

7 REASONS TO EVENTIZE YOUR FILM RELEASE (and why any film can do it)

Hundreds of strangers gathering in a dark auditorium for a single unifying moment. Togetherness in a world of isolation, experiencing a story that transcends differences. That's the dream, right?

The reality, however, is that the theatrical business is now an event business. Theaters are experience centers. Movies must be “eventertainment” to achieve respectable per-screen averages. The noise is too loud. The competition too vast. The consumer too fickle. There has to be a reason to come to the theater. Regular week-long engagements don't work for most films. Filmmakers, distributors, and marketers should be thinking like concert promoters: “be a part of an unforgettable moment with fans just like you.” Here are seven reasons to eventize your film:

- Your audience isn't “everyone.” You know that, but **eventizing forces you to zero-in on your true-blue fans**. Who will be at the theater come hell or high-water? Is it 1000 people? Great. Start there.
- What's better: ten showtimes over a weekend with three hundred attendees or one showtime on one night with three hundred people? **Momentum comes from moments**. Moments happen when there's a mass of like-minded people.
- Leave the house. Find a babysitter. Find parking. Buy a ticket. Really? That's asking a lot of an audience. **Events create motivation**. Lack of audience motivation will kill your movie.
- **Eventizing focuses your messaging, your marketing dollars, and your timelines**. You've planted a flag. Your job is to move audiences from awareness to action to attendance. No fluff. No nonsense. Total clarity and focus. If it doesn't add to the event release, it's a waste of time and money.
- Audiences avoid complexity. Simplicity is everything. Take one night only events. One night. Miss it and you miss out. Offer many theaters over many nights and the audience will push off attending or choose to stay home. **One. Night. Only**. There's magic in that idea. Again, the concert model.
- Damn, it's fun. A movie release is technical. DCPs. Delivery. Showtimes. Ticket platforms. Trailers. All necessary, of course. But **events let the imagination go wild**. DJ. Sponsorships. Give-aways. Talk-backs. Bonus content. The theater becomes wet cement for new ideas to celebrate your film and your audience.
- **Because you can**. Eventizing doesn't require studio-level marketing budgets or wide-release. In fact, the more specialty your film the better. Eventizing starts with these questions: what would make my target audience come to the theater? What would make them feel special? What would cause them to tell everyone they know about it?