HOST KIT

YOUR SCREENING, START TO FINISH

Twelve friends in a living room or three hundred people in a hall: everything you need is in this guide. A checklist, the night in order with words to say, posters you can make in a minute, invitations to send, slides for the screen and a guide for the conversation afterwards.

NEW TO THIS? DO THESE THREE THINGS THIS WEEK

1. **Send your request** on the host page at beyondmedicine.movie/host-a-screening (two minutes). Trent Huntsman, who looks after our hosts, replies within two working days.
2. **Book the room** for about three hours: an hour to set up (90 minutes for a big room), then two hours for the evening.
3. **Make your poster** with the poster maker at beyondmedicine.movie/host-kit, and send your invitation.

The poster maker, ready-made images, screen slides and seat cards are online at beyondmedicine.movie/host-kit.

THE BASICS

WHAT IT COSTS, WHO KEEPS WHAT, AND WHO TO ASK

THE FILM IS FREE TO SHOW

No license fee, whatever the size of your screening. Once your date is set, Trent sends you a private link to the film and lists your screening on beyondmedicine.movie/screenings.

TICKETS: YOUR CHOICE

Charge a suggested **$15**, or make it **free**. Either way, **you keep all the ticket money**. It can cover your room, your coffee, or your cause. For 300 or more with Harry in person, his airfare and hotel come out of ticket sales first; Trent agrees that budget with you before anything is booked. Planning a free event of 300+? Trent will talk travel through with you.

OR LET US SELL THE TICKETS

We set up the Eventbrite page and run Facebook and Instagram ads to people near your venue. After the ad costs, **70% of the ticket money is yours**. You still invite your own people, and plenty of them: they're the ones who fill the room.

A Q&A WITH HARRY

Under 300 people: Harry joins you **live on Zoom** after the film. 300 or more: Harry can **come in person**; his airfare and hotel come out of ticket sales first, on a budget Trent agrees with you before anything is booked. Or lead the conversation yourself with the discussion guide.

YOUR CONTACT: TRENT HUNTSMAN

Trent looks after our hosts. Dates, tickets, the Q&A, anything you're unsure about: screenings@beyondmedicine.movie.

FOUR THINGS WE ASK

Play it as we send it. The film from start to finish, end credits included. **Bring your people.** However the tickets are sold, your invitations are what fill the room. **Let people choose to hear from us.** Guests who want film news sign up themselves. We only add people who say yes. **Tell us how it went.** Two lines afterward: how many came and what they asked.

HOW THE FILM IS SHOWN

Once your date is set, Trent sends you a **private streaming link** to the film. If your venue's internet is weak, ask him for a **download** instead, and play it from the laptop. Either way, do a full test play on the actual screen and speakers you'll use on the night (it's on the checklist). The film runs **63 minutes**. Its end credits carry a QR code to the GEM app for over two minutes, so leave the credits running and tell people to point their phone cameras at the screen. Need captions? Ask Trent whether a captioned version is available for your date.

PLANNING CHECKLIST

SIX WEEKS TO THE NIGHT, STEP BY STEP

Tick things off as you go. Hosting a small group at home? Skip anything marked `100+`.

6+ WEEKS BEFORE

SET IT UP

- [ ] Send your request on the host page (beyondmedicine.movie/host-a-screening): your date, venue and how many people you expect. A rough guess is fine. Trent replies within two working days.
- [ ] Book the room for about three hours: an hour to set up (90 minutes for a big room), then two hours for the evening.
- [ ] Choose your tickets: free, a suggested $15 (you keep it all), or let us sell them for you (70% of the ticket money to you, after the ad costs). Tell Trent which. For 300 or more with Harry in person, his airfare and hotel come out of ticket sales first; Trent agrees that budget with you before anything is booked. Planning a free event of 300+? Trent will talk travel through with you.
- [ ] Choose what happens after the film: Harry on Zoom (under 300 people), Harry in person (300 or more), or a conversation you lead with the discussion guide. Book the time with Trent.
- [ ] Check the room has what you need: a screen or wall the back row can read, real speakers (laptop speakers won't carry past a dozen people), internet good enough to stream video, and lights you can dim.
- [ ] Check access: a step-free way in, an accessible restroom, and seats near the front for anyone who needs them. Ask Trent whether captions are available if you need them.
- [ ] Ask a few helpers: one at the door, one on the tech, one with the microphone, and one or two who have tried the GEM app to help people with the scan. `100+` Add a few more.

