



# 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

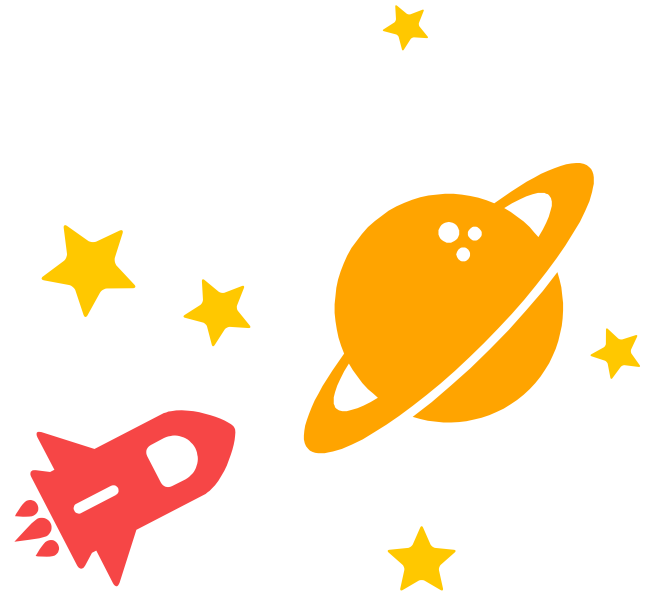


## Promoting

- ▶ 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...



