

# FILM FESTIVAL DO'S AND DON'TS



## DO'S



**Market Research** - Market Research is an essential part of conducting a successful film festival, make sure you cater for the target audience effectively through film choice and location.



**Insurance** - Having the right insurance can be crucial, all risks and public liability insurance can cover any slight mishaps that may happen at a new or existing venue.



**Check The Cinema License** - Make sure if your festival is showing in an existing cinema or in a new location that the venue obtains a licence from the local council and is able to adhere to the safety and noise regulations.



**Ensure Movie Certificates** - Movies may or may not have a certificate from the BBFC, make sure the movies that do not have these certificates apply for a temporary local certificate or create a club so you are able to show the films.

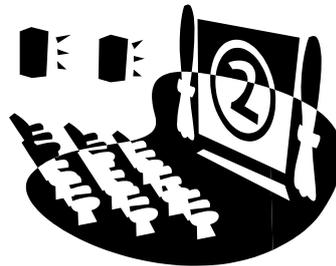


**Manage Crowd Safety** - Make sure you calculate maximum capacity of both the festival and the parking facilities to avoid any compacted venues, also hire sufficient stewards to deal with crowd control.



**Effective Health and Safety Precautions** - Make sure the festival has effective fire safety precautions, venue ventilation and sufficient cleaning standards of the toilets and food processing areas.

## DON'TS



**Excessive Ticket Pricing** - Choosing a suitable ticket price can determine whether the film festival is going to be a hit or a flop. Make sure that you are at least breaking even and catering for those who have less money. Ticket prices that are too high will decrease custom!



**Duplicate Other Film Festivals Too Close To Home** - Doing this can limit your funding and reduce the amount of people wanting to come to your festival. Conducting a festival that has some originality will reduce the amount of competition and make it a better festival!



**Go About Specific Genre Or Cultural Festivals The Wrong Way** - Showing films in a specific genre can cause pressure on production in the longer term, make sure you have enough material. Also, conflicting interests can occur when maintaining a cultural festival so make sure your filling the needs of the target audience.