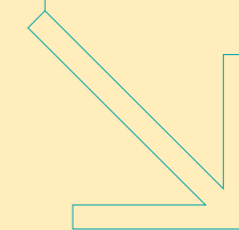


For Young  
Programmers



### What Will You Get Out of It?

- › Employability skills
- › Entrepreneurial skills
- › Film curating skills
- › Certificate of Participation
- › Alumni benefits
- › Reference for CV
- › Potentially a first step into working within the industry
- › Could lead to paid or unpaid internships



**Young Film Programmers’ Groups work two ways:**

1. Cinema venues develop authentic new ways to engage with younger audiences.
2. Participants gain valuable life skills, employability skills and engaged citizenship.

**Skills you will gain:**

**Film Programming and Event Management Skills:**

- › Learn about cultural cinema and the film exhibition industry
- › Plan and select films to screen
- › Think about target audiences
- › Problem solve with budget and box-office constraints
- › Gain film marketing and front-of-house experience

**Engaged Citizenship Skills:**

- › Planning and executing a community event
- › Providing a platform for different voices to be heard
- › Making a difference
- › Making something happen
- › Working as a team

**Life Skills:**

- › Self-confidence
- › Team-work
- › Problem-solving
- › Resilience
- › Persistence
- › Working to deadlines
- › Leadership
- › Self-evaluation

**Employability Skills:**

- › Working in a cinema experience
- › Event management experience
- › Working to a budget
- › Writing copy for marketing flyers
- › Social media skills
- › Showing initiative
- › Hard work
- › Working to deadlines

**Jobs in Cinema**

Brainstorm all the different jobs in the cinema exhibition industry you can think of. What does each one entail? Which ones appeal to you?

Front of House	Technical	Catering	Programming	Marketing

## Public Speaking

### Team meetings

Working in a team with other young film programmers means you need to develop your public speaking skills, otherwise your important voice will not be heard. Ensure you make eye contact with others in your group and present your ideas clearly and directly – This might mean jotting down a few notes beforehand – usually three points is enough for anyone and can help structure what you want to say.

### Front-of-house

As part of the cinema exhibition team your role as front-of-house is huge! You are the public face of the venue and your smiling welcome means people who visit will feel they belong there and can ask questions comfortably, enhancing their experience at the cinema and making them want to come back.

### Event presentation

You may get the opportunity to present an event on stage, either interviewing a guest or introducing screenings to an audience. This skill is an immensely valuable addition to any CV, so embrace the opportunity to have a go. Here are a few tips:

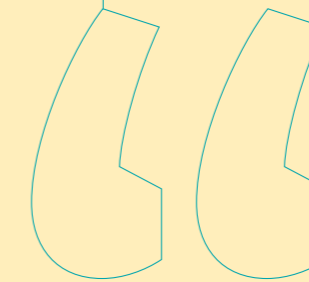
- › Welcome the audience to the venue. Express your delight they are there – this is a good warm-up before you say anything else, and will give you time to get used to the lights/stage before delivering more detailed information.
- › Practise on stage with lights – **before** the audience is there. It'll feel more familiar and you can troubleshoot any issues in a calm, relaxed way before people arrive.
- › Try to attend any technical rehearsals with the technical team. This can make a huge difference to your public speaking because, crucially, you are more relaxed when you do the real thing.
- › Know what you want to communicate in advance – ideally so you can deliver it without a piece of paper. That way you will feel more confident about your message, can keep eye contact with the audience and project your voice properly.

- › Smile! It makes a huge difference to your voice and will encourage the audience to smile back, which helps you feel more relaxed.
- › Don't rush what you want to say. Take your time and if you forget something, you can always make a joke about it.
- › Try and stay relaxed and conversational with the audience, however large it is.

Be prepared for nerves, and use the energy to give passion and interest to what you are saying. Try and enjoy it – the feeling will come through and be infectious!

*It has strengthened my resolve to speak up even when I don't feel like it as the results are almost always positive.*

— Sam Sawtell, Saffron Screen, Saffron Walden



*I've learnt a lot about films and about communicating with people.*

— Carlos Almonacid, Depot, Lewes

## Entrepreneurship and Risk

Film programmers and event producers are like entrepreneurs. They make ideas happen and bring concepts to life. This is incredibly exciting and can give you a great sense of pride and accomplishment, but an essential part of that entrepreneurship is to be prepared to make and learn from mistakes.

Building a young audiences strand at your cinema venue will take time. Expect to have some failures, knowing that afterwards you and your team can debrief together, be ruthlessly honest with yourselves about what did and didn't go well and use your learnings to improve for the next screening.

These are some of the challenges of film programming and event management. See them as puzzles to solve and don't take failures too personally.

It's a journey – enjoy it!

### Networking with other young film programmers

Being part of the Film Hub South East Young Film Programmers' Network means you will be linked to other young programmers across the region and will be invited to networking events and other training and development opportunities. You may be asked to talk about your experiences at other venues or ICO screening days (with travel costs covered) across the country – and can use these experiences to bolster your CV and seek internships or work placements.

