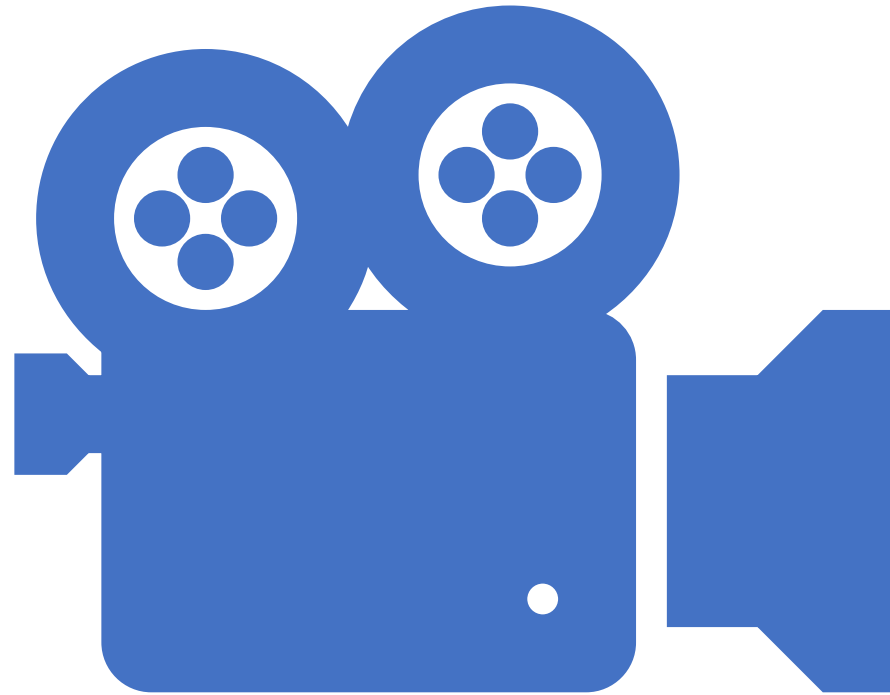


# Freep Film Festival Volunteer Training



# Agenda

- Festival Highlights/General Festival Information
- Roles/Responsibilities
- Shift Snapshot
- Ticket Scanning
- Questions

# Freep Film Festival April 10-14, 2024

11<sup>th</sup> Annual Festival Produced by the Detroit Free Press

Freep Film Festival is a documentary-focused festival produced by the Detroit Free Press — Michigan's largest news organization — in cooperation with its business and events arm, Michigan.com. The four-day festival features films with a strong connection to the issues, people and places in and around Detroit and Michigan.

In addition to screening films, Freep Film Festival embraces the journalistic and community-minded mission of the Free Press, hosting in-depth discussions after many films, to encourage conversations that spin off the issues raised on-screen. The festival also hosts parties, music shows, dining events and more.

# Freep Film Festival April 10-14,2024

- 26 feature films and 4 short programs
- Over 50 events including 4 free film events and 2 panels
- 5 Venues –Birmingham 8 Powered By Emagine (2 screens), Detroit Historical Museum, Detroit Film Theatre and DIA Lecture Hall, Frame, and Michigan Science Center
- Partnership with Rising Voices & American Citizens for Justice
- Sponsors: Michigan State University Financial Credit Union and Oakland University

# Venue Specific Information

- Birmingham 8 powered by Emagine – (211 S Old Woodward Ave, Birmingham, MI 48009)
  - April 13 and April 14
  - We are using Screen 2 and Screen 3 on the first floor directly across from each other – 74 seats
  - Volunteer check- in at the box office table by screen 2
  - Parking Structure- 22 Peabody St, Birmingham, MI 48009
- Detroit Historical Museum- Detroit Cultural District (5401 Woodward Ave, Detroit, MI 48202)
  - April 11,13, and14
  - Screenings held in the Louise Booth Auditorium in the lower level – 139 seat theater
  - Volunteer check-in at festival box office table next to museum ticket counter
- Detroit Institute of Arts- Detroit Film Theatre -Detroit Cultural District (5200 Woodward Ave, Detroit, MI 48202)
  - April 10-14
  - Volunteer Check-In at the theater entrance/box office
  - DFT - 1100 seat theater
  - Lecture Hall – 370
- Michigan Science Center- Detroit Cultural District (5020 John R St, Detroit, MI 48202) (April 11)
  - April 11, 12,13 (AM only), 14
  - Volunteer Check-In at the Box Office table by the Planetarium
    - Toyota Engineering-175 seat theater
    - IMAX -239 seats
  - Enter at the entrance on John R. close to the Warren intersection

# Box Office Info

## Tickets

- Virtual tickets: \$12
- In-person tickets: \$15
- Ticket package: Five films In-Person \$70

## Passes

- Virtual-only festival pass: \$80
- No Public Passes- only Filmmaker/VIP passes



## FREEP FILM FESTIVAL

### PASS RULES

Passes are nontransferable

Passes are credentials and are intended for use by one person.