3 WEEKS BEFORE

SPREAD THE WORD

- [ ] Set up your tickets or RSVP: Eventbrite, your church or clinic booking system, or a simple sign-up form. Copy its link. If it asks for emails, add the consent line from the host guide or beyondmedicine.movie/host-kit.
- [ ] Make your poster and social images in the poster maker at beyondmedicine.movie/host-kit, with your link, so the QR code takes people straight to it.
- [ ] Send the invitation email, post on social media, and put the paragraph in your bulletin or newsletter.

- [ ] Print posters and put them up where your people already look: the noticeboard, the front desk, the coffee shop.
- [ ] Watch the film yourself, start to finish, on the private link Trent sends you.
- [ ] 100+ Send the one-line listing to your local paper, radio station and community calendars.

1 WEEK BEFORE

TEST EVERYTHING

- [ ] Send the reminder.
- [ ] Do a full test in the room, on the equipment you'll use: the first ten minutes of the film, the end credits (check the QR code in them scans from the back row), the screen slides. Listen from the back row. Try the lights.
- [ ] If Harry joins on Zoom: confirm the time with Trent, and test a Zoom call on the room's screen and speakers, with a camera that can see the room and a microphone people can speak into.
- [ ] Print the seat cards (one per seat) and the discussion guide for yourself.
- [ ] Tell your helpers who does what: who greets, who runs the tech, who carries the microphone.
- [ ] Count your RSVPs and plan seats for that many, plus a few extra.

THE DAY

SET THE ROOM

- [ ] Arrive an hour early to set up (90 minutes for a big room).
- [ ] Play the start of the film once more. Set the volume a little louder than feels right: a full room soaks up sound.
- [ ] Put the Welcome slide on the screen as people arrive.
- [ ] Put a seat card on every seat, with a few pens at the door.
- [ ] Check your phone's signal in the room. If it's weak, put the Wi-Fi name and password on a sign by the door.
- [ ] Tape down cables, keep the exits clear, save the front seats for anyone who needs them.
- [ ] Water for whoever speaks, and a box of tissues within reach. The film moves people.

THE NIGHT

RUN IT

- [ ] Welcome everyone (the 60-second script is in "The night, in order"), then start the film.

- [ ] Play the film as sent, start to finish, and leave the end credits running: they carry a QR code to the GEM app for over two minutes.
- [ ] As the credits roll, lights halfway up, the app-moment script, and two minutes for people to try it. When the credits end, the GEM app slide. Then the “Two things to scan” slide, left up through the Q&A.
- [ ] The Q&A with Harry, or your conversation. Finish on time.
- [ ] Count the room, and jot down the questions people asked.

AFTERWARDS

CLOSE THE LOOP

- [ ] Within two days, tell us how it went: how many came, what they asked, what you’d change.
- [ ] The next morning, send everyone who came the morning-after email.
- [ ] Seat cards: send Trent a photo of only the cards with the box ticked, then shred them all.
- [ ] Settle up with your venue. If we sold the tickets for you, Trent will be in touch about your 70% of the ticket money, after the ad costs.

THE NIGHT, IN ORDER

THREE HOURS IN THE ROOM, TWO WITH YOUR GUESTS

1 hour before	**SET UP** 90 minutes for a big room. Test the film and the slides on the real screen and speakers; seat cards on the seats; check the phone signal.
30 min before	**DOORS OPEN** The Welcome slide is on the screen. Seat cards are on the seats; helpers show people in.
0:00	**YOUR WELCOME** You say hello (about a minute, script below).
0:02	**THE FILM** Show the “Phones on silent” slide, dim the lights and press play. The film runs 63 minutes.
1:03	**THE APP MOMENT** The film ends with an invitation to try the GEM app, free for 30 days, and its end credits carry a QR code to the GEM app for over two minutes, so leave the credits running and tell people to point their phone cameras at the screen. Bring the lights halfway up, read the short script (in “The app moment”) and give people two minutes to try it. When the credits end, put the GEM app slide on the screen.
1:08	**Q&A OR CONVERSATION** Switch to the “Two things to scan” slide and leave it up. Harry on Zoom or in person, or you lead it with the discussion guide. 30 to 40 minutes is plenty.
1:45	**CLOSE** Thank people, read the closing (below), and remind them about the seat card.

