



— TOP —

Customer Tips

FOR

Movie Event

SUCCESS

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

SWANK
MOTION PICTURES, INC.

Your Guide to Movie Event SUCCESS

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 create memorable movie experiences for your campus.

FIVE STEPS TO *Success*:

- 1 *Select*
CAPTIVATING TITLES
- 2 *Brand*
YOUR SERIES
- 3 *Create*
AN EXPERIENCE
- 4 *Generate*
BUZZ
- 5 *Finalize*
THE DETAILS

Resources

For each of these steps to 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:




Planning RESOURCES

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
-  **SWANK ACCOUNT EXECUTIVE:** A dedicated contact to help you every step of the way - from selecting movies to show day
-  **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

Promotional RESOURCES

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

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

1 Select CAPTIVATING TITLES

Suggested Resources:



INSPIREU



CATALOG

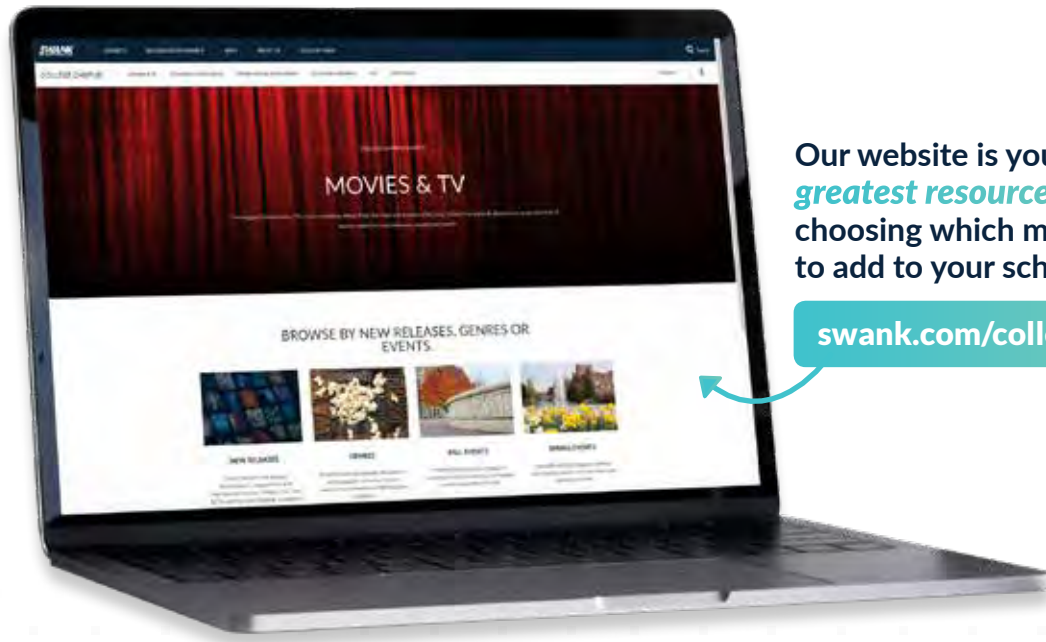


MOVIE BALLOT



SWANK ACCOUNT EXECUTIVE

Choosing the right movies is a vital component of your movie series. New releases are always a hit, but it's also important to reflect your campuses' unique needs and interests to draw the largest crowds.



Our website is your *greatest resource* when choosing which movies to add to your schedule!

swank.com/colleges



- Browse titles by new releases, genres or seasonal events on the “Movies & TV” tab
- We group movies into categories of content like “New Releases” and “Throwbacks.” Groupings are sorted to default by most popular so you can see what other schools are showing.



- Click “Sort By” to view titles alphabetically, by availability date, by release date and more
- If the home date is listed as “anticipated pre-home,” this means the date has not been officially confirmed but you can still tentatively book the movie starting on that date

Additional resources to help you select the best title:

- **Your Swank Account Executive:** We're always available to help you build the perfect schedule for your campus!
- **Free Movie Ballots:** Survey your committee or campus to let the majority decide.
- **Swank Catalog:** Features all our top new and relevant titles, as well as customer spotlights and event ideas, displayed in one booklet.



Customer ADVICE



In February, we show films that are **Oscar®** contenders. It's been successful the past two years we've done it as it offers students a chance to see popular films they might have missed in theaters or might be difficult to find elsewhere.

- CLARK UNIVERSITY



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



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



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



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





“

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



“

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



“

We had a screening of the movie ‘Inside Out’ in conjunction with our annual mental health awareness week, MC Uplift. The students who came made stress balls beforehand, ate nostalgic childhood snacks and took time to unwind during a stressful time in the semester. It was our **most well-attended movie of the year** and one of the most fun to plan and experience!

- MARYVILLE COLLEGE



2 Brand YOUR SERIES

Suggested Resources:



SWANK ACCOUNT EXECUTIVE



CUSTOMIZABLE SCHEDULES



PROMO TOOLKIT



INSPIREU



CUSTOMER STORIES

Whether you're hosting movies once a week or once a month, a consistent movie program builds recognition for your events and increases loyalty – which translates to larger crowds and regular attendees. Lock in your lineup well in advance so you can brand your movie series, allowing plenty of time to develop your promotional plan and increase visibility for your series.