Doors open 30 minutes prior to scheduled start time unless otherwise noted on the schedule

Pass holders lineup in the general ticket holder line and simply show your badge to the volunteers for entry

Passholders must vacate the auditorium between screenings

*If screening is sold out, this pass will not guarantee a seat to the passholder. However, if space is available you will be seated.*

*This pass excludes entrance to any screenings at Frame.*

# Volunteer Positions

## **Venue Lead**

- Leadership role within the festival
- Your first point of contact for your shift
- They will distribute volunteer positions to you
- Any questions throughout your shift? Ask the Venue Lead!

## **Box Office Lead:**

- Responsible for selling walk up/rush ticket sales
- Only will sell individual film tickets for the film loading in
- On downtime, they may assist any patron with questions, sell additional tickets, make any ticket exchanges, no refunds “just because”

## **Theater Volunteer**

- **Crowd Liaison**
  - Direct patrons where to go, help answer any questions
- **Ticket Scanner**
  - Stationed at the theater entrance, ready to scan
- **Theater Usher**
  - Guide patrons to seats, guide filmmaker/panelists to reserved seats
- All- Clean up!

# What does a shift look like?

## **PREPARING FOR YOUR SHIFT:**

- Bring water and snacks. The Venue Lead will provide breaks to all volunteers during their shifts. The best time for breaks will be while a screening is in progress as that provides a nice amount of downtime.
- Wear comfortable footwear.
- Limit personal belongings, bulky items, and valuables. Not all venues have secure storage areas.

## **ARRIVING TO A SHIFT:**

- Arrive on time.
- Check in with the Venue Lead.
- Get to know your venue- the flow will vary from venue to venue. Understand the locations of the theater entrance and exit,
- Look for the bathrooms and water fountains.
- Venue Lead conducts shift huddle to go over important screening information and distribute volunteer positions
- Receive your specific role for that shift:
  - Theater Team Volunteer:
    - Pass/ Ticket Scanner
    - Inside theater seat counter and helping patrons find available seats
    - Monitor any issues and assist patron questions during screening
  - Crowd Liaison Volunteer
    - Direct patrons to the correct lines
    - Guide patrons to theater

# What does a shift look like? (continued)

## **DURING YOUR SHIFT:**

- Make sure you are wearing your volunteer t-shirt.
- Be flexible with the job(s) you are assigned; the Venue Lead may need you in a different place depending on what is happening at the venue.
- Be on the lookout for Filmmakers/panelists
  - **How to handle talent:** All talent will be instructed to introduce themselves to the first volunteer they see and ask for the Venue Lead/Venue Staff. The Venue Lead will guide film talent to their seats and the appropriate areas for intro and Q&A's. Your goal is to welcome them and congratulate them on being part of the festival and point them to the Venue Lead.
- Have fun!

## **AT THE END OF YOUR SHIFT:**

- Check in with the Venue Lead before leaving
- Enjoy the rest of the festival!

# Screening Load in and Load Out process

Approximately **45 minutes** to screening time- Patrons line up for their films

- Volunteers make sure ticket holders are in the correct line by the theater door and walk up /rush patrons line up by the box office
- Venue Lead checks with projectionist to make sure the film is ready to go and the doors are ready to open
- If the film is having technical difficulties, **HOLD THE DOORS UNTIL THE PROJECTIONIST IS READY.** No need to have the patrons watch the tech checks in the theater if they aren't ready.
- Make sure necessary seats are reserved
- Scanner Volunteers get in position by entry doors
- Theater volunteers get ready to help patrons inside the theater

**30 minutes** before screening as doors open

- Scanners begin scanning patrons
- Welcome ticket holders into the theater
- Scan their tickets and give them hand stamps so you know they have already entered the theater if they leave and come back.
- Filmmakers have passes and are allowed to use their pass to enter a screening as space permits. In years past, passholders were allowed to enter the theater first, we have adjusted this and that is no longer the case.

**15 Minutes** before the screening starts

- Venue Lead checks on available seats- decides how many rush tickets are available- communicates with box office
- Begin marking late ticket holder physical ticket with a sharpie
- Sells rush patrons as space allows
- Holds the door if necessary (to assess available seats)

**Just prior to film start**

- Communicate to late pass holders, ticket holders, and rush patrons- space to seat them or not

**Screening Start Time**

- Close doors and start the film!
- Patrons who exit the theater should have some sort of indication they have already entered the theater- typically hand stamps
- After the film or Panel ends, volunteers should clean the theater and prep it for the next screening. The projectionist can tech check the next film at this time to make sure everything is ready.

