

A Journey of Hope and Transformation

FROM SHOCK TO AWE

a documentary by Luc COTÉ & Janine SAGERT

SCREENING KIT

FromShockToAwe.com

Hello World,



Thank you for your interest in hosting a screening of From Shock to Awe. After four years in the making, we are excited to release the documentary to the public and bring awareness to PTSD. The story has great potential to inspire social change, heal trauma, and save lives. This is where you come in.

We invite individuals and organizations to share the documentary with their various communities. To make the process efficient, this screening kit provides everything you need to create a memorable event. Additionally, our partner Tugg provides the technology for a simple set up. Please read through the kit and visit the project page to get started.

Each screening supports our mission to save lives and foster a dialogue to heal trauma that impacts all of us. Thanks again for your interest and support.

Warm Regards,
From Shock to Awe team

SCREENING KIT

FROM SHOCK TO AWE



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PROMOTER KIT INTRODUCTION



We partnered with [Tugg.com](https://www.tugg.com), a web-platform that helps individuals, groups and organizations set up personalized movie screenings in theaters across the country. The process is simple: you pick the time, place and date, and Tugg reserves the theater and gives you a personalized Event Page for your screening. It's up to you to fill the seats and "confirm" the event by pre-selling a set amount of tickets before the event's deadline.

Once you get your Event Page, it's up to you to spread the word to your community and let people know the event only takes place if enough tickets – the "Threshold" – are reserved before a deadline. Once enough tickets are sold, your event is confirmed with the theater and attendees receive their tickets. If you don't reach the Threshold, then no one will be charged and the screening will be canceled.

We created this resource kit to guide you through the process of hosting your screening. Please follow the instructions to maximize your promotional efforts and get the most out of your event! If you have any questions, contact Tugg at support@tugginc.com.



STAGE ONE Submit Your Event Request

- 1 Fill out an [Event Request Form](#) by pressing the "At a Theater" button on the title page.
- 2 [Getting Started: Setting Up Your Tugg Screening Guide](#) – An in-depth look at how to set up your event and use your event as a fundraiser, look at this guide before filling out your request.



STAGE TWO Theater Approval

Congratulations on submitting your Event Request! While your Promoter Point Person confirms your event details with the venue, start listing everyone you plan to invite!



STAGE THREE Promoting Your Event

Once you receive your Event Page, it's time to spread the word and ensure that enough tickets are reserved before the deadline!

1. Start by reading 'An Introduction to Promoting Your Screening' that outlines how to best reach out to your friends, family, and organizations via email, social media, and traditional outreach.

2. Promoter Game Plan – A step-by-step guide to meeting Threshold.
3. Tugg Tools help you maximize your outreach efforts – read this to learn how to message your attendees with the Promoter Messaging feature and track the success of your outreach.
4. Templates for your use:
 - › Outreach Emails – Community Organizations & Friends and Family
 - › Social Media Outreach
 - › Creating Your Facebook Event
 - › Sample Press Release
5. As your event campaign moves forward, be sure to update attendees and potential attendees with new information about your event and the film (when applicable).



STAGE FOUR Screening Day

1. Make sure you reviewed everything in the 'Preparing For Your Event Guide' and follow the steps to ensure a flawless screening.
2. Personalize our 'Sample Introduction' to welcome your attendees and let them know about any ways they can get involved with your organization and the film's causes.



AFTER THE EVENT

Now that your event is complete, follow up with your attendees by sending a message with the Promoter Messaging tool.

1. Use the 'Follow Up Message Template' to thank your attendees and encourage them to tell their friends about your event and the film!
2. Post a recap of your event on the film's Facebook and Twitter pages – be sure to tag Film's Social Handles/Tags!

PROMOTING YOUR SCREENING



Now that you have your Tugg Event Page, it's time to get the word out! If you don't have an Event Page yet, visit the 'Getting Started: Screening Set-up' section of this Screening Kit for more information. Below is a set of best practices for spreading the word to your community.

BASIC PRINCIPLES

ENCOURAGE ACTION

The success of your screening depends on the direct action of your audience, so rally the community. Make sure you communicate that the event only happens if enough tickets are reserved before the deadline – this is essential since most people are used to buying movie tickets the day of the event.

PROVIDE NECESSARY INFO

Always provide the event information and link to your Event Page so people can easily reserve a ticket.