Scheduling Your Events

You can either schedule all your movies upfront, or do it as you go. Each option has benefits, just remember your movie must be locked in before promotion can begin. Scheduling your entire movie series upfront allows you to get a head start on developing a plan for consistently promoting your events. Simply call or email your Account Executive to schedule your films.

More Branding Tips:

- Give your series a name
- Keep the location consistent
- Show movies on the same day of the week or month
- Finalize your titles well in advance



Customer ADVICE



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



BRADLEY University



All trademarks belong to their respective owners

BRAND YOUR SERIES



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



UCONN hosts 'Friday Night Flicks' on Friday nights at 8 p.m. and 11 p.m. All that's needed is a UCONN ID and it's free of charge!

- UNIVERSITY OF CONNECTICUT



We show new release blockbusters every Friday and Saturday night. The consistency of our film series has made it a **very successful program on campus**.

- THE UNIVERSITY OF TEXAS AT SAN ANTONIO



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



This is our second year doing movies every Friday. We used to jump around, but now we use the same location at the same time every Friday. **Attendance doubled since last year.**

- UNIVERSITY OF MISSOURI - ST. LOUIS

3

Create AN EXPERIENCE

Suggested Resources:



SWANK ACCOUNT EXECUTIVE



EVENT AND PROMO GUIDE



INSPIREU



MOVIE TRIVIA



CUSTOMER STORIES



CATALOG

Take your event to the next level by creating unique, one-of-a-kind 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.



Tip: Think outside the theater and utilize a variety of campus locations, like the pool, athletic field or quad, to create a unique viewing experience on your campus!

Customer ADVICE

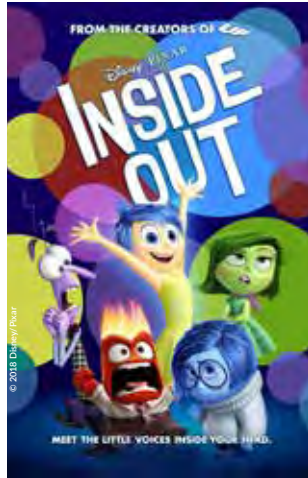


We held a pajama party basketball game and **it was a huge hit with our fans!** We encouraged fans to wear pajamas to the game and gave away pillowcases to a limited number of fans. Afterward they could come down on the court with their pillows and blankets to watch the movie! Everyone loved it!

- KENNESAW STATE UNIVERSITY

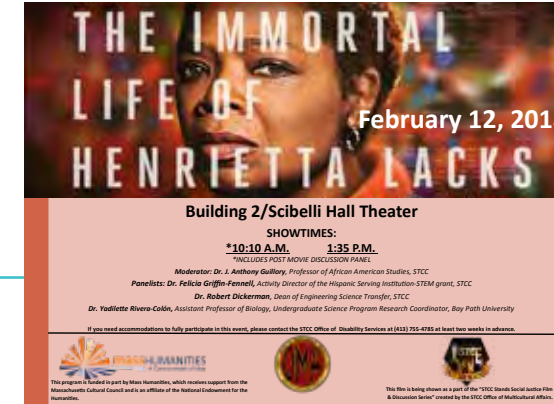


All trademarks belong to their respective owners



'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



We hosted a social justice film and discussion series from February to March featuring '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 Lacks' 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



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



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





“
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



“
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.
- STEPHEN F. AUSTIN STATE 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



“
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



4 Generate BUZZ

Suggested Resources:



SWANK ACCOUNT EXECUTIVE



EVENT AND PROMO GUIDE



INSPIREU



PROMO TOOLKIT



CUSTOMER STORIES



CATALOG

Effectively getting the word out is key to your program's success. Students are routinely bombarded with advertisements and event opportunities, so it's important to think outside the box with your promotions. Movies that deploy unconventional methods of promotion are not only the most popular, but also the most memorable.

Free Promo Toolkit:

To make things easier, we put together a free, customizable promotional toolkit you can download on our website under the "Promotions Resources" tab. It features:

- Movie Schedules
- Movie Tickets
- Flyers
- Social Media Inspiration
- Bookmarks
- Popcorn and Candy Stickers
- And More!