# Screening Reports

## Miles Davis: The Birth of Cool

Detroit Film Theatre (DFT) At the Detroit Institute of Arts (DIA) Thursday, April 11 7:00 PM

**Director:** Stanley Nelson **Genre:** Music Documentary

**Film Representation:** Nicole London

**Panel:** Thom Powers (Moderator) and Nicole London (Film Producer)

**Panel Notes:** 2 mics and 2 chairs for panel (DIA staff handling)

Capacity	Pass Holds	Reserved Seats	Balloting
1100	200	25	Yes

Red Flags: N/A

**Intro** Kathy K. and Thom Powers **Moderator:** Thom Powers **Panel:** Nicole London

Scheduled Doors Open	Intro Start	Film Start	Run Time	Film End	Q&A Duration	Q&A End	Doors Close	Next Film Doors Open	Next Film Starts
6:30pm	7:00pm	7:05pm	1hr 55 min	9:00pm	30 min	9:30pm	10:00pm	N/A	N/A

**Screening Notes:** \_\_\_\_\_

There is a Wayne State hosted dinner in the DIA's Rivera Court prior to film screening honoring Thom Powers. 70 Guests from that dinner will get physical tickets to the screening and WSU students should have received a code to redeem a ticket. Extra volunteers should help guide guests to the film.

Volunteer Notes: \_\_\_\_\_

\_\_\_\_\_

Venue Lead Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Screenings of Miles Davis

NONE

Clicker Count	
Pass Holder Attendance	
Panelist Attendance	
At Door Ticket Sales	
On Time Turned Away	
Late Turned Away	
Number of Walk-Ins	

# Tickets

- Patrons can bring a printed copy or show on their phone- both will scan



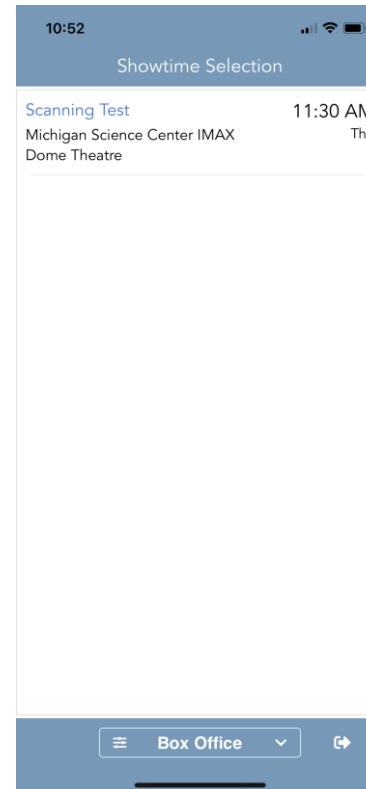
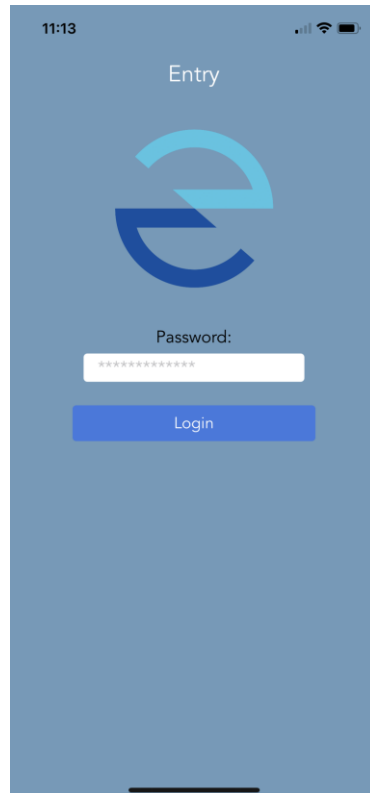
- Rush Tickets/Walk Up Tickets will not receive a scannable ticket. They will have a hand stamp and/or a raffle ticket to indicate they have paid.



# Ticket scanning

- iPhones scanners will have box office software downloaded
- Make sure iPhones are connected to WiFi (Venue specific passwords found in Venue Binders)
- App called “Elevent At the Door”
- Click on the app and login
  - Password:freep23
  - If you have an iPhone, you can also download the ticketing app “Elevent At the Door”
- Once you are logged in, you will see many showtimes available. The app organizes in chronological order but always good to double check.

