

Host a Screening Tool Kit

THE GREAT DISCONNECT

SYMPACTFUL WELLNESS MEDIA PRODUCTION IN ASSOCIATION WITH MOCA FILMS & ARMADA FILMS DIRECTED BY TAMER SOLIMAN
DIRECTOR OF PHOTOGRAPHY AND CINEMATOGRAPHY ROB TYLER EXECUTIVE PRODUCERS JEREMY WALTON STEPHEN PRICE OLIVER BARRET-LINDSAY NEVILLE HICKS PRODUCED BY TAMER SOLIMAN
CO-PRODUCED BY JEREMY WALTON ASSOCIATE PRODUCER CANDY WHICKER WRITTEN BY SARAH DOUGLAS KATHERINE SALTER TAMER SOLIMAN NARRATED BY TAMER SOLIMAN
CREATIVE CONSULTANT GEORGE HALVORSON CONSULTING WRITER JAY MUSTAFA EDITED BY ROB TYLER



Thank you

Thank you so much for hosting a screening of the documentary *The Great Disconnect*. We hope your audience enjoys the film and that it makes a difference in their lives and the neighbourhoods they live in.

In this package, you will find information about the film as well as a few resources to help spread the word about your screening.

For any questions or further information please contact Tamer Soliman at info@disconnecteddoc.com or 613-794-0314.

This package includes:

- Virtual Screening Tips
- Images, Banners and Links for promotions
- Suggested Social Media Messaging
- Suggested E-mail & Newsletter Content
- Links to media
- Media Links & Contact Information

Please see the [Info Kit and Discussion Guide](#) to access:

- About the film
- Featured Interviewees
- Info about the Creators of the film
- Director's statement
- Film themes
- FAQs for the filmmakers
- Discussion Questions for the Audience
- Sample sound bites
- Sample Visual Summary
- Film Reviews

Virtual Screening Tips

Pre-event and promotion:

- Creating a promotional and marketing strategy once the date and time has been set.
- Use Eventbrite, or similar platform, to invite audience members to register
-
- Create a link for the virtual event and share it via e-mail to all registered participants **a day** before and **2 hours** before the time of the event. Consider including tips to enhance their experience (e.g. explaining if it will be Webinar style, how to ask a question, basic tech FAQs for the platform you are using).

Support Roles:

- Designate a host/moderator to introduce the purpose of the event, land recognition, panelists Q&A portion, etc.
- Designate a person as tech support to help with technical issues such as: re-sending links, monitoring e-mails, muting and unmuting audiences and panelists, etc.
- If possible, have someone separate from the moderator to monitor questions and comments.

Introductions:

- Begin your event with a few words about your initiative and why you're screening *The Great Disconnect*. Sharing a PowerPoint or Keynote slide about your initiative is also suggested.
- Provide a brief bio about the filmmakers and attending panelists.
- Briefly introduce the film. This could be done by the filmmakers (if present).
- Before starting the film, remind people to stick around after the film for the Q&A portion of the event.

Playing the film:

- There are two main options for playing the film:
 1. **Screen sharing (preferred):** Play the film from your computer and share **both** your screen **and** your sound with audience members.
 2. **Private Link:** Have the private link and password displayed on a slide (through screen sharing). Also post the link and password into the chat box. Audience members then click the link which will take them to the film, and they watch it on their own personal devices.
- Remind everyone to turn off their camera and mute their audio while they watch the film.

Q&A portion:

- At the conclusion of the film, instruct the audience to turn back on their cameras and get ready for the Q&A/panel discussion.
- Reserve at least 30 minutes for Q&A and discussion after the film. The film sparks a lot of ideas that people will want to ask questions and talk about. Have a few questions prepared (see Film Kit and Discussion Guide for ideas) for each panelist.
- Conclude by having each speaker share any final thoughts and follow it up with last words by you as organizers.