EXAMPLE:

"We have set up our very own From Shock to Awe screening at **[Theater Name]** through Tugg and we need your support! We need to sell **[Tickets Needed]** tickets before the deadline on [Deadline Date and Time] in order to make this screening happen! Get your tickets here: **[Tugg Event URL]**"

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OUTREACH STRATEGY

TAPPING INTO YOUR PERSONAL NETWORKS

Spread the word to your family and friends. Begin by sending a personalized email using the 'Outreach Email Template - Friends & Family' in your Resource Kit. Make sure to customize your correspondence – a heartfelt, personalized email goes a long way!

Once you connect with your immediate networks, contact additional groups or organizations. This is a great way to bring together various communities to enjoy a great film and meet one another.

SOCIAL MEDIA

Next, you want to post to your social networks. Check out the 'Social Media Outreach Guide' of your Resource Kit for example posts to help get you started. Remember, the

average social media post is only seen by about 15% of your network, so continue to post every few days to make sure that all of your friends and followers hear about the event.

We also encourage you to create a Facebook event to invite people.

FINDING THE INFLUENCERS

Now it's time to think big: what groups, organizations, and individuals in your community would be interested in helping promote your screening? Reach out to them to help spread the word.

In your outreach make clear how the organization can benefit:

- › A chance to speak at your screening during the intro
- › A chance to moderate your discussion after the film
- › A plug for their brand on your Tugg Event Page
- › A few free tickets they can offer their members as a giveaway

Note: Be careful not to offer these perks to too many organizations. Once a few groups are interested in speaking at your event, for example, you want to think about new and creative perks to offer others for their time in spreading the word.

For ideas on how to best reach out to organizations check out the 'Outreach Email Template: Community Organizations'.

LOCAL PRESS, BLOGS

A one-time, crowdfunded screening is a great story for a local paper or blog. People love to hear about community-driven events. Contact the editors of local blogs and newspapers using our 'Sample Press Release' in the Resource Kit and be sure to include any special information.

FOLLOWING UP

Now that you shared the event with your family, friends and community, it's important to follow up and keep your event fresh in everyone's mind. Here are a few suggestions for how to follow up with people about your event:

- **SOCIAL MEDIA** › Keep your followers in the loop with updates about your screening and news about the film. Share how many tickets you sold in the last week, stills from the film, or reviews of the film. Use stills and quotes from the film's website.
- **PROMOTER MESSAGING** › The Promoter Messaging tool allows you to connect with people who already purchased tickets to your event. For an overview of how to send Promoter Messages and sample language, visit the 'Tugg Tools' section.
- **PERSONALIZED FOLLOW UPS** › You probably discovered people who are excited about your screening but haven't purchased tickets yet. Check in with them and encourage them to get tickets!

MY EVENT IS CONFIRMED! Now What

Once your event is confirmed, tickets remain on sale until four hours prior to the event. If it sells out, don't worry – Tugg may be able to upgrade your event to a larger auditorium.

TUGG TOOLS



Promoter Messaging and Promoter Analytics tools can help make your event a success.

PROMOTER MESSAGING

INTRODUCTION

As the event Promoter, you can directly message the people who reserved tickets to your event or opted to follow the event. Through Promoter Messages, you can encourage attendees to help spread the word about the event!

HOW TO ACCESS PROMOTER MESSAGING

Click the blue button at the top of your Event Page labeled “Message Followers” to send messages to all attendees.

MESSAGE TEMPLATES

Use Promoter Messages to update attendees about your event and encourage them to also share the event. Once your event is complete, you can message past attendees to let them know about your next screening or other events you are planning for the community.

Here are a few templates to get you started – personalize these for your screening and mission.

Please Note: Whenever you start a new message, a unique event URL will be pre-populated into the message. Be sure to always share this link, it's important for using the Promoter Analytics tool as described below.

TEMPLATE 1
EVENT IS
BELOW
THRESHOLD

> SUBJECT

Don't Miss This Experience – Only **[# DAYS]** to Get **[# NEEDED]** More RSVPs to From Shock to Awe

> BODY OF MESSAGE

Hi there!

Thanks for getting a ticket to my From Shock to Awe event! I need your help...

This screening only happens if we get **[#]** more RSVPs in **[#] DAYS**, which is why I need you to tell everyone you know. We're almost there!