### Film Hub South East young film programmers' Facebook group

Connect with other young programmers across the country by joining Film Hub South East's closed Facebook group for young film programmers. See all the latest film-related opportunities and festivals and spread the word about the great stuff you and your team are doing!

## Ideas For Eventising Your Film Screenings

Here are some ideas to make your screenings feel special:

- › Introduction or Q&A
- › Discussion panel/debate
- › Short film pre-screening
- › Dressing up/cosplay
- › Prize draw e.g. film posters, signed books
- › Sing-along musical e.g. The Rocky Horror Picture Show
- › Special food/drinks
- › Zines
- › Live musical accompaniments
- › Workshops e.g. Aardman model making, animation
- › Interactive e.g. scratch 'n sniff Wallace & Gromit
- › Quote-a-long cult film screenings e.g. The Room, Pulp Fiction, Mean Girls
- › Mystery or 'surprise' screenings
- › Double/triple feature & movie marathons

You could also put a call out to local young filmmakers, perhaps adding a shorts film programme to your screening schedule to showcase their talent and bring their friends and families to the venue.



*The networking session was great! 'Speed-dating' style had me nervous at first but it was really enjoyable and useful.*

— Ellie Hartley-Giles, Saffron Screen, Saffron Walden

## Writing Copy for Cinema Programmes

1. What is your word count?
2. The task of any copy is to tell a customer why they **want to see this film**. To this end, you usually need:
  - A. a summary of the genre / type of film / key actors or director
  - B. a brief synopsis
  - C. a marketing boost – why this film rises above others (perhaps awards / cast / current relevance of topic or theme / critical acclaim)
3. You will probably also need a one or two-line summary for flyers / social media. This should highlight the strongest, most succinct reasons why people will want to see the film (cast, director, genre, story, awards?).
4. Keep sentences brief and grammar simple. People will be reading this quickly and don't want to struggle when trying to understand the film. How will people feel when watching the film? Try to communicate this.
5. Think about the film's national marketing push. Art house films with a low marketing spend may receive less coverage than more mainstream titles. What do you wish your audience knew about the film?
6. Try to explain why people should see a film, even if it's not your cup of tea, without being untruthful or over-egging it. Most people have a keen nose for advertising puff and will stop trusting your views if you oversell a film.
7. Think about your audience. The copy for a high end film festival with an audience of arthouse cineastes will be different from the copy for a local cinema with a local audience. Add positive press quotes from outlets your intended audience reads.
8. Sources of wording are:
  - Official film/distributor websites. However, it may be beneficial to review and adapt the synopses provided.
  - IMDB or Rotten Tomatoes – may offer useful summaries to work from.
  - Film festival websites – e.g. Cannes, Sundance, Toronto, Venice, London and smaller UK ones (Edinburgh, Bath, Leeds, Glasgow) can have useful synopses available online.
  - Other independent cinemas.
  - Reviews, Broadsheet newspapers and film specific magazines (Little White Lies, Sight & Sound, Empire) can offer good summaries and/or quotes you can use.

## Calendar of Youth Film Festivals

Look at film festivals based around content for young audiences (or with strands for young audiences) across the UK to seek inspiration for your young audience programme. Attending film festivals, if you can manage it, can be a great experience. In some cases, Film Hub South East may be able to offer bursaries to support your attendance. In addition, many film festivals offer volunteering opportunities, which could be a source of valuable additional work experience.

<p><b>JANUARY</b></p> <p>London Short Film Festival</p>	<p><b>FEBRUARY</b></p> <p>BFI Future Film Festival at BFI Southbank</p>	<p><b>MARCH</b></p> <p>Leeds Young Film Festival</p> <p>Barbican Chronic Youth Festival</p> <p>Screentest: The National Student Film Festival</p>
<p><b>APRIL</b></p> <p>Flatpack Film Festival in Birmingham</p> <p>Build Your Own Film Night — opportunities for programming</p>	<p><b>MAY</b></p> <p>Ffresh Student Media Festival of Wales</p>	<p><b>JUNE</b></p> <p>Edinburgh International Film Festival</p> <p>The Young and the Wild</p> <p>Rob Knox Film Festival in Bexley Heath</p>
<p><b>JULY</b></p>	<p><b>AUGUST</b></p>	<p><b>SEPTEMBER</b></p> <p>Barnes Film Festival</p> <p>Slough International Short Film Festival</p>
<p><b>OCTOBER</b></p> <p>London Film Festival — opportunities for volunteering</p> <p>Cinemagic in Belfast</p>	<p><b>NOVEMBER</b></p> <p>Into Film Festival — opportunities for programming</p> <p>Campus Movie Fest London</p>	<p><b>DECEMBER</b></p>

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Photos courtesy of John Yabrifa, Simon Booth, Resource Productions,  
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# Film Hub South East ↘



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