Images, Banners & Links

Click the links to download the image for your promotional purposes:

Film poster with credits - click [here](#)

Film Poster without credits - click [here](#)

Rectangular image with film festival laurels - click [here](#)

Rectangular image with empty space - click [here](#)

Slim rectangular image with empty space for logos, text, dates, etc- click [here](#)

Square Image (Instagram post)- click [here](#)

Rectangular image with social links & empty space for logos, text, dates, etc: click [here](#)

Social links on rectangular image no empty space: click [here](#)

Web links associated with the documentary:

Website: www.TheGreatDisconnectFilm.com

Trailer: vimeo.com/swmedia/tgdisconnect

Facebook: facebook.com/TheGreatDisconnectFilm/

Instagram: instagram.com/thegreatdisconnectfilm/

When posting on social media, we suggest the following *Hash Tags & Mentions*:

FB - [@TheGreatDisconnectFilm](#)

IG - [@TheGreatDisconnectFilm](#)

Twitter - [TamSoliman](#)

LinkedIn - [@Tamer Soliman](#)

#TheGreatDisconnectFilm

#communityfilm

#communitywellbeing

#connection

#neighbourhood

#wellbeing

#neighbours

Sample Text for Social Media Messaging

- As part of our **{EVENT NAME}** we are screening the award winning film *The Great Disconnect*. A panel discussion with the filmmakers & experts will follow. We'd love for you to join us! Tickets are **{PRICE}** & you can register through this link here: **{Include Link}**
- Save your virtual seat! Register for the **{EVENT NAME}** which includes a screening of *The Great Disconnect* on **{DATE}** - panel discussion with the filmmakers & experts to follow. We'd love for you to join us! Tickets are free & you can register here: **{Include Link}**
- As part of our **{EVENT NAME}** we are excited to be putting on a virtual screening event on **{DATE}** of the award winning and timely documentary *The Great Disconnect* - click here to register: - **{Include Link}**
- Strengthening our communities and neighbourhoods has been a the priority of our work and mission, which is why we are excited to bring this film to our community at our **{EVENT NAME}** on **{DATE}**. Learn more and register here: - **{Include Link}**

Sample Marketing E-mail or Newsletter

Dear {community members, neighbours, etc},

We are excited to be screening the award winning and timely documentary **The Great Disconnect** - www.TheGreatDisconnectFilm.com.

The screening takes place as part of our **{EVENT NAME}**. The film's running time is approximately 60 minutes, and will be followed by a panel discussion including the filmmakers and various experts in community wellbeing. Tickets are **{PRICE}** and you can register by **clicking here** for the registration link).

The Great Disconnect uncovers why, in a world seemingly more connected than ever before, people are feeling more and more socially isolated – and the true cost this has on our lives and communities. This documentary invites us to reflect on the relationships we have with those around us and raises the question: *Is it possible to overcome our modern culture of disconnectedness and rediscover how truly essential we are to one other?* You can learn more about the film by visiting the official webpage by [clicking here](#).

Watch the trailer here to get a glimpse: <https://vimeo.com/swmedia/tgdisconnect>

Strengthening our communities and neighbourhoods has been a the priority of our work and mission, which is why we are excited to bring this film to as part of our **{EVENT NAME}**. This event aims to enhance our local sense of community by:

- Heightening citizens' awareness of the existence of social isolation, loneliness and disconnection - as well as the impacts it has on our mental and physical health, a growing public health issue.
- Helping citizens draw links between city design, technology and toxic individualism, and how they influence our neighbourhoods and communities.
- Sharing simple and effective call-to-actions that can help citizens strengthen their social connections, neighbourhoods and communities - not just for their own benefit but for the benefit of our city as a whole.
- Providing citizens within our community a safe way to feel connected with one another and become more collectively engaged citizens!

Since its official launch in October 2019, the film has screened across Canada through multiple municipalities, non-profits and NGOs, and has been shown in ten countries across Europe. It has also been featured in over twelve independent film festivals, and in October 2020, the documentary won the award for **Best Feature Film** at the prominent **Better Cities Film Festival**. The judges' panel included the famous architect Jan Gehl alongside other esteemed architects and urbanists.

If you have any questions please contact us at **{YOUR E-MAIL}**.

We look forward to seeing you there,

(Signature)

In the Media...

Media links:

Best Feature Film announcement at *Better Cities Film Festival*
- Click [here](#)

CBC morning interview with Robyn Bresnahan - Click [here](#)

Oakville News Review of the documentary- Click [here](#)

Ottawa Canadian Film Festival Q&A - Click [here](#)

Phoenix Journal Q&A - Click [here](#)

Contact Information

Email: info@TheGreatDisconnectFilm.com

Website: www.TheGreatDisconnectFilm.com

Social Media: @TheGreatDisconnectFilm

**For any questions or further information please contact Tamer
Soliman at 613-794-0314.**