Share the Link: **EVENT PAGE LINK**

Here's what you can do right now:

- 1 Buy a few more tickets! Give the extras to your friends and family.
- 2 Share the event link above on Instagram, Facebook, Twitter, etc. and ask your friends, family, and followers to reserve their tickets now! Tag @FromShockToAwe
- 3 Tell everyone you know about this experience!
- 4 Find 5 friends to pledge to sell 5 tickets each.
- 5 Do you belong to any organizations or clubs? Tell the members about the screening! Post on social networks, local event calendars, and meetup pages.

This movie is meant to be seen together, so let's enjoy this documentary with our friends and family – share the link above and let's make this happen!

Best,

NAME

TEMPLATE 2
EVENT IS
ABOVE
THRESHOLD,
GENERAL

> SUBJECT

Spread the Word – **[Days Until Deadline]** More Days to Get Tickets to From Shock to Awe Screening

> BODY OF MESSAGE

Hi there!

Thanks for making my From Shock to Awe event happen!

Tickets are selling quickly – we only have **[Seats Remaining]** more seats available, so be sure to spread the word before tickets sell out!

Share the Link: **EVENT PAGE LINK**

Here's what you can do right now:

- 1 **Buy a few more tickets!** Give the extras to your friends and family.
- 2 **Share the event link** above on Instagram, Facebook, Twitter, etc. and ask your friends, family, and followers to reserve their tickets now! Tag @FromShcokToAwe
- 3 Tell everyone you know about this experience!

- 4 Do you belong to any organizations or clubs? Tell the members about the screening! Post on social networks, local event calendars, and meetup pages.

See you at the show!

Best,
NAME

TEMPLATE 3

EVENT IS TONIGHT

> SUBJECT

Spread the Word – Only **[Hours Until Box Office is Closed]** More Hours to Get Tickets to Tonight's Event

> BODY OF MESSAGE

Hi there!

Thanks for making my From Shock to Awe event happen and for spreading the word!

We're nearing the finish line – we only have **[Seats Remaining]** more seats available, so this is your last chance to tell everyone you know!

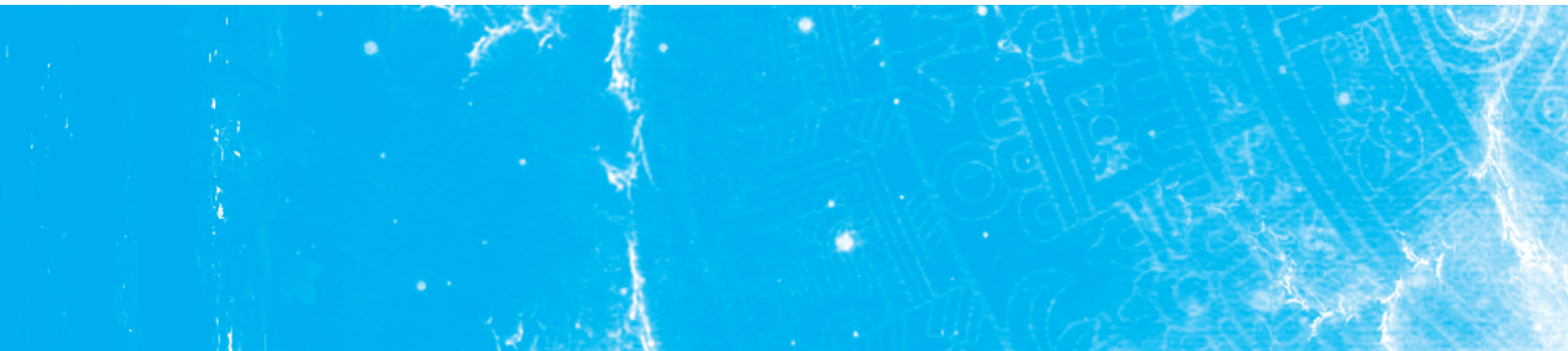
Share the Link: [EVENT PAGE LINK](#)

Here's what you can do right now:

- 1 **Buy a few more tickets!** Give the extras to your friends and family.
- 1 **Share the event link** above on Instagram, Facebook, Twitter, etc. and ask your friends, family, and followers to reserve their tickets now! Tag @TuggInc and @FromShock-ToAwe
- 1 Do you belong to any organizations or clubs? Tell the members about the screening! Post on social networks, local event calendars, and meetup pages.

See you tonight and don't forget to print your tickets!

Best,
NAME



PROMOTER ANALYTICS

INTRODUCTION

Tugg's analytics tool helps you understand where your attendees are coming from: Facebook, Twitter, e-mail, etc. Using this tool to better understand what type of promotion is working best.