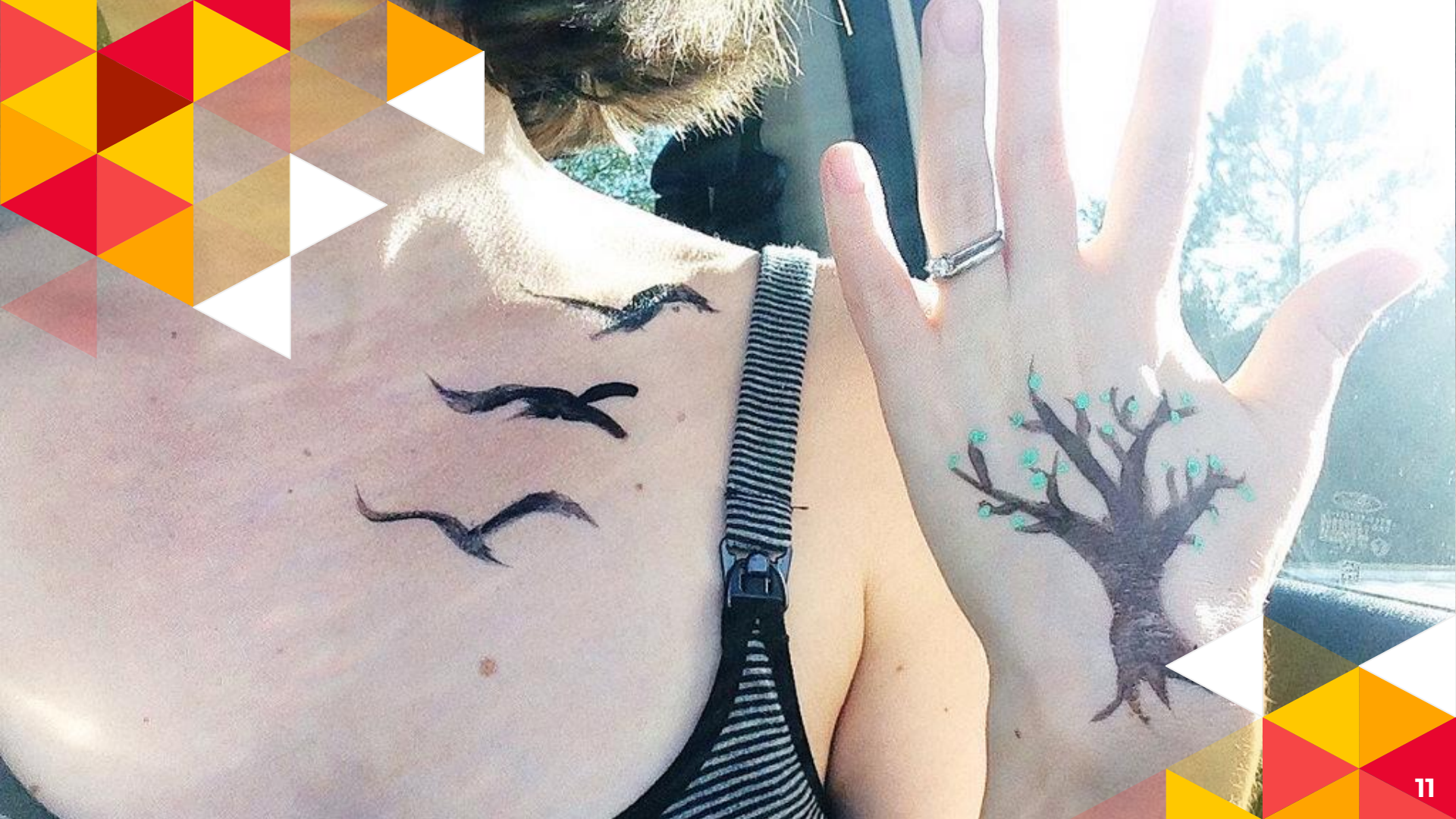


















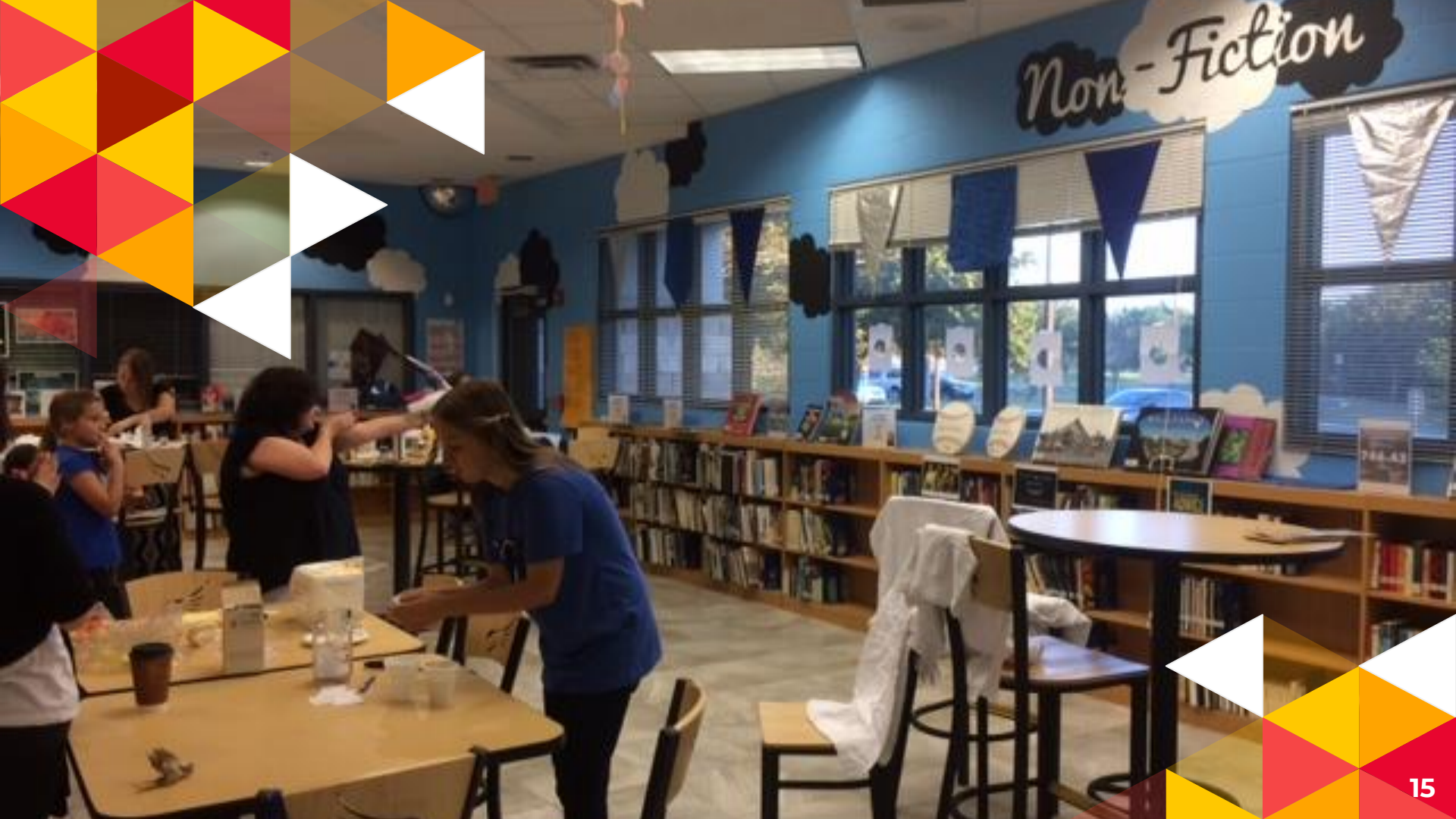


STAY

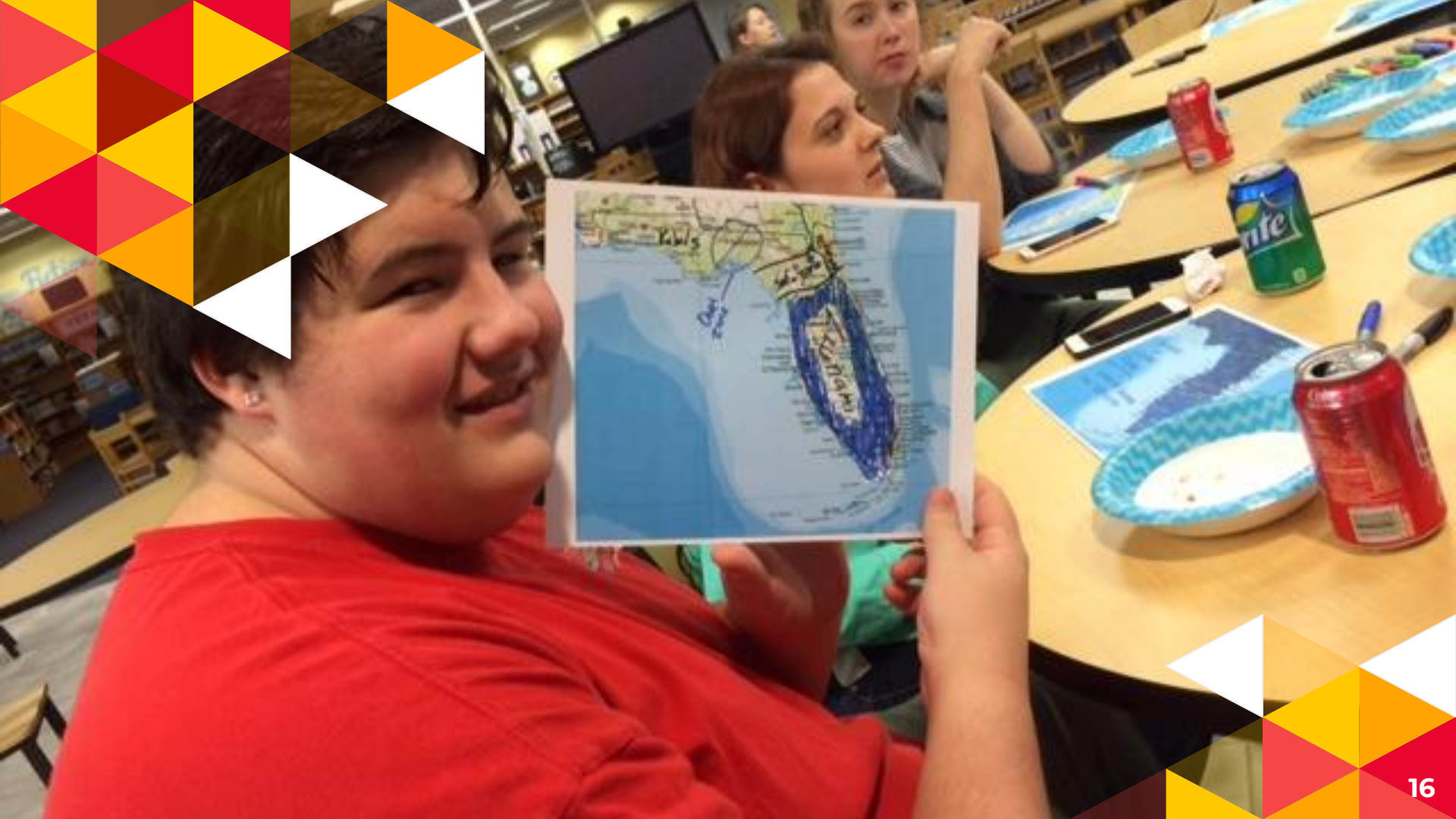


Alive













## Pitfalls

- ▶ Scheduling. Scheduling. Scheduling.
- ▶ Gauge interest first.
- ▶ Don't get discouraged!
- ▶ Keep offering.

# Any questions?



# Thanks!

Contact us:

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