**INTO FILM/BFI FAN Youth Engagement Project**

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| First session | Activity | Description of activity and resources available |
| 4-4.15pm | Icebreaker. | Choose from a range of icebreakers. Film related games include a variation of *I went to the shops and I bought* which is adapted to *My name is xxx* *I went to the cinema and I saw.* **Led by Into Film.** |
| 4.15- 4.45pm | Tour of The Watermark and overview of venue. | **Led by The Watermark** and could include:  - How long the venue has been open  - Your role and how long you’ve been in it  - What is the demographic of your audience?  - What is the vision/mission statement of your organisation?  - Why did you decide to run this project and what are you  hoping to get out of it?  And model specific points including:  - Any potential plans to change/adapt the space and/or screenings and/or available food/drink.  - Any feedback you’ve had from audiences in the past. |
| 4.45 – 5.30pm | Initial consultation - immediate opinions of The Watermark.  Followed by general discussion. | Use *Baseline survey ppt* with click pads. **Led by Into Film.** |
| 5.30 – 5.45pm | Overview of upcoming films on the programme and intro to the website. | **Led by The Watermark.** |
| 5.45-6pm | Set the session one task and explain timelines. | **Task after session one:** challenge the group to attend a screening before the next session. The Watermark to arrange how to manage tickets and snacks and they should be paid for from the IF contribution.  If you have time, use this to encourage the young people to explore the website and decide on which film they might like to watch. **Led by Into Film.**  **Hand out Mystery Shopper Worksheet – Into Film.** |

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| Second session | Activity | Description of activity and resources available |
| 4-4.15pm | Icebreaker | Choose from a range of icebreakers or by this time just do a *what’ve you been watching since last time.* **Led by Into Film.** |
| 4.15 – 4.45pm | Based on their mystery shopper task set an activity looking at what the positives and negatives of the venue are and suggestions for any changes. | In small groups ask the young people to complete a mindmap for the following areas of the offer (start with the name of the venue/festival in the middle and branch off to include their thoughts on the following + suggestions for any changes –  - film options  - booking system  *-* cinema layout  - snacks/drinks  - general cinema atmosphere  - screening room comfort  - prices  Ask the groups to use different colour pens for positives and negatives (optional). **Led by Into Film.** |
| 4.45-5pm | Overview of current marketing strategies. | **Led by The Watermark** – could include  - Branding.  - Print materials.  - Tour of Facebook/Twitter/Instagram channels.  - Any marketing plans/campaigns.  - Budget. |
| 5-5.30pm | Presentation on marketing and feedback. | Use *16-19 Marketing overview presentation* in Marketing Support folder. F**ilm Hub SW to lead.** |
| 5.30 – 5.45pm | Explain the ultimate aim of the next session is to devise a cinema incentive scheme or loyalty/ticket offer and plan its marketing. | **Led by Into Film with input from The Watermark** – and could include  - information on current ticket offers/incentive schemes for young people – if any. - Any pilot schemes the venue/organisation have considered in the past.  - Any barriers to any possible offers/incentives (timings/budget/space)  Venue could choose to present this through ppt if necessary. |
| 5.45 - 6pm | Set the session two task | **Task after session two:** challenge the group to go away and research other loyalty schemes and return with feedback on one scheme that appeals to them.  **Hand out Cinema Loyalty worksheet – Into Film.** |

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| Session Three | Activity | Description of activity and resources available |
| 4-4.15pm | Icebreaker | Choose from a range of icebreakers or by this time just do a *what’ve you been watching since last time.* **Led by Into Film.** |
| 4.15- 4.30pm | Reminder of the activity for session three which will be to devise and plan promotion of a new cinema loyalty scheme for the Watermark. | Feedback on researched schemes/offers by the group.  Followed by general discussion  **Led by Into Film with input from The Watermark.** |
| 4.30 – 5.45pm | Activity in groups choose a scheme that could be introduced to the venue for 16-19-year olds – based on ideas that the venue is prepared to implement.  Plan a marketing campaign for the scheme concentrating on target age. | - Add (up to) three ideas for the scheme on a board or screen. Ideas could include:  - Tickets X price before X time  - Buy X amount of tickets get one free.  - Buy a ticket get X snack free.  - Free merch.  - All tickets £5 for under X age.  - Get the YP in groups of three/four and allocate them a different scheme and for 45 min look at how the scheme might work in the particular venue/festival and how they might promote the new scheme to their age group through social media, print marketing, ‘real world’ marketing and/or a launch event.  - For the last 15 minutes ask the groups to feedback and then as a large group choose their favourite that the venue/festival could realistically deliver. **Led by Into Film with input from The Watermark.** |
| 5.45- 6pm | Next steps | Explain to the group how their ideas will be moved forward.  Then use this time to present further opportunities for collaboration. If not, use this time to discuss upcoming events/screenings.  **Task after session four**: Ask the group to complete the exit survey to gather feedback about the process – either as a link or a survey with a freepost envelope. **Led by Into Film.** |