WELCOME · ABOUT 60 SECONDS

Good evening, and thank you for coming. I'm `[YOUR NAME]`, and I'm really glad you're here.

Tonight we're watching *Beyond Medicine*. It's the story of Harry Massey, who spent six and a half years bedridden. He tried every diet and detox he could find, and in the end he asked a different question: not "what's wrong with me?" but "why doesn't my body have the energy to fix itself?" The film follows where that question took him, and the scientists, doctors and ordinary people he met along the way.

One thing before we start. This film isn't medical advice. If you're living with a health condition, keep working with your doctor. Tonight is a story and some big ideas, and a chance to talk them through together.

The film runs just over an hour. Please put your phones on silent, but keep them close: there's something to scan at the end.

Then one of these: `[Afterwards, Harry joins us live to take your questions.]` or `[Afterwards, we'll talk about it together.]`

Enjoy the film.

CLOSING · ABOUT 60 SECONDS

Thank you, all of you, for coming and for your questions. `[And thank you, Harry.]`

Three quick things before you go. If you'd like to hear what happens next with *Beyond Medicine*, scan the code on the screen or on the card on your seat. You'll only hear from them if you ask to.

If you're curious about the GEM app from the end of the film, the other code takes you there. It's free for 30 days, on iPhone and Android.

And if someone came to mind while you were watching, tell them about it. That's how a film like this travels.

Thank you to `[YOUR HELPERS AND VENUE]`. Get home safe.

IF SOMEONE ASKS A MEDICAL QUESTION

It happens, and it's fine. Thank them, and say something like: **"That's a really good question for your own doctor. The film isn't medical advice, and I'm not the right person to answer it, but I'm glad you asked."** Then move on to the next hand.

If Harry is on the Q&A, he'll handle it the same way. Nobody in the room, host included, should advise anyone about their treatment.

THE APP MOMENT

TWO MINUTES, AS THE CREDITS ROLL

The film ends with an invitation to try the GEM app, free for 30 days, and its end credits carry a QR code to the GEM app for over two minutes, so leave the credits running and tell people to point their phone cameras at the screen. That moment works best on the spot, while the film is fresh, with the room doing it together. Here's how to make it easy.

- ✔ **Check the signal.** On the day, try your own phone in the room. If the phone signal is weak, put the Wi-Fi name and password on a sign by the door and on the screen.
- ✔ **Seat cards.** Put a seat card on every seat: it carries both QR codes, so nobody has to scan from the back row.
- ✔ **One or two helpers.** Ask a helper who has tried the app to walk the room and help anyone who gets stuck. `100+` Two or three.
- ✔ **Leave the credits running.** The QR code in the film's end credits is on screen for over two minutes: that's when to read the script below.
- ✔ **Keep the code up.** When the credits end, put up the GEM app slide, then leave the "Two things to scan" slide on the screen through the Q&A, so latecomers to the idea can still scan.

The GEM app: iPhone and Android. Free for 30 days, then $10 a month for anyone who chooses to keep it.

AS THE CREDITS ROLL · ABOUT 60 SECONDS

Before we get to questions, phones out for a moment.

You saw the GEM app at the end of the film. Point your phone's camera at the code on the screen, or on the card on your seat. It opens the GEM app, free for 30 days, on iPhone and Android.

For your first scan, you count to ten out loud, take a photo of your tongue, and you get your Vitality Score. You don't need any device.

If you get stuck, put your hand up and `[HELPER'S NAME]` will come and help.

I'll give us two minutes, then we'll start the questions.

INVITATIONS

WORDS TO SEND, IN YOUR OWN NAME

Copy, paste, and make them yours. Anything in `[BRACKETS]` is yours to fill in.

THE INVITATION EMAIL

Three weeks before.

SUBJECT: Join me for a film night: Beyond Medicine, `[DATE]`

Hi `[FIRST NAME]`,

I'm hosting a screening of *Beyond Medicine* on `[DATE]` at `[TIME]`, at `[VENUE]`, `[CITY]`, and I'd love you to come.

It's a documentary about Harry Massey, who spent six and a half years bedridden after a virus, a head injury from a climbing fall and a lot of emotional strain hit him all at once. When the diets, the detoxes and the doctors ran out of answers, he asked a different question: why doesn't the body have the energy to fix itself? The film follows that question into a lab at UC San Diego and into the lives of people who were part of what he found.

