GUIDELINES FOR EYE OPENERS

ORGANISE AN AS YOU OPEN YOUR EYES SCREENING SESSION

FOR ANY FURTHER INFORMATION, IDEAS, BRAINSTORMING....
CONTACT
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THANK YOU FOR BEING AN EYE OPENER

No matter how big the audience: we want to inspire people in all corners of the world with the As You Open Your Eyes film project. Therefore, we want to organize as many screening sessions as possible, hopefully followed by a conversation. This is possible thanks to people like you.

Thank you for your enthusiasm in organizing a screening session of one or more As You Open Your Eyes episodes – in your context. We will call you an Eye Opener.

This document intends to be a guide for all Eye Openers worldwide. Take the tips that are useful for you and run with them. We will revise the document as, together, we acquire more experience. We hope it will help you and us all to organize a meaningful and joyful event in our own context.

To stay in touch with other Eye Openers and to learn together about how to organize a screening, ask Marlou to add you to the AYOYE EYE OPENERS whatsapp group.

TIPS: GETTING READY FOR A SCREENING SESSION:

To get your screening session organized, you may:

- Contact a nearby Constellation member you know who can help with setting the right context when screening the movie.
- Contact people or associations in your personal network: this can be a neighborhood center, a school or university professor, the owner of a cultural center, a foundation, the city mayor, a television broadcaster, the member of a club, or consider the possibility to host the screening at home. These are, obviously, only examples.
- Find out if there are costs related to the screening, such as rent of the venue and printing of posters, flyers. You can consider to ask entrance fee to cover the costs.
- Some organizations or associations may also have funds available to finance the screening. If you think that is the case try to ask for it!
- Provide your contact with information about the film project http://asyouopenyoureyes.com/ and The Constellation www.communitylifecompetence.org.

Technical preparations:

- Make sure you have available a room with complete audiovisual facilities.
- Make sure you have correct cables to link your computer with the beamer, if needed.
- Download the movie of your choice so that you do not depend on the internet. All movies are available https://vimeo.com/asyouopenyoureyes.
- Indonesia has blocked Vimeo. Contact Marlou for an alternative solution for your case!
- Choose the language version that best fits your audience. If your language is not available contact Marlou well in advance so we can look for a convenient solution together.
- Test the audio and visual well in advance to avoid any unpleasant surprise.
To market the event

● Please visit the AYOYE public Drive to https://drive.google.com/drive/u/0/folders/1Rn9gQ1Veij0BCowVjvYRxFRtk5Cu-NY?ogsc=32 and download any material that may be convenient for you. Please download the materials you want to use on your own computer before making changes, so that others can use the default material as well!

● Serve yourself with marketing materials which are there for you to adapt and use. There are Facebook headers, default posters, flyers for handout for each episode.

● To adapt the posters to your needs, please ensure you have the convenient font downloaded on your computer, which can be found in the same folder.

● Inform Marlou (marlou@communityifecompétence.org) about date, hour and venue so we can add your event to the As You Open Your Eyes Calendar (http://asyouopenyoureyes.com/calendar).

● Create your own Facebook event (and send several reminders)

● Invite audience through email, mouth to mouth, with posters, on social media, your local newspaper……

● Ask others in your network to help inviting
**TIPS: THE DAY OF THE SCREENING**

**Print** and bring with you
- The contact list: people who wish to do so, can leave their contact information so that we can keep them up to date about our activities and progress. This is important because having more contacts, gives The Constellation the opportunity to reach out.
- The SALTy booklet: people who wish to do so, can leave a comment about the documentary they have seen. It helps the Constellation letting Asyouopenyoureyes go viral.
- Please share a copy of your contact list and SALTy booklet with Marlou
- The Flyer of the episode you choose to screen, for handout.
- Or: a digital leaflet of the documentary you can share with people on the screening if you cannot have paper exemplars.

Before or after the screening **do not forget** to mention that:

- The episodes are **part of a larger film project**, As You Open Your Eyes, that aims to bring stories from ordinary and extraordinary people and communities in the Constellation to all corners of the world. Through the project we are learning what happens when groups of people decide to put their hands around their shared dream.
- **These stories deserve to be told** and, moreover, it is important they are told so that other communities can feel encouraged and equipped to take ownership of their challenges; leaders and decision makers around the world start to recognize that solutions are in fact emerging from the communities and that they deserve support; participating communities will become more conscious of the depth of their experience.
- Encourage people to share about the project and to organize their own screening session!
- **Really important** Mention that people who want to help us to bring these stories to everyone can go on the [PIF page](https://www.facebook.com/ayopenye/) and contribute financially and/or go on as you open your eyes Facebook page [https://www.facebook.com/asyouopenyeyes/](https://www.facebook.com/asyouopenyeyes/) and like the page.
- You can also put up a ‘jar’ where people give a **voluntary contribution** to the As You Open Your Eyes project or offer a percentage of the entrance fee. The financial contributions will support the distribution of the movies to every corner of the world.
- Make a picture, video, get a quote and share it to your **social media** and the AYOYE Facebook page with applicable **hashtag**: #kickingnovember for screening of The Match of Our Lives during November 2018. #thematchofourlives or #dancingjajas for the specific episode #asyouopenyoureyes and #theconstellation for the larger context.

It is nice to put the documentary in context through a **conversation** after the event. Questions that invite a conversation with the audience can be:
- How do you feel after having seen the movie?
- What strengths did you see in the people and their story?
- Does the story remind you of a similar situation in your own life?
- What is your main learning point from the movie?
- Would you have a message for the people in this movie?

In context of a SALT or CLCP training:
- What are moments in the movie where SALT as a mindset are striking?
- Do you recognize steps of CLCP in the story of this community?