UNIQUE URL FOR YOUR EVENT

In order to utilize the Analytics tool, you need to use the unique event URL located beneath the movie poster on your event page. You must be logged in to see your unique event URL. Always make sure to use this event URL when sharing your event.

ACCESSING PROMOTER ANALYTICS

To access the Analytics for your event, visit the 'My Analytics' section of My Tugg. Then click the blue "Promoter Analytics" button under each event to get an in-depth look at where your ticket purchases ("Referrals") are coming from and when they occurred.

OUTREACH EMAIL TEMPLATE

ORGANIZATIONS

A great way to get support for your screening is by contacting local arts organizations, non-profits, and film meet-ups and encouraging them to help spread the word about your screening. Look up the contact information for local organizations or reach out through social media!

> SUBJECT

Collaborating With **[Organization]** On From Shock to Awe Screening in **[Town]**

> BODY OF MESSAGE

Dear **[Name]**,

My name is **[Name]** and I am reaching out in regards to a screening that I'm organizing for the new documentary From Shock to Awe on **[Date]** in **[City]** at the **[Theater Name]**. Here's a synopsis:

From Shock to Awe asks 'how do we heal our deepest wounds?' An intimate and raw look at the transformational journey of two combat veterans suffering from severe trauma as they abandon pharmaceuticals to seek relief from the mind-expanding world of psychedelics. Recent scientific research coupled with a psychedelic renaissance reveals that these substances can be used to heal PTSD (Post-Traumatic Stress Disorder) for individuals and their families. Beyond the personal stories, **FSTA** also raises fundamental questions about war, the pharmaceutical industry, and the US legal system.

Watch the trailer here: <https://youtu.be/heDCkw6ayRQ>

I think the members of your organization would be extremely interested in this documentary, and hope that you would share this event with your community. Unlike traditional movie showings, this screening only happens if **[Tickets Needed]** tickets are reserved before the deadline on **[Deadline Date]**, so I need the help of the community to make this event happen. You can see more information about the event as well as purchase tickets to the screening through the Event Page: **[Event Link URL]**.

In exchange for your support, you or a member of your organization can address the audience during the event, and we can also feature your organization on the Event Page.

Please let me know if you have some time to connect and discuss the event in more detail.

Best Wishes,
[Name]

OUTREACH EMAIL TEMPLATE

FRIENDS & FAMILY

Once your Event Page is live, it's time to get the word out! Start by sending emails to friends and family – they are your biggest supporters so it's good to reach out to them first.

> SUBJECT

Help Me Bring **From Shock to Awe** to **[City]**!

> BODY OF MESSAGE

Dear family and friends, OR Dear **[Name]**,

Great news! I'm hosting a special screening of the new documentary **From Shock to Awe** on **[Date and Time]** at **[Theater Name]** through Tugg.com and I would love for you to come!

From Shock to Awe asks 'how do we heal our deepest wounds?' An intimate and raw look at the transformational journey of two combat veterans suffering from severe trauma as they abandon pharmaceuticals to seek relief from the mind-expanding world of psychedelics. Recent scientific research coupled with a psychedelic renaissance reveals that these substances can be used to heal PTSD (Post-Traumatic Stress Disorder) for individuals and their families. Beyond the personal stories, **FSTA** also raises fundamental questions about war, the pharmaceutical industry, and the US legal system.

Watch the trailer here: <https://youtu.be/heDCkw6ayRQ>

To reserve tickets, please visit the Tugg Event Page here: **[Event Link URL]**. Unlike a traditional movie showing, my screening requires that **[Tickets Needed]** tickets be reserved before the **[Deadline Date]** in order to make this event happen. I need your help to reach the ticket threshold.

I'd love to see you in the audience, and really appreciate you helping me spread the word. Tell your other friends and have them join us for this special screening of **From Shock to Awe**!

Thanks for your support!

[Name]

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE
CONTACT: NAME > EMAIL, PHONE NUMBER

[Name] to Bring New Documentary From Shock to Awe to [City]

Join This Special Screening of a 'Journey of Hope and Transformation'

[City], [State] [Date] - [Name] will host a one-time screening of **From Shock to Awe** at **[Theater Name]** on **[Date]** at **[Time]**.

