



INDOOR AND OUTDOOR

MOBILE CINEMA EVENTS



Introduction

Thank you for downloading this free guide produced by Go Cinemas for organisations that want to deliver an outdoor cinema event in the UK.

Go Cinemas hire out all the equipment you need to put on an outdoor screening. This includes our massive 8.5m x 4.5m screen suitable for up to 700 people, professional British made bespoke sound system, high powered projection and comprehensive event support equipment.

We want to help our customers organise great outdoor screenings. We get asked the same questions regularly, so we thought it would be a good idea to put together a guide to help people put on and manage their own cinema event.

As the awareness of outdoor cinema has grown in recent years, so has the number of screenings. There has never been a better time to organize a cinematic experience, sell lots of tickets and make a good profit on an event.

I hope you find this guide useful, and of course if you do go ahead, we would love to help you out and supply the equipment you need.

- Andy

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The Event

Choosing a Location

The great thing about outdoor cinema is you can do it anywhere. We have screened on ferries and in castles, on the beach and in aircraft hangars.

The location of your screening will make up a big part of the audience experience, and don't forget that is what people are looking for **an experience**. Not just going to see a film.

In terms of logistics you need to think about:

Parking: People will need somewhere to park nearby or have good transport links. Don't forget it will also be dark when they return to their cars or travel home after the film so if it is not well lit you will have to organise lighting or ask them to bring torches. We will light the audience area (a box 45m x 25m in front of the screen) and the areas to the side of the screen.

Toilets: If you can find a venue with toilets nearby the screening site you can save the cost of hiring in portable toilets (approximately £40 each) but either way you need to provide toilets for your audience. You can find guidelines on how many toilets you need [here](#).

Audience: You then need enough space for your audience, starting 11m back from the bottom of the screen. How much space will depend on how you seat people. If you arrange chairs in an ordered fashion you can get 500 people in a very small space. If they spread out with blankets and canvas chairs this obviously increases. We are happy as part of the initial site (as long as it's not too far!!) visit to discuss the layout and any concerns.

Power: If you can provide 2 x 13amp sockets nearby that is great. If not, it is no problem because we have our own generator.

Shelter: Although we have screened on the tops of hills, using an exposed site can cause two problems. First our screen is only rated up to 23mph wind any more and we will have to take it down. Second is wind chill, a sheltered site in the cold is much more comfortable for an audience than a windy one. We have done screenings in torrential rain and still had 450 people turn up and watch the film. This is much less likely to happen if you have an exposed site when they will have to endure both wind and rain.

Food and Drink: A venue with catering facilities nearby is a bonus, and a bar even better. More commonly you can charge a pitch fee or agree a profit share with food or drink vendors. You could always consider running your own food or drink concessions. We have a wide range of suppliers who can provide what you may need.

The Event

Choosing a Location

Matching the Venue to a Film:

Now you have your venue you need a film; this is the fun part. All the most popular screenings I have done all share one thing in common - they have matched the film to the location or target audience.

- **Point Break**- on a cliff
- **Jaws** on- the beach
- **Top Gun**- in an aircraft hanger
- **Blair Witch**- Project in the woods



You get the idea. People want a unique experience and matching the film to the venue is a key part of this equation. We have years of industry experience choosing films and we offer this as a free service to those that book with us.

Picking a date and time: Now you've got the venue and agreed on a film; now you need to decide when you put your event on. Although we put on events all year round the majority are from April to October, both on weekdays and weekends. So it really is up to you.

IT HAS TO BE DARK!

We use projection to show the film so it needs to be dark. This means you can't start your film until approximately 20-30 minutes after sunset. Here are some sunset times for the UK.

Month	Sunset range	Screening start times
May	20:24 - 21:07	20:54 - 21:37
June	21:08 - 21:21	21:38 - 21:51
July	21:21 - 20:50	21:51 - 21:20
August	20:49 - 19:49	21:19 - 20:19
September	19:47 - 18:47	20:17 - 19:17
October	18:38 - 16:35	19:08 - 16:55

The Event

The above timings mean that the start time of most events we do is around sunset. Although this can be quite late in early summer we have never found this a problem and people are happy to stay up late for such a unique experience.

Adding Value

You have now got a great event planned, and adding value can make it even greater. Adding value to a screening makes it even more of an experience, just look at how popular the secret cinema movement is in East London.

Here are a few ideas:

- ◆ Invite people to come in fancy dress, especially if it is a cult classic or film with lots of fans.
- ◆ Include food and a drink in the price, ideally themed to the film. Bring in actors or props relating to the film.
- ◆ Add an activity before the film, for example a tennis tournament before a screening of Wimbledon the Movie or a treasure hunt before The Goonies.



