



PATTERNS
of
EVIDENCE
—EXODUS—

You never know where a crisis of faith will lead you.



Introduction

With the purchase of this kit you can host a *Patterns of Evidence* Movie Event and have a remarkable experience that will impact your school, church, synagogue or organization for years to come. This award-winning film investigates one of the most important questions of the ages. A question that many people are being challenged with today,

“Is there evidence for the events in the Bible like the Exodus? Did it really happen?” Many experts and media today say “no!” *Patterns of Evidence* reveals new findings that invite people to take a second look at the historical events recorded in the Bible, and make their own decisions.

The film takes a balanced and objective approach, with a depth of scholarship and cinematic appeal to open doors wide for dialogue between young and old, skeptic and believer. *Patterns of Evidence* challenges conventional ideas, yet bridges the gap between faith and reason, giving audiences the opportunity to discuss the significance of the patterns, and how they might relate to the Bible. This is exactly the type of interaction that today’s generation demands.

Step 1

Preparation

The enclosed license allows you to legally host a public event in your community as many times as you like for one year. After the first year, this license can be renewed for lifetime usage at 50% off the original purchase price. As a way to keep track of your expiration date for presenting this film in public, there is an area on the back of the DVD case where you can write the renewal date. Under this license, ticket sales are not allowed, but you may promote a suggested donation, offering, or sell “concession” tickets for popcorn or drinks or snacks to help offset any of your costs.

THIS KIT CONTAINS THE FOLLOWING:

- + