Books to Blockbusters

How to host movie release parties
Hello!

We are...

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What are movie release parties? And why you should give one a try!

- Take a movie or TV show based on a book
- Turn it into a party!

OUR FORMULA
Snack + Activities/Craft + Trivia + Prizes = THE PERFECT PARTY
Put it all together...

SNACK / PRIZES
If you feed them, they will come
FOL, PTO, SAC
Book Fair
Internal Money
Local Businesses

ACTIVITY/CRAFT
Pinterest is your best friend
Birthday party themes
Be adaptable and stretch your imagination

TRIVIA
Don’t re-invent the wheel
Goodreads
Fandom Wikis
Author Website
Individual or Teams
Planning

- Google upcoming movie/TV releases
- Schedule a few throughout the year
- Check the calendars – public & school!
- Survey your students
- A few weeks before, plan the specifics
Promoting

- Text Alerts – Remind, etc.
- Newsletters, Flyers
- School News, Announcements
- Cool displays – interactive, pop-up
- Word of Mouth – teachers AND students
- Social Media
The Highlights

What worked well for us...
Pitfalls

- Scheduling. Scheduling. Scheduling.
- Gauge interest first.
- Don’t get discouraged!
- Keep offering.
Any questions?
Thanks!

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