Why bother with cinema slides advertising live shows?
A packed cinema, waiting to watch a film is a captive audience, ready to digest any information in front of them. We have found that trailers readily engage a waiting audience. People are attracted to a moving image…use this to your advantage.

We have found that there is a cross over between film goers and theatre fans, so don't assume that just because a person came to watch the new James Bond, they won't equally be as interested in a upcoming ballet or theatre company putting on a challenging play.

What you need:
- A computer/laptop that is in your projection booth with the ability to plug into the projection system
- An understanding of how to create lens files (your tech team will know what this is)

Here are some steps for creating your cinema slideshow:
1. **Have a chat with your tech team!** They are the ones that will be working closely with your cinema system and will be able to tell you exactly what limitations it has. For example, at Hertford Theatre, we use Powerpoint slides as this the most convenient system, we already have it and everyone knows how it works. This has its own limitations. Discuss with them what it is you want to achieve and work together to create a comprehensive system that everyone knows the deal with.

2. When you know your limitations, you can begin thinking about a template for your slides. It is really important to be clear and concise. Decide whether you want one slideshow for everything or different slideshows for different audiences e.g one to show at only children's films.
   At Hertford Theatre, we decided that the audience only really need to be lured in with a bold, hi-res (that's really important!) image that takes centre stage in your slide, the date, time, ticket price and a strong quote about the show, or the company if the show hasn't been reviewed yet.
   We have a white background for all the slides, with our company colour purple for the quotes and everything else in black. Choose a font and font size and stick to it. Nobody wants to look at a slideshow that feels unprofessional and uncared for.

3. Decide who will be responsible for the slideshow. At Hertford Theatre, we have one person who collates and cuts down all the show copy and then sends that to a member of the tech team who compiles it all together and makes the slides, using the pre-agreed formats in place from the template. You need to make sure your information stays up to date and that shows that have been cancelled, changed or have been and gone are removed from the slideshow. Have a deadline in place for the next slideshow process to be repeated.

4. Decide on your length - this applies for how long you want the actual slideshow to repeat for (whether you want it repeating at all) and how long you want the shows to stretch out for. Our slideshow coincides with our seasonal brochures, so our current slideshow runs from 1st May all the way through to July.
   Choose whether you want walk in music playing during your slideshow. We don't attach this to the PowerPoint itself, but rather play on-going music using Media Player.

Other things to be aware of:
I mentioned above about cross overs, but obviously different films attract different audiences. Use this for targeted exit flyering. We exit flyer to the theme/audience of the films or if there isn't an obvious one, we exit flyer our cinema brochures. Chat to your exit flyer-ers. Tell them about the show, how well it is doing and encourage them to sell it!

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