



COMMUNITY SCREENINGS

Everything you need for a successful *EMBRACE KIDS* screening event

BODYIMAGE MOVEMENT

WELCOME

Thanks for being an *EMBRACE KIDS* screening host. We're so excited for you to share this film with your community!

With its powerful message of body acceptance, the *EMBRACE KIDS* documentary has the potential to transform kids' lives. We're on a mission to get as many people as possible to see the film... and that's where you come in!

By hosting a screening for your family, friends, colleagues or community, you'll be helping us spread this important message far and wide. Whether it's a team-building session for your workmates, a fundraising event or a screening for your local community, it all adds up to some serious impact on the lives of young people.

Organising a special event like this is lots of fun, but we know it can also feel a little overwhelming, so we've compiled this hosting guide to make it as simple as possible. Our team is also here to help however we can — you'll find our contact details at the end of the guide.

From Taryn Brumfitt and the rest of the team, thank you for being part of this community and helping us create epic and meaningful change for young people around the globe.



Did you know that Taryn Brumfitt, founder of the Body Image Movement, is also the founder and co-executive director of The Embrace Collective?

The Embrace Collective is a health promotion charity with a vision for a world where people are empowered to thrive, free from feelings of pressure, judgement and shame about their appearance.

Read on to see how you can support The Embrace Collective through your screening of *EMBRACE KIDS*.

**THE
EMBRACE
COLLECTIVE.**
Building better body image



SETTING UP YOUR EVENT

You've decided to host an *EMBRACE KIDS* screening event (great idea)... now what? Getting started is as easy as 1, 2, 3!

ONE



Contact a local venue for pricing and availability

Before you book a particular day and time, think about your target audience — when are you likely to get the most people there?

Weeknights are ideal for a work event, while a Saturday or Sunday afternoon might be better for a community group, including kids and adults.

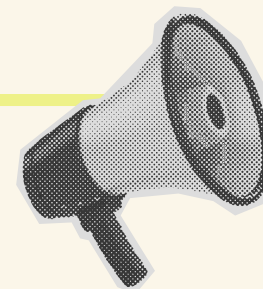
TWO



Set up your event page

We recommend using the online ticket sales platform [Eventbrite](#) and then connecting it to a Facebook event page — this means that people can book tickets directly from Facebook, and it will make it easy to promote your event through social media. To get started, create an Eventbrite profile and follow the prompts.

THREE



Promote your event

Once your event page is set up, it's time to spread the word to as many people as possible and sell as many tickets as you can! Again, think about your target audience and which channels will be most effective for getting their attention. Sometimes, it's the simplest methods that have the most impact, like word of mouth.

PROMOTING YOUR EVENT

Spreading the word about your screening doesn't need to be stressful. Here are six helpful tips for getting the most out of the occasion.

SHARE YOUR WHY

Why are you hosting this screening, and why should people attend? This will be much more effective than simply asking people to buy tickets.

UPDATE YOUR FACEBOOK PAGE

Use your Facebook event page to share information about your event, like what your audience can expect on the day and why the film is a must-see.

SEND AN EMAIL

Email your family, friends, community group or workplace with all the details of your event — don't forget to include the link to book tickets!

TELL YOUR FAMILY AND FRIENDS

Word of mouth is one of the most enduring marketing techniques of all time, because it works! Ask your family and friends to let their networks know about the screening too.

POST ON SOCIAL MEDIA

Not everyone is on Facebook, so make sure you post on Instagram, TikTok, X and/or WhatsApp as well, with a link back to your event page.

PRINT POSTERS

Use the assets we've provided to create posters and put them up at work or on community notice boards — just make sure you get permission first!



TIP:

Free online platforms like Canva make it easy to create professional-looking posters (without needing a degree in graphic design).

MANAGING YOUR FACEBOOK EVENT PAGE

Your Facebook event page isn't just for selling tickets, it's also a central point for sharing important event information and keeping your attendees engaged in the lead-up to the big day. Here's how to get the most out of your page.

KEEP THE CONVERSATION GOING

Respond to all posts and questions on your page as promptly as you can. This helps to create a connection with your audience and get people invested in your event.

SCHEDULE REGULAR CONTENT

Don't just 'set and forget' — keep your event in people's feeds with regular posts about the event and the film. Try to time your posts for when your audience is most likely to be online.

MIX UP YOUR MESSAGE

Simply asking people to buy tickets will get old, fast. Keep your posts interesting with some tidbits about the film, why it is so important and why you're getting behind it.

INVITE YOUR FRIENDS

Once you've set up your event page, invite your Facebook friends to join. You can also share the link on social media and via email to get more people on board.

DON'T BOMBARD YOUR AUDIENCE

It's important to post often, but not too often! People will switch off if they feel like you are bombarding them, so be strategic about what and when you post.



YOUR PROMOTIONAL TOOLKIT

There's a lot to think about when you're organising an event like this, so we're here to help with the marketing side of things! We've put together a toolkit of marketing resources for you to use in promoting your screening.



**CLICK
HERE FOR
EVERYTHING
YOU'LL NEED**

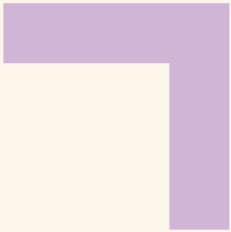


YOUR EVENT TIMELINE

It might feel like your event is ages away, but trust us, it will be here before you know it. We've compiled this timeline mapping out tasks and social media content ideas for the three weeks leading up to your screening.



FAQ



What is *EMBRACE KIDS* rated?

EMBRACE KIDS is rated G, with consumer advice of ‘very mild coarse language and references to bullying and discrimination’. It is aimed at kids aged 9-14 and their parents, teachers and anyone dedicated to nurturing the children in their lives.

What is the running time?

79 minutes.

Can I have a Q&A, panel discussion or short talk before or after my screening?

Totally! This may depend on the venue and its audiovisual capabilities. We suggest chatting with them to discover the types of activities they can support and any associated costs.

Can I hold a screenings in a cinema?

If you would like to hold a screening in a cinema, please contact hello@bodyimagemovement.com for further information.

Can I set up a screening of *EMBRACE KIDS* in my own venue?

This is indeed the simplest option for hosting a screening! You can easily host a screening of *EMBRACE KIDS* at your chosen venue, whether it's a community hall, your own home, a school or a university.

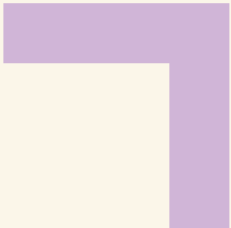
How do I get access to the film?

When you make your online payment, you'll receive the film in a downloadable digital format, making it easy for you to play. Typically, our hosts connect their computer to a projector to display on a screen. **It's important to test your file and audiovisual a few days before the event to ensure everything runs smoothly.**

Can Taryn attend my screening (either virtually or in person)?

As much as she'd love to... unfortunately, with Taryn's current schedule, she is unable to appear due to the volume of screenings happening around the country.

FAQ



Can I use my **EMBRACE KIDS** screening as a fundraising event?

Yes! The Embrace Collective is a not-for-profit organisation that operates on the generosity of people like you.

The Embrace Collective is a DGR1 registered health promotion charity dedicated to building better body image to help people achieve optimal physical and mental health.

Through their suite of age-appropriate programs and resources, they get in early to teach the message of body appreciation to young people and support the adults around them to create a culture of kindness and body inclusion in all the places where young people live, learn and play. You can learn more about their work at theembracehub.com

If you would like to support The Embrace Collective and enable them to get their resources and support into more schools, early learning centres, homes, sports clubs and dance studios around Australia and the world, you can use your screening of *EMBRACE KIDS* as a fundraising event. This could look like:

- Donating a percentage of proceeds from ticket sales (if applicable)
- Gold coin donations from attendees at the door
- Selling raffle tickets with donated prizes from local businesses
- Selling snacks and refreshments, with profits going to the charity
- Displaying QR codes or links at the venue so attendees can donate directly

You can learn more about fundraising for and donating to The Embrace Collective [here](#).

TERMS AND CONDITIONS



Thank you for choosing to host a community screening of *EMBRACE KIDS*! Before you proceed, here are some important details to consider:

Community screenings are facilitated through a single-use licence provided by the Body Image Movement.

It's crucial to grasp your responsibilities as the host, including:

- **Event insurance:** While many venues and organisations may have event insurance, thoroughly understanding its coverage is recommended to ensure adequate protection. The Body Image Movement does not provide any insurance to cover your event
- **Local laws:** Depending on the venue and event size, other regulations may apply. Verify specific requirements with your venue and seek advice from the relevant authorities
- **Marketing and promotion:** Access our [toolkit](#) with pre-approved marketing materials for consistent messaging and proper use of copyrighted material. Written permission is required for any additional use of our logo or branding
- **Indemnification:** By hosting the screening, you agree to indemnify and hold the Body Image Movement and its affiliates free from any claims or liabilities arising from the event
- **Copyright and content restrictions:** The organiser is not permitted to edit, modify or reproduce the film's content in any way. The licence granted is for a single-use screening only, unless prior written consent is provided by the Body Image Movement. Copyright is restricted to any printed and/or digital collateral
- **Termination or cancellation:** Body Image Movement reserves the right to terminate or cancel the screening licence in cases of non-compliance with the terms and conditions or unforeseen circumstances beyond their control

Let's make it great! If you have any questions about our terms and conditions, please don't hesitate to contact us via hello@bodyimagemovement.com

CONTACT US

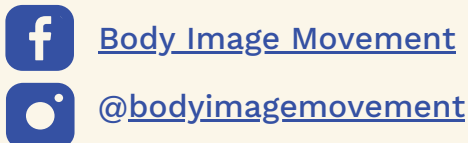
Thanks again for being part of this movement. Because of supporters like you, we can create real, meaningful change for young people by helping them Embrace their full potential.

If you have any questions about the film or require any further support for your screening event, please don't hesitate to get in touch.

hello@bodyimagemovement.com

We'd love to hear how your screening goes, so feel free to email us or tag us on social media and let us know!

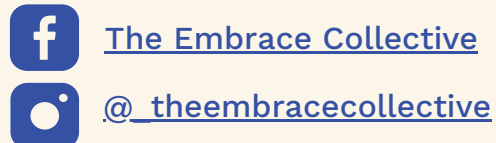
Body Image Movement



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The Embrace Collective



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