

MICROBIRTH: Publicising your Premiere & Campaign!

Congratulations – you are now part of our Microbirth campaign team! We want to give you some guidance on how to publicise your Microbirth Premiere. We also need some information and help from each event so that we can coordinate a visible and impactful campaign across the world!

What we need from you:

Before your premiere:

1. Publicise as widely as possible using the tips below and in your screening kit
2. Share the website - <http://microbirth.com> as widely as you can
3. Tweet about the film and events using the hashtag **#microbirth**
4. Let us know (by emailing info@altofilms.com) if you have any high-profile/celebrity guests at your screening
5. Let us know if your screening has a quirky, unusual or newsworthy element to it
6. Ensure someone is available to take some high resolution photos
7. Invite key local maternity service providers, medics and birth workers to attend
8. Invite your local politician.
9. Share / tweet about the Microbirth global campaign - details to follow.
10. Put a pin on the global map with details of your screening to promote it!
<http://microbirth.com> (**when this is live!**)

After your premiere:

1. Let us know (ideally the next day) how many attended your premiere
2. Send us any good quality photos
3. Let us know anything that took place that might help us with our media campaign (unexpected celebrity, local Obstetrician attending etc)
4. Follow Microbirth campaign instructions - details to follow

What you might find helpful:

Before your premiere:

1. Read your screening kit for tips
2. Spread the word about your screening using social media. Consider using twitter (**#microbirth**), facebook and friends contacts to spread the word
3. Make a list of local papers, radio stations, blogs and TV and a contact email and phone for a journalist/producer from each
4. Tailor the pro-forma Press Release (to be found in your screening kit) to your screening and email out to the list you've made with at least 1 week's notice, but no more than 2.
5. Follow up a couple of days later with a phone call to see if they would like to cover the event

After your premiere:

1. Consider putting out another press release after the event with any good quality photos you have as local papers will love a ready-to-go story with photographs