Planning

Safety Plan

An event safety plan does not need to be complicated, but you do need one. As an event organiser, identify the:

- ◆ Scale, type and scope of the event (done above)
- ◆ Type and size of audience (done above)
- ◆ Location (done above)
- ◆ Duration of the event (done above)
- ◆ Time of day and year the event will be held (done above)

These factors will help you to determine what resources and facilities will be required. Following this guide will help you consider all the above list. It is by no means an exhaustive list and every event is unique, but hopefully it will prompt you to think about what you need to consider for an outdoor screening. We can supply examples and templates upon booking.

Event Licenses

If your event has under 499 attendees, you will need to apply for a Temporary Events Notice . This notice is very simple and the cost is only, on average £21. If, however you are planning on having more attendees than this you will need to apply for a Premises Licence. The prices for this licence can vary so you would need to contact the relevant council.

Film Licences

In order to screen any film, you will need the permission of the company who hold the rights. This can be done very easily through a company called www.filmbankmedia.com There are two types:

Non-commercial: This will be either a one-off payment, based on the number of people attending, and your type of event. This would generally be £139 + vat.

Commercial: This is 48% (inc VAT) of the ticket sales. You simply complete an on-line form after the event and return payment. **We can guide you through the forms and process.**

Insurance

You will need insurance for your event (our equipment is already covered). If you are organising your screening for a school, business or charity their insurance normally covers this as it is such a low risk event. If not, you can get single event insurance for about £50 including full public liability.

Planning (continued)

Parking

As covered above you will need parking for your audience. Things to consider:

- ◆ Depending on the parking layout you may need stewards to manage if bays are not marked.
- ◆ We work on an average of 3 people per car, so a 300 person event would need 100 spaces.
- ◆ Make sure the parking is clearly signed from the road.
- ◆ Any stewards will need hi-vis vests and torches.
- ◆ Parking area will need to be lit as well as the route between parking and screening.

Risk Assessments

These don't need to be as scary as they sound. They are also the key tool for creating a safety plan (above). Here are some of the risks you might want to assess for your event:

- ◆ Fire
- ◆ Bad Weather
- ◆ Trips and Falls
- ◆ Equipment Failure
- ◆ First Aid and Emergency Procedures
- ◆ Physical Hazards (lake, steep slope etc)
- ◆ Crowd Management
- ◆ Communication: Team briefing
- ◆ Communication: Audience briefing

It is your responsibility to do risk assessments for your event.

We can't do these for you. However hopefully the above will help you think about some of the risks and how you can minimise them. You can also download an example. We do the risk assessments for our operation and equipment. After you have placed your booking we will send you a copy of this document for you to include in your safety plan. We will also complete an on-site assessment when we arrive, this is for our operation and equipment **not** the event.

Planning (continued)

Stewards

Having helpful stewards for your event is important for safety and customer service. A steward's role can include:

- ◆ Gate entry
- ◆ Managing parking
- ◆ Checking tickets
- ◆ Seating the audience
- ◆ Answering questions
- ◆ Directing people to toilets
- ◆ Ushering people back to cars at the end

Key to this is a comprehensive briefing so everyone knows what their role is. This should be done well before people arrive, so it does not have to be rushed. To help you out we provide the following equipment for your stewards free of charge:

- ◆ Steward radios
- ◆ Hi-vis jackets and vests
- ◆ Torches
- ◆ Trestle table for collecting tickets

Finally getting good, helpful and friendly stewards is key. Most events do this with volunteers, incentivised with a free ticket, hot snacks and plenty of hot chocolate!

Seating

Managing seating dictates how much space you need. You have two options:

- ◆ Provide and lay out your own seating
- ◆ Invite people to bring camping chairs or blankets



Planning (continued)

Crowd Management

With up to 499 people you need to think about the best way to manage your audience. Think about:

- ◆ Signage to screening area
- ◆ Queueing to get in
- ◆ Marking out seating areas
- ◆ Managing where people sit
- ◆ Doing a briefing before the film starts (we provide the PA and mic for this)
- ◆ Welcome Toilets
- ◆ Emergency procedures
- ◆ End of film
- ◆ Rubbish
- ◆ Lighting
- ◆ Managing the rush as film finishes
- ◆ Managing all cars leaving at once

Signage

Good signage can save you a lot of hassle on the night. Think about signage:

- ◆ On the roads leading to the event
- ◆ On the road entrance to the event parking
- ◆ From the parking to the screening
- ◆ Where to queue with tickets
- ◆ To the toilets
- ◆ Blackboard for key event info

Planning (continued)

First Aid

If people get injured you need to be able to treat them. For this you will need qualified First Aiders on site and in date First Aid Kit. Other things you want to consider: Open air cinema is by nature very low risk compared to other events. It is normally in big open spaces with good access and in the five years we have been doing it we have never seen anything more serious than a bee sting.



Event Management

Planning (continued)

Budget

It's important to have a budget for your event. Your budget will include your income for ticket sales, sponsorship and concessions as well as a breakdown of costs. To help you out, here is an example:

Outdoor Cinema Budget

Ticket price:	£14
Audience:	499
Income:	£6,986
Film Rights fee 40% + VAT	£3,353
Profit:	£3,632.

