Preparation
Developing an idea

BACKGROUND:

The Iris Prize Outreach team is looking forward to working with your group/organisation. In order to prepare for the first session, we ask that you consider with your group the following:

- 1 in 5 Lesbian, Gay, Bisexual and Transgender (LGBT) people have experienced discrimination in the workplace which results in lost production and potential financial damages against a business.

- 1 in 6 LGBT people in Wales don’t feel confident to be themselves in the workplace. This means a huge waste of talent, creativity and productivity.

- 77% of LGB people believe societies' attitudes are barriers to them becoming parents.

- 30% of staff in the Health & Social care sector in Wales, have heard their colleagues making negative remarks about LGB people, 19% have heard them make negative remarks about Trans people – what is it like in your group/organisation?

Taking these into account, we would like you to start brainstorming the type of film you would like to make. Before we arrive we would like you to prepare a brief outline of an idea for a film to improve acceptance and understanding of LGBT people within your group/organisation. These ideas will be discussed with the whole group and members of the Iris Outreach team, all participants involved will have the opportunity to pitch their ideas to their peers and the Iris Outreach team, with the chosen favourite being made into a film. The participants whose ideas are not chosen will help develop the idea into a working script.
Session ONE
Introduction, planning & pre-production

PART 1:
To begin, the group will work with experienced film programmer Berwyn Rowlands and/or Outreach facilitator Mark Williams to consider the issues faced by Lesbian, Gay, Bisexual and Transgender people in the community. They will then watch and evaluate a series of shorts selected from the Iris Outreach archive. Finally, participants will be asked to discuss the issues surrounding the films, the production quality and what areas they can improve, and what they would have done differently.

Detail
- Introduction, background and purpose
- Bullying in the workplace: what are the issues for LGBT people in the workplace and in society
- Viewing a selection of short films selected from the Iris Outreach archive
- Understanding the filmmaking process
- What was good about the production? What aspects caught your attention? What would you do differently?

PART 2
In the second part, Outreach Facilitator Mark Williams and Cameraman/Editor Nathaniel Plevyak will take participants through the pre production and post production phases of film making in order to give participants the knowledge and skills to make their own short film, which will be shown in the mini-film festival during the final phase of the project. To begin, participants will give a brief pitch of their ideas and together with the Iris Outreach team the group will select their favourite idea and work out the finer details of the story. The goal is to have an outline of the script they would like to shoot, to be no longer than a 2-3 minute film. The remaining time will be spent selecting locations, creating storyboards and discussing practicalities.

DETAIL:
- Developing your own film idea
- Storyboarding and script development
- Role allocation: Actors, director, behind camera roles
- Location scouting, requesting permission if required
- Props and costume list
- Rehearsing content, evaluating the effectiveness and updating as required

DURATION: To give participants sufficient time to complete the above and develop their own skills, our experience has shown that one full day would be adequate time, but we are happy to discuss this further to take into account any particular skills/needs: 1 DAY
Session TWO
Group A: Making a short film

GROUP A:
This group will work with Mark and Nathaniel to shoot the participant’s LGBT awareness film. They will spend the day rehearsing, blocking and filming the developed script, improvising when necessary to give a sense of authenticity. Locations previously selected will be used, with any permissions needed secured by the group prior to filming. Participants who were selected for behind the camera roles will work with Mark and Nathaniel to coordinate the filmmaking process.

DETAIL:
• From script to screen: The ins and outs of filming
• Lights, camera, action: Making a film in one day
• Valuable skills learned: Team work, project management, working under pressure

DURATION: To give participants sufficient time to block and shoot the script, move locations and prepare for any complex shoots (Crowds, hand-held moving shots etc.) we recommend a full day: 1 DAY
Session TWO
Group B: Programming and producing your festival

GROUP B:
Mark Williams or Berwyn Rowlands will facilitate the debate and critical discussion between the participants as they begin to programme their own short-film festival. The group will have access to a selection of titles from the Iris Prize Archive, and will be asked to select two of their favourite short films. Advice on marketing and awareness-raising will also be given, as the group will be expected to create a marketing strategy to maximise the audience for their mini-film festival. Elements to be explored will include: what makes an engaging and popular programme? What information does an audience need in order to commit to attending a screening? How to best communicate your offering to your target audience?

DETAIL:

• Questions to think about when programming your film festival
  o 4000 films get chosen each year, what happens to the other 80% of films?
  o Why is a film festival important?
  o What do you know about your audience?
  o What are your core objectives?

• Evaluating the films (Do the films convey a message? Is the film accessible to your audience?)

• Selecting the films (is there balance when it comes to ethnicity, sexuality and gender? Positive stories to share?)

• Planning: When organising a festival you will need to consider four key ‘pillars’:
  o Content (Films to be included in the festival)
  o Infrastructure (Location, venue, equipment, dressing etc.)
  o Funding (Create a balanced budget, sponsorship, help in-kind etc.)
  o Marketing (Marketing plan, posters, leaflets, social media, audience survey etc.)

• During this session participants will examine each of the four key pillars and create an event plan for the mini-film festival.

DURATION: To give participants sufficient time to formulate their own opinions on films available we recommend 2-3 hours to cover the first three points above, with a further 1-2 hours to be set aside to cover the final two points and prepare the event: ½ DAY
Session THREE
Delivering a mini-film festival

BACKGROUND:
The third and final session, delivering a mini-film festival will see participants present their unique programme of short films (including their own film) at an organised event, which can take place either within the organisation or at an outside venue.

After screening the films, the participants will be encouraged to critically appraise the short film programme in front of their peers using the following as a starting point:

- Did the audience react in the way that you thought?
- What were the difficulties in making your own short film?
- Would you make another film?
- What were the pros and cons of the experience as a whole?

DETAIL:

- DELIVERING: the event should include the following key elements:
  - Date/time/location of event (Consider local art(cinema venues)
  - Schedule for the event (Programme, running time, introductions, Q&A, guest speakers)
  - Equipment (Pop up screening equipment available for use if needed)
  - Audience post event evaluation

- REVIEWING: if desired, post event evaluation could include a short SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) together with any recommendations on how you could proceed to address LGBT issues.
  - All participants involved will need to complete an evaluation form!
  - All participants involved will receive a DVD of their short film
  - Please note that all participants involved in the programming and filmmaking sessions will need to be present at the mini-film festival

DURATION: The length of the festival will be discussed to ensure complete flexibility, to consider options such as:

- An evening event which could include inviting members of your organisation, family and friends
- Delivery to specific film or LGBT groups
- Delivery for the whole organisation or specific sectors

Depending on the scale of the event, we would be happy to discuss time required from participants to prepare/formulate their mini-film festival: ½ DAY
We would be happy to discuss any aspect of the Iris Prize Outreach programme with you to meet your participant’s abilities and to include as many different aspects of the programme, enabling you to achieve a variety of your organisational objectives.

Please contact mark@irisprize.org for more info