`[AFTER THE FILM: HARRY ON ZOOM, OR A CONVERSATION]`

Tickets: `[TICKETS]`. Save your seat here: `[LINK]`

It runs just over an hour, and I think it'll stay with you a lot longer than that.

`[YOUR NAME]`

THE REMINDER

The day before.

`SUBJECT:` See you on `[DATE]`? Beyond Medicine

Hi `[FIRST NAME]`,

A quick reminder: we're showing *Beyond Medicine* on `[DATE]` at `[TIME]`, at `[VENUE]`. Doors open half an hour before.

Not booked yet? There's still room: `[LINK]`. And if someone you know would love it, bring them along.

Bring your phone, charged: there's something to try at the end of the film.

`[YOUR NAME]`

A TEXT MESSAGE

For friends, or anyone who never opens email.

Hi `[FIRST NAME]`! I'm showing a documentary called Beyond Medicine on `[DATE]`, `[TIME]` at `[VENUE]`. It's about a man who spent six and a half years in bed and invented his way back to life. I'd love you there: `[LINK]`

BULLETIN OR NEWSLETTER

For a church bulletin, a clinic newsletter or a community noticeboard.

Film night: Beyond Medicine. `[DATE]`, `[TIME]`, `[VENUE]`. Join us for a screening of *Beyond Medicine*, the story of Harry Massey, who spent six and a half years bedridden and, when doctors ran out of answers, went looking for where the body's energy comes from. It's a film about health, hope and not giving up, with time to talk afterwards. Tickets: `[TICKETS]`. All welcome. Details: `[LINK]`

SOCIAL POST 1: THE STORY

With the square image or the story.

Six and a half years in bed. When the doctors ran out of answers, Harry Massey asked a different question, and it took him somewhere nobody expected.

We're showing his film, Beyond Medicine, on `[DATE]` at `[VENUE]`, `[CITY]`. Come and watch it with us, and stay to talk afterwards.

Save your seat: `[LINK]`

SOCIAL POST 2: THE Q&A

Only if Harry is joining your Q&A.

Got a question for the man who invented his way back to life?

Harry Massey joins us live after our screening of Beyond Medicine on `[DATE]`, `[TIME]`, at `[VENUE]`. Bring your questions, and bring a friend.

Tickets: `[TICKETS]` · `[LINK]`

SOCIAL POST 3: THE INVITATION

The week of the screening.

Film night at `[VENUE]`. Beyond Medicine is a documentary about energy, health and one man's long way back, with the scientists, doctors and ordinary people who were part of it.

`[DATE]`, `[TIME]`. Bring someone who needs a bit of hope this week.

`[LINK]`

ONE-LINE LISTING

For the local paper, radio and community calendars.

Beyond Medicine (documentary, 63 min), community screening. `[DATE]`, `[TIME]`, `[VENUE]`, `[CITY]`. The story of Harry Massey, bedridden for six and a half years, and his search for where the body's energy comes from. Directed by Mitchell Stuart. Tickets: `[TICKETS]`. `[LINK]`

CONSENT LINE FOR YOUR RSVP PAGE

If your RSVP or ticket page collects emails, add this as a tick box. Send Trent only the emails of people who ticked it.

Yes, email me Beyond Medicine news from Energy4Life (E4L). Unsubscribe any time. Privacy: beyondmedicine.movie/privacy-policy

THE MORNING-AFTER EMAIL

The next morning, to everyone who came.

SUBJECT: Thank you for coming last night

Hi `[FIRST NAME]`,

Thank you for coming to *Beyond Medicine* last night. I loved hearing what everyone took from it.

One question from the discussion guide that I'm still thinking about: what drains your energy that you've stopped noticing? No need to answer me. It's just a good one to carry around for a week.

If you didn't get to try the GEM app from the end of the film, here it is, free for 30 days: e4l.com/app (iPhone and Android).

And if someone came to mind while you were watching, the film's home is beyondmedicine.movie. Send it to them.

`[YOUR NAME]`

AFTER THE SCREENING

TELL US HOW IT WENT

Three answers, in an email, within a couple of days. It's how we make the next screening better.

1. How many people came?
2. What did they ask? The questions that came up most.
3. What would you change next time?

Or write to screenings@beyondmedicine.movie. Thinking of hosting again? Say so: Trent can set your next date in the same email.