BUDGET

Notes

Income

Ticket Sales	£3,632	As above
Concessions	£2000	Your own bar selling alcohol and hot drinks/Catering

Total Income	£5,632
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Costs

Average Screen Hire	£1,300	Go Cinema
Toilets	£100	
Insurance	£50	
Marketing	£200	Includes: Design, posters, Flyer's and paid Facebook Ad's.
Stewards	£150	

Total Costs	£1800
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Profit	£3,832
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Marketing

Ticket Price

What you charge for your event is up to you. We have done screenings where tickets have been sold for anything between £6 and 20 but the normal is around £13/14. If you include food and drink this can easily be £20-25 but you will need to decide how much of that price is for the film so you can calculate the filmlicense fee.

Box office

These days most events opt to sell tickets in advance on-line. the benefit of selling in advance is you only refund if you have to cancel the event (depending on your terms)There are plenty of websites that offer this service:

- ◆ www.eventbrite.co.uk/event-Tickets/organisers
- ◆ www.skiddle.com

Other benefits of these services are:

- ◆ You can see how many tickets you are selling to help estimate how many toilets, stewards etc. you need
- ◆ You can email people that buy tickets with reminders about what to bring, directions. You can use their emails for marketing future events
- ◆ You can use the database if you need to cancel the event



Marketing

Promoting your event is really important in order to get good ticket sales.

Here are a few things to think about:

- ◆ **Posters**
Cheap, and as most of your audience will come from the local area they are a great way to promote your event. Get them out as early as you can and keep them as simple as possible. Feel free to use pictures from our website. You can get 200 A4 posters for around £21
- ◆ **Leaflets**
Again cheap, especially if you distribute them yourself.
- ◆ **Social Media**
Today, one of the most effective ways to reach your audience. It needs time and regular maintenance but well worth it
- ◆ **Facebook**
Create an 'event' with all your event details. You can then invite friends and share.
- ◆ **Twitter**
Set up a hashtag for your event. Create a short link to your on-line ticket or web page. Share it. Send messages. Encourage people to retweet.
- ◆ **Competitions**
Giving away tickets to websites, radio stations to use in competition. A great way to get coverage and create a buzz for your event
- ◆ **PR**
Do a press release about your event for the local press.
- ◆ **Listing Sites**
Submit your event to local listing sites and magazines.
- ◆ **Signage**
Get some big posters out near your event on the roadside.
- ◆ **Groups and Clubs**
Do a deal with local clubs or groups, offer them a discount in return for them letting their members know about it.

Commonly Asked Questions

Does it have to be dark?

Yes, we advise starting at sunset although if you are in a shaded area like woods then you can sometimes start earlier, around dusk. You can find UK sunset times above.

What do I need to do?

We provide and manage all the kit so all you need to do is arrange the film license and manage the event. We provide the screen, projector, PA and full set up and pack down.

Where do i get a film license from?

We recommend <http://www.filmbank.co.uk/who> have prices starting for £166 if you are showing it for free or 40% of box office if it is ticketed.

How much space do I need?

We ask that you don't seat any of the audience closer to the screen than 11m as, just like in a normal cinema, they will be too close.

Can you recommend films?

Yes, we are more than happy to help as this is so key to success. In our experience the most successful screenings are those that match the film to location or event. See examples here on our film choice page.

Are you insured?

Yes, we have full public liability and a 100% safety record.

How do you weigh the screen down?

We base our quotes on a grass set up on the assumption that we can spike into the ground for the screen guy ropes. If your site is not on grass this is not a problem but you will need to arrange for weights or two vehicles to help anchor the screen along with our own vehicle.

What do we need to tell the audience?

The main thing is to make sure they bring a camping chair and loads of warm clothing. It is surprising how cold you can get when sat still – so blankets and sleeping bags make for a much more comfortable experience. In addition to this, people love to bring a picnic, a bottle of wine, some nibbles and a hot flask can make all the difference!

Commonly Asked Questions (continued)

Do we need power?

If you have it, we need 2 x domestic 13 amp sockets. If you don't, that is also fine, as we carry a generator that powers our whole set up at no extra cost.

Can we put stuff on the screen before the film?

Yes, no problem. We often show shorts, adverts or – if your event has a sponsor – we can show a video or slides to promote them.

Can we play music before the film?

Yes we can play music including your own Spotify list if you would like

What if it's windy?

We can screen in wind speeds up to 23mph. After that we are afraid that we will have to take the screen down for health and safety reasons. We will not be able to issue a refund but will work with you to rearrange.

What if it rains?

We are not affected by rain and are always amazed how many people still turn up.

Do we need to pay in advance?

Please see T&C's

Do you give refunds?

If you have to cancel or reschedule your event due to circumstances outside your control, we will try and give a full or partial refund providing you give us enough notice and we can re-book an alternative date.





INDOOR AND OUTDOOR

MOBILE CINEMA

EVENTS

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