From Shock to Awe asks 'how do we heal our deepest wounds?' An intimate and raw look at the transformational journey of two combat veterans suffering from severe trauma as they abandon pharmaceuticals to seek relief from the mind-expanding world of psychedelics. Recent scientific research coupled with a psychedelic renaissance reveals that these substances can be used to heal PTSD (Post-Traumatic Stress Disorder) for individuals and their families. Beyond the personal stories, FSTA also raises fundamental questions about war, the pharmaceutical industry, and the US legal system.

Watch the trailer here: <https://youtu.be/heDCkw6ayRQ>

[Include short description of the event's special features: Q&A, fundraiser, etc.]

The documentary is screened through Tugg.com, a platform that helps individuals and organizations host screenings in their local theaters. Tickets can be purchased at: **[Event Link URL]**

[Optional quote from Promoter]

[Optional quote from filmmaker]

About the Filmmakers

[Description of Filmmakers]

SOCIAL MEDIA OUTREACH

As a Promoter, it's your job to share your event through social media with your friends, family, followers, and community! Create frequent, fun, and memorable Facebook, Instagram, and Twitter posts to get the word out about your screening:

EXAMPLE FACEBOOK POSTS:

- › I'm hosting a screening of the documentary **From Shock to Awe** on **[Date]** at **[Theater]**! The screening only happens if we sell **[Tickets Needed]** before the deadline, so purchase your ticket today at **[Event Page URL]**!
- › Join me in watching **From Shock to Awe** ! Go to **[Event Page URL]** and buy a ticket today through Tugg, Inc!
- › **From Shock to Awe** is a fantastic documentary. An intimate and raw look at the transformational journey of two combat veterans suffering from severe trauma as they abandon pharmaceuticals to seek relief from the mind-expanding world of psychedelics. We're hosting a screening on **[Date]** at **[Theater]**! Go to **[Event Page URL]** and reserve your tickets before they all sell out!
- › I only need to sell **[#]** tickets to make my screening of **From Shock to Awe** happen. It's going to be a night to remember, so support me and support this film by reserving your ticket before the deadline! **[Event Page URL]**
- › I'm trying to host a screening of a documentary I love called From Shock to Awe, but it only happens if I sell **[#]** tickets. If you want to see an awesome movie about a transformational journey of two combat veterans suffering from severe trauma as they abandon pharmaceuticals to seek relief from the mind-expanding world of psychedelics, get your tickets now! **[Event Page URL]**

Note: A Facebook post is on average only seen by 15% of your friends or followers, so don't rely on just a couple of posts. Keep sharing! That's the only way to guarantee your message gets out! Also, be sure to tag the film's Facebook page so that we can help get the word out.

EXAMPLE TWITTER/INSTAGRAM POSTS:

Include these tags: **@FromShockToAwe - #FromShockToAwe**

- › Can't wait for my @TuggInc screening of @FromShockToAwe. Come out and join the community in viewing this documentary: **[Event Page URL]**
- › We only need **[Tickets Needed]** to guarantee our screening of @FromShockToAwe at **[Theater Name]** - visit **[Event Page URL]** and buy your ticket today!
- › Remember to reserve your tickets to my screening of @FromShockToAwe before the box office closes! **[Event Page Link]**
- › Reserve your tickets for my screening of @FromShockToAwe today! The box office closes in **[Days--Hours--Minutes]**. **[Event page link]**
- › Live in the **[#City]** area? Check out this @TuggInc screening of @FromShockToAwe on **[Date]**! **[Event Page Link]**

CREATING YOUR FACEBOOK EVENT

This is a step-by-step guide for setting up a Facebook event for your Tugg screening.

STEP ONE: CREATING YOUR EVENT

- 1 Create an event on Facebook by going to the Events tab on the left hand side of your Facebook page.
- 2 Click **+Create Event** and enter the name of your documentary and an event title, for example **"From Shock To Awe - October 1, 2018 - Alamo Drafthouse"**, with details about the event, time, date, and location. *Note: Make sure a link to your Tugg Event Page is a visible, prominent part of your Facebook event details.*
- 3 Use images from the documentary for the Event Photo and Cover Photo.

STEP TWO: PROMOTING YOUR FACEBOOK EVENT

- 1 **Invite friends!** The more friends you invite to your Facebook Event, the more likely you are to meet your threshold. Reaching out to every Facebook Friend in your community will offer exposure and increase ticket sales.
- 2 **Post the Facebook Event on your Timeline** and ask your friends and family to share the event with their friends as well. Make sure when you post on your Timeline that you let everyone invited know how many days you have left to meet your threshold.
- 3 Make sure everyone who has joined your event is aware that they need to pre-purchase a ticket on your Tugg Event Page in order to gain entry to your screening. Share this information on your Event's wall and send personal messages to anyone listed as "Going" or "Maybe."
- 4 As you get closer to the event date, post updates on your Event's Wall and encourage your friends to spread the word. Add pictures, trailers, and clips from the documentary to promote last minute ticket sales and get your audience excited.



PREPARING FOR YOUR EVENT

Congratulations! Thanks for all your work, the screening met its threshold and is now confirmed!

WHAT HAPPENS BETWEEN NOW AND THE EVENT?

KEEP SPREADING THE WORD

First off, keep promoting. Movies are always better with a packed house! Plus, as the Promoter, you receive 5% of ticket sales, so the more attendees, the more money you make!

TICKET SALES CONTINUE

Remember, there's still plenty of time to get tickets. They remain on sale through your Event Page until four hours prior to the screening.

WHAT DO I NEED TO DO THE DAY OF THE EVENT?

THEATER CHECK-IN

You need to arrive at the theater an hour before the screening to check in with the theater management. If you have any special features or need to take tickets, this time can be used to discuss the details with the manager.

EVENT DETAILS

On the day of the screening, you'll receive an email with the pertinent details for your event. If you're responsible for taking tickets, we provide you with an Attendee List attached to the email. If you do not receive this email at least two hours before your screening, please contact logistics@tugginc.com.

ATTENDEE TICKETS

All attendees should arrive with either a printed Tugg ticket or an electronic version of the ticket on their mobile device. If an attendee's ticket is not available, you can check them in by their name or ID using the Attendee List.

PHOTOS

Last but not least, don't forget to take photos at your screening! We love it when Promoters send us pictures of all those smiling attendees!

SAMPLE EVENT

SAMPLE INTRODUCTION

The introduction is a time for you to introduce the documentary, thank the audience for attending, and mention anything you'd like the audience to consider while watching the movie. Here's an introduction template:

Thank you very much for coming to this special screening of **From Shock to Awe**, presented by **[Your Name/Organization Here]**. This event truly couldn't have happened without you!

[Other Topics to Mention: The Documentary's Synopsis, Contributions on Your Event Page (if any), Background on Yourself or Your Organization, Ways to Help, etc]

If you enjoy the documentary tonight, please tell your friends and family about it, and encourage others to host screenings. This is an independent documentary with a huge heart, and it needs our help to reach the world and make the greatest impact! For more information on how to host screenings, please visit Tugg.com.

Thanks again for your support, and please enjoy **From Shock to Awe**.

[OPTIONAL IF THIS EVENT IS A FUNDRAISER]

Thanks to everyone here who made a donation to **[Your Organization Here]** when purchasing your tickets. Those funds will be distributed to **[Indicate Cause Here]**. There's still an opportunity to donate after you watch the film, please visit the From Shock to Awe page on Tugg.com where you purchased your tickets to make that additional contribution.

If you enjoy the film tonight, I'd ask that you to tell your friends and family about it, and encourage others to host screenings. This is a small film with a huge heart, and it's going to need our help to reach the world! For more information on how to host screenings, please visit www.fromshocktoawe.com/watch. Thanks again for your support, and please enjoy From Shock to Awe.

FOLLOW UP MESSAGE

Once your event is complete, go ahead and send a message to your attendees using the Promoter Messaging tool by clicking the blue button at the top of your Event Page labeled "Message Followers." Here's a template to get you started

> SUBJECT

Thanks for Attending Our Screening of **From Shock to Awe!**

> BODY OF MESSAGE

Hi there!

Thank you for coming out to our screening of **From Shock to Awe** – we're so grateful that you could help make this event possible!

We encourage you to tell your friends and family about the documentary, and ask them to visit the movie's website and sign up to host their own screenings.

Let your followers and the filmmakers know how much you enjoyed the screening, by tagging @FromShockTo Awe

Thanks again – we couldn't have made this screening happen without you!

Sincerely,
[Name]



Thank you for your interest in From Shock to Awe. For all press queries
please email the producers at fromshocktoawe@gmail.com

FromShockToAwe.com
Facebook: [@FromShockToAwe](https://www.facebook.com/FromShockToAwe)
Twitter: [#FromShockToAwe](https://twitter.com/FromShockToAwe)