App Login Screen>>>>

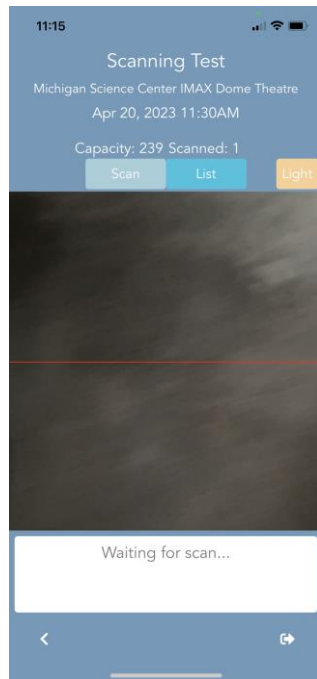


<<<<<Select correct screening  
showtime (there will be many more  
during festival weekend!)  
<<<<<

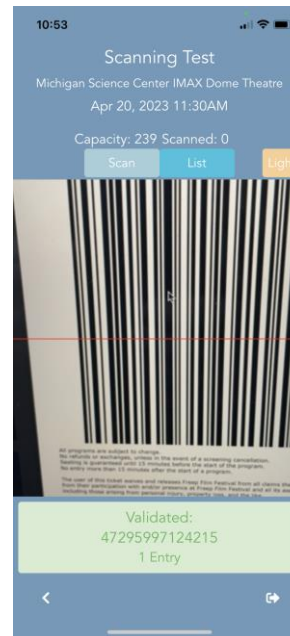
# Ticket Scanning Continued

- Once you select the correct screening showtime, you will see a camera and red line for scanning
- Hold the barcode in front of scanner and you should see a “validated” ticket image
- If the ticket doesn’t scan, it will show a red error and usually will indicate the issue
  - Potential issues are: incorrect screening date/time, perhaps the ticket was already scanned in
- If the ticket looks good for that screening and it still isn’t scanning properly, you can switch over to list view and see all ticket holders.
- You may need to do this if someone forgot their ticket or it won’t load on their phone

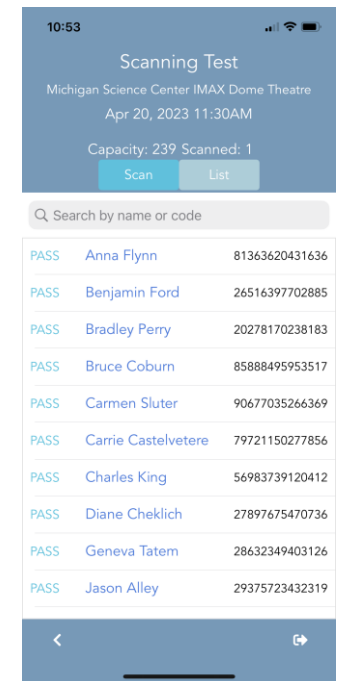
Camera for scanning>>>>>



Ticket properly scanned in >>>>



Ticket Holder List View>>>>



# Volunteer perks

- Film Tickets
  - Will send over codes
- Volunteer t-shirt and badge
  - Will be waiting for you at your first shift
- Tickets for select screenings during the festival
- Volunteer appreciation films:
  - Shorts Program 1: The Camera's Eye
  - The Herricanes
    - Use code to reserve seat: **Volunteer24**
    - Discount for friends and family: **V24FF**

# Tips and Tricks

## **Make sure to check each ticket for:**

- Correct Movie
  - Correct Time
  - Correct Venue
- Make sure your Volunteer Badges are easy to see.
  - Please make sure to charge scanners in between screenings and the end of the shift
  - Do not grab guests passes/tickets without asking first- respect personal space and politely ask to see tickets and passes.
  - Remind patrons they must exit the auditorium and take their belongings between screenings even if they have tickets to the next screening in the same theater. They will have to get back in the pass holder or ticket holder line for the next film.
  - If there is a delay in loading the venue, proactively explain to people in line and give any details approved by the Venue Lead. Smile! Communicate!
    - Pro Tip: Pre scan patron tickets so when the doors open, they can immediately walk into the theater
  - Communicate FFF free events/interesting panels with patrons while they wait in line or during downtime

# Tips and Tricks

- Check in with your Venue Lead about the availability seating. If seating is limited, please communicate that to patrons. A good line is: “We are doing what we can to get you in the theater, but we cannot guarantee anything.” In any event situation, we try not to guarantee anything to a patron because we don’t want to cause any issue if we are unable to seat them.
- Please be mindful of cell phone use during your shift. There is plenty of downtime to check your devices- but not during the screening load in or load out time. If you are stationed inside the theater, your device must be turned off or silenced during screenings.
- Do not wear your volunteer shirt while you are enjoying a movie- another patron may ask you a question or a Venue Lead might ask you to work!
- Remember your customer service attitude and remain calm! Festivals are naturally slightly chaotic and that is the fun of it. Patrons will ask a lot of questions and if you don’t know the answer, politely tell them that you will research the answer or find someone who does know!

THANK YOU VERY MUCH!!