



SCREENING INFORMATION FORM
Movie Title Bridesmaid

College Name and Rep:	North Carolina A&T State University Christopher J. Wade
Theatre Name: * Note If On or Off Campus	General Classroom Room Building Auditorium On-campus
Theatre Address:	General Classroom Room Building GCB-218 1601 East Market Street Greensboro, NC 27405
Shipping Address: * Where Film Needs To Be Shipped	Office of Greek Life Memorial Student Union Room-108 1601 East Market Street Greensoboro, NC 27405
Manager Contact Info: * Include Phone Number & Email	Shekeitha Burnette 336.285.2546 slburnet@ncat.edu
Number of Seats:	337
Cost of Rental & Technician:	n/a
Date and Time of Screening:	September 28, 2011 7:00 pm
Screening Passes * Note Admit One or Two * Attach All Logos To Include On Ticket	Admit One See below



Bridesmaid DVD Screening Recap

Wednesday, September 28 at 7:00 I partnered with North Carolina A&T's Office of Greek Life with my direct contact being the Director of Greek Life Shekeitha Burnette. Overall my experience with working with her was very pleasurable. She gave me complete autonomy of the event to do as much as I wanted and to use her resources (Greeks). I was really fortunate to get the opportunity to work with her especially in trying to pull the event off with such a short turn around time.

We used GCB Auditorium which seats 337 people. I would say the venue was approximately 40% filled. Students trickled in throughout the entire showing of the DVD. Despite a lower turnout than I expected the group was really engaged in the movie laughing and throwing in commentary during certain scenes. Overall I would say the crowd enjoyed the movie. Though we did not have to turn anyone away and had vacant seats I would rate the reaction to the movie and the overall event as between "Very Good" and "Good". The only reason I am not rating the event as "Excellent" or fully "Very Good" is because I would have liked to see more people present.

I feel like the event would have been more successful if the Greeks pushed the event better and actually encouraged students to come especially students that were not Greek. It was a good experience and given the opportunity I would partner with them again.

Below are photos from the event:

I tried to recreate a movie theatre feeling with the screening. I had the large movie theatre posters in the hallway for Bridesmaid as well as Fast Five, The Adjustment Bureau, and Cowboys and Aliens. As students arrived to the venue I had the lights in the auditorium set to movie theatre style. J. Cole's new album "Cole World: The Sideline Story" which just came out playing as background music. Upon entrance I had a giveaway table of the Bridesmaid mini posters as well as the ear buds. The ear buds were very popular with the audience. I even had a raffle set up for students to enter to win a voucher for the DVD. The raffle was popular for both the men and women in the crowd.



<<Outside the Venue>>



<<Outside the Venue>>



<<Outside the Venue>>



<<The giveaway table>>



<<The giveaway table>>



<<The audience at the opening>>