4 KEYS To Movie Series SUCCESS

Advice from real customers to help you find *real* success with your film program.



Your Guide to MOVIE MAGIC

Movies are entertaining, but movie events – created with our best practices in mind – are magical. Inspired by colleges and universities across the country who have found the most success with their movie programs, this guide includes everything you need to know to create memorable movie experiences for your campus.





For each pillar of success, Swank offers free resources to help with implementation. Check out the resource key below to keep track of what tactics are most helpful for each category:



Find these materials at swank.com/colleges/planning-resources



INSPIREU TOOLKIT: Features new releases, programming ideas and customer testimonials



CATALOG: Highlights latest movies, seasonal picks and more



EVENT AND PROMO IDEAS: Details top programming and advertising ideas for the upcoming months



CUSTOMER STORIES: Spotlights how customers use movies to create extraordinary campus events



MOVIE BALLOT: Allows you to easily poll your campus so they have a say in your next movie



Download and customize these easy-to-use materials at: swank.com/colleges/promotional-resources



MOVIE TRIVIA: A deck of fun trivia questions to test students' knowledge before the show



PROMOTIONAL TOOKIT: Free, downloadable resources to help spread word of your event to your entire campus



FILM SCHEDULES: Customizable, schedules that make sharing the details of your event a breeze



EVENT AND PROMO IDEAS: Details top programming and advertising ideas for the upcoming months

1 Consistency & Branding

A consistent, branded series familiarizes your event and helps build loyalty – which translates to larger crowds and regular attendees. Naming your program, showing movies on the same day of the week or month, keeping the location the same, and finalizing your titles well in advance are some of the ways you can build credibility and better connect your series with the student population. It's also a great way to create and instill a campus tradition!



"

We show movies on Mondays and Tuesdays each week. We just started doing #Take2Tuesday because sometimes students have class or they're busy. The fact that **they can see it again** on Tuesday [makes it] nice to relax, forget about [classes], have a laugh or have a good cry.

- HIGH POINT UNIVERSITY



SUGGESTED RESOURCES: 🚺 🔛 🗹 📣 🗨





"

Having a brand just really helps the students understand that once they go to one ACBU event and have a positive experience, **they're going to continually have a positive experience.** What's nice about having it in the same location, on the same days of the week and at the same time is that it's one less thing for people to remember.

- JACKIE, BRADLEY UNIVERSITY





We have successfully built a movie program following in which a large amount of students return each week and make this program **the most attended program on campus.** Email marketing has been very effective in informing students of the movie calendar, which is housed on our university website.

- NORTHERN ARIZONA UNIVERSITY





Our series is monthly, on the first Friday of each month whenever possible. We have a film program at our university and we have started showing a student short film before the feature screenings. It helps **get more students** in the house.

44

- STEPHEN F. AUSTIN STATE UNIVERSITY





Choosing the right films is a vital component of your film series. New releases are always a hit, but it's also essential to reflect on your campuses' unique needs and interests in order to create an appealing schedule that draws the largest crowds. Or, go straight to the source and poll students using our free movie ballots.

Cars 3



If we don't have a specific theme we're going with, we put out polls on social media like Twitter and Facebook to try to get a feel for **what students want to see.**

- RYAN, THE UNIVERSITY OF NEW ORLEANS





17%

We have implemented one night a week showings of classic films, usually three to five in a series centered around a particular actor. These have been very successful.

- HOPE COLLEGE



"

There is a rotating family film event with pizza and a movie themed craft called Friday Family Fun Night. The schedule is a mix of Disney favorites and new releases.

- IVY TECH COMMUNITY COLLEGE



We showed several films this year to highlight various cultures, celebrate heritage months and bring to life the struggles some groups have fought to gain equal rights. These sparked student engagement and some of the largest participation at events in several years. We intend to hold similar events in the future.

- UNIVERSITY OF NEW MEXICO - LOS ALAMOS





BAY COLLEGE FILM SERIES PRESENTS MOLLY'S GAME

MARCH 22 - 7:00 PM BESSE THEATER

> DMISSION: \$5.00 TUDENTS: \$2.00



"

The Bay Film Series is an **important programming tool** for both our students and our community. In the Upper Peninsula, we are "geographically isolated" and many art house, foreign, or cutting-edge movies don't come to our local theaters. The film series provides the college students, staff, and community with an opportunity to see important documentaries, Academy Award-nominated films, and independent movies.

- BAY DE NOC COMMUNITY COLLEGE





SUGGESTED RESOURCES: 🚺 🛄 🗹 💭

"

By adding indie and documentaries to our film selections, we have been able to **reach a wider audience and increase interest in our film series.** These films have garnered great attendance, often are films you cannot find in our local community and help demonstrate the importance of a film series on campus! We have loved showing these movies and have seen major student input & buy-in with selecting which movies we show!

- VALPARAISO UNIVERSITY



With this summer's biggest blockbuster hits creatively paired with indie must-sees and all-time classics, the Late Night Film series is offering its most diverse and interesting schedule to date.

- UNIVERSITY OF KENTUCKY







Students are routinely bombarded with advertisements and event opportunities, so it's important to think outside the box with your promotions. Movie programs that deploy unconventional methods of promotion are not only the most popular, but also them most memorable.



"

We handed out to the first 50 attendees Limited Edition Popcorn Cups with a list of the semester's movies on it. Each movie had a different color. To promote the week's movie, we handed out free popcorn with flyers at lunch time one day during that week.

> - MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY







Our creative marketing for 'Star Wars' this past semester involved the hashtag #AdventuresWithChewie. We had a stuffed Chewbacca the students took around campus and photographed him doing different things. We posted a new photo or video everyday. We did this for the two weeks leading up to our showings.

- SOUTHEASTERN LOUISIANA UNIVERSITY





southeasternosti Chewie's reaty for Usr Up Turnsbay, just the Tuesday, April 5th which will have the first showing of Star Wars for thes. #Teamfourheastern #Ichupfuesday #Adventures#UthChevie



southeasterneab Chewie's pumping iron cause he's pumped about the free showings

of Star Wars | April 5th & 6th #adventuress/thchewle abracadabrafilms @scottymchotty123 OO 411885

OO

501kes





When we showed 'Jurassic World,' we advertised by putting **blow-up dinosaurs holding signs** around campus. We also handed out gummy dinosaurs.

- WASHINGTON STATE UNIVERSITY SPOKANE





The most effective means of promoting our screenings is sending out three emails to those on our contact list during the week of the Friday night screenings. Each email features a tidbit of information relating to the film to be shown that week. This heightens the interest and anticipation of the prospective viewer in seeing the film and plays a major role in high attendance.

- BRIGHAM YOUNG UNIVERSITY





We created business cards that **listed all our movies for the semester** and handed them out. We also created videos of us running around asking people a question that pertained to the movie, and we then posted that to our social media accounts.

- HOFSTRA UNIVERSITY



We installed large poster frames right outside of the main restrooms in our Student Union. We installed two, one for the movie currently showing and one for the upcoming film. We also have a PowerPoint reel that runs before each film that advertises upcoming movies as well as other campus activities initiatives.

- THE UNIVERSITY OF MAINE





PROMOTION



Take your event to the next level by creating fun and unique experiences for your students. Pair programming with the movie's theme, identify relevant campus organizations to partner with or get creative with concessions for that extra "cherry on top" touch.



Members of UNCW's Association for Campus Entertainment pose after their 7th annual Mini Hawk-In—a themed 12-hour movie marathon. To celebrate this year's Disney theme, **guests and volunteers dressed up as their favorite characters** from some of the featured movies, including 'The Incredibles,' 'Mulan,' 'Enchanted,' 'Pirates of the Caribbean,' 'Up' and 'Aladdin.'

- UNIVERSITY OF NORTH CAROLINA AT WILMINGTON









This semester, we hosted our first ever Sundae Night Screams event. We provided free ice cream sundaes for anyone who came to our Sunday night showing of the movie 'Rings.' We had great turnout, with 85 attendees.

- TEMPLE UNIVERSITY



"

We showed 'Moana' for our annual Cultural Film & Food Festival. Our on-campus head chef whipped up an amazing Polynesian themed dinner to go along with the event, and we had a discussion with movie-goers about Polynesian/Hawai'ian/Pacific Island cultures and the things 'Moana' got right.

- GILLETTE COLLEGE

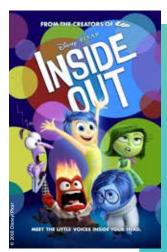


"

We brought the Swing Dancing Club to the showing of 'La La Land' to have a swing dancing workshop before the show in order to engage more students. We found bringing in different partnerships broadens our campus reach.

- MARIAN UNIVERSITY





'Inside Out' was very successful. We partnered with two mental health student orgs (Wellness Peer Educators and Active Minds) and had tabling in the theater lobby providing interactive activities before the movie started. We also showed a PSA on UCSD's mental health counseling services available to all students.

- UNIVERSITY OF CALIFORNIA - SAN DIEGO

UC San Diego

"

We hosted a '**Top Gun**' and Wings event. We dressed up as aviators and ate mass quantities of delicious wings. We also gave out prizes every time the movie said 'Top Gun.'

- IOWA STATE UNIVERSITY



Students on our campus love a good throwback and theme night. One of our most successful events was 'The Breakfast Club.' We even featured a late night cereal bar.

- MARYVILLE UNIVERSITY



IOWA STATE UNIVERSITY





We held a pajama party basketball game and **it was a huge hit with our fans!** We encouraged fans to wear pajamas to the game and gave away pillowcases to a limited number of fans. Afterward they could come down on the court with their pillows and blankets to watch the movie! Everyone loved it!

- KENNESAW STATE UNIVERSITY



"

We hosted a social justice film and discussion series from February to March in which we featured 'The Immortal Life of Henrietta Lacks.' We had a panel of faculty from our Engineering Science Transfer program and we even were able to showcase Henrietta Lack's cells at the event (courtesy of our biology department). so students understand Henrietta was a real person who made tremendous breakthroughs in medical history.

- SPRINGFIELD TECHNICAL COMMUNITY COLLEGE





All trademarks belong to their respective owners



1-800-876-5577 swank.com/colleges