View the entire promo toolkit at: swank.com/college-campus/promotional-resources

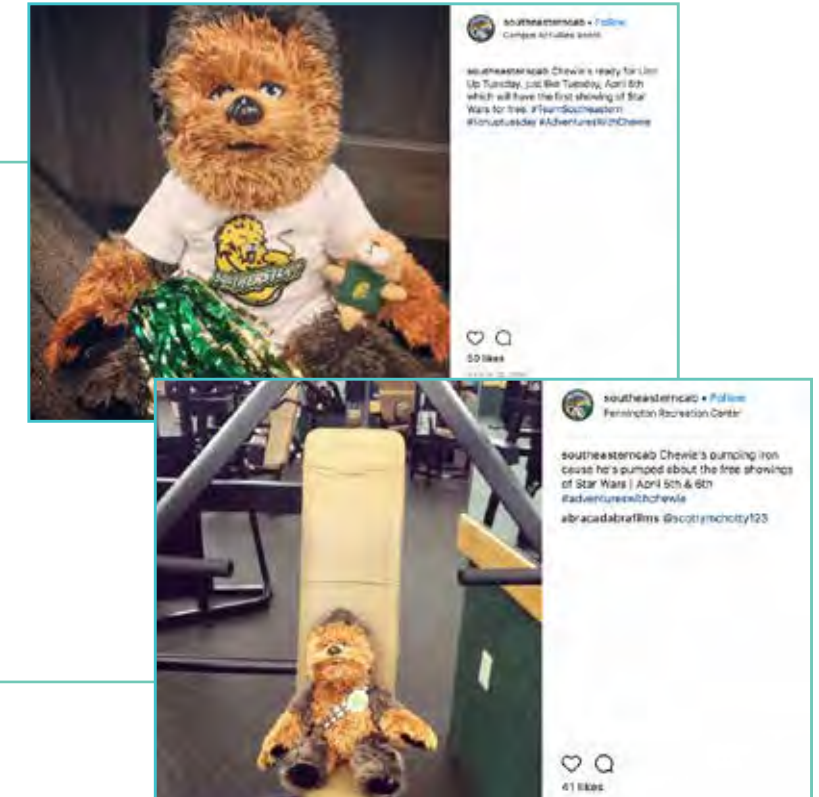
Tip: Want to really catch students' attention? You can purchase theatrical movie posters directly from your Swank Account Executive for only \$7.50!

Customer ADVICE



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





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

MISSOURI **S&T**



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

BYU
BRIGHAM YOUNG
UNIVERSITY


WASHINGTON STATE
UNIVERSITY
S P O K A N E



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



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


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

 1865 THE UNIVERSITY OF
MAINE

5 Finalize THE DETAILS

Suggested Resources:



SWANK
SUPPORT LINE
1.800.876.5577



SWANK ACCOUNT
EXECUTIVE



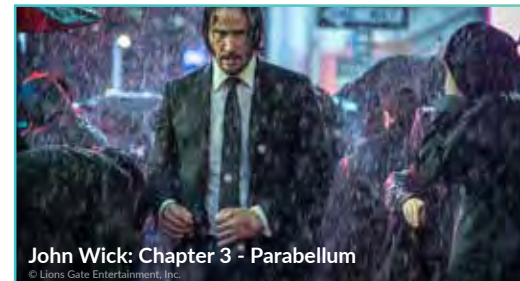
INSTRUCTIONS
INCLUDED WITH
DVD COPIES AND
CINELINK DEVICE

If you ordered a copy of the film you're showing, it should arrive at least two business days prior to your event. Always contact your Account Executive if it doesn't arrive by then so they can make alternate arrangements.

DVD's:

For security purposes, pre-home movies shown before the home entertainment date will require a four-digit pin. The pin will be emailed to you up to one week before your show. Please use the pre-paid return label to send the DVD back the following business day after your show date.

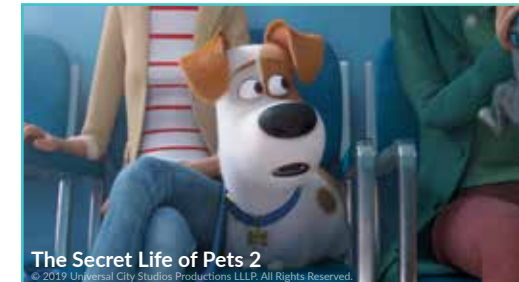
Please Note: Our pre-home DVD's are not compatible with computers or gaming systems. We strongly suggest you test the DVD ahead of time using the equipment you plan to use on your show date.



John Wick: Chapter 3 - Parabellum



Aquaman



The Secret Life of Pets 2



Avengers: Endgame

Cinelink:

Ask your Account Executive about Swank's Cinelink technology. Removing the hassle of requesting or purchasing a DVD for your show date, the Cinelink device delivers **high-quality movies** over the internet, saving you time and money and allowing you to more **efficiently plan and execute your movie events**. Once you have your Cinelink, make sure the device is powered on and connected to the internet to ensure your movies are downloaded and ready to go for your show!



Customer ADVICE



With the convenience and efficiency of Cinelink, we are able to simply click a button and know that our audience will have an amazing experience every time.

- NORTHERN ARIZONA UNIVERSITY



The audio and visual quality is awesome, and the automatic start of downloads is great too!

- CLEMSON UNIVERSITY



Cinelink has been a fantastic upgrade to the students' movie-going experience!

- UNIVERSITY OF NOTRE DAME



Cinelink is so much more convenient, and the quality is exponentially better, than DVDs. Plus, using Cinelink saves us time and money, what more could we ask for?

- MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY



Relax and Enjoy the Show!

After your event, we would love to know how it went!

Call your Account Executive at **1.800.876.5577** or submit your event details at bit.ly/collegesevent to inspire other schools!

SWANK
MOTION PICTURES, INC.

1.800.876.5577
swank.com/colleges