



Sample Event Introduction and Discussion Guide

WELCOME:

Open the evening with a brief welcome and thank all the people and organizations who helped put this event together. If cast/crew members are in attendance be sure to mention that there will be a Q&A following the screening.

Potential Script:

“Thank you for coming to the screening of *The Cherokee Word For Water!*

Thank you XXXX for helping us make this event possible. The goal of this film is to inspire and share Wilma’s message. Wilma wanted people to know that if they could do it you can do it.

(OPTIONAL-We are excited for you to see the film and be sure to stay afterwards for the Q&A.)

Enjoy the show!

POST-FILM DISCUSSION:

Please let credits play all the way through! It is important to us that all of the people involved in making this film possible are recognized.

*If there is a scheduled Q&A, please thank everyone for attending the screening of *The Cherokee Word For Water*, then introduce the cast/crew members in attendance. Most Q&A last around 30 minutes. You should be prepared for lots of questions. If microphones can be provided to the cast/crew as well as one for the audience with an attendant this would be best.

*If no Q&A has been scheduled, then please thank everyone for attending. Let people know that if they have question or would like to support the film go to: www.cw4w.com or like us on Facebook at: <https://www.facebook.com/thecherokeewordforwater>



Potential Script for the post screening WITH Q&A:

I would like to thank you for coming to this screening of *The Cherokee Word For Water*! I would like to introduce (xxxx), the (xxxx) of the film. We are now going to open up the floor for questions.

For wrapping up:

We are all out of time for questions this evening. To stay connected with the film and get notified when the DVD becomes available or to receive the email newsletter sign up on our website:

www.cw4w.com

Potential Script for the post screening WITHOUT Q&A:

I would like to thank you for coming to this screening of *The Cherokee Word For Water*! To stay connected with the film and get notified when the DVD becomes available or to receive the email newsletter sign up on our website: www.cw4w.com

How they can get involved:

- Update your status on Facebook, talk about the film and link to our trailer: <http://youtu.be/fFKC1nkKXs0>
- If you have ideas for the film or you know of people or organizations we should connect with please let us know by e-mailing through our website at www.cw4w.com or posting to the facebook page. <https://www.facebook.com/thecherokeewordforwater>
- Tell your family and friends and bring them out to the screenings near you.
- Sign up for our email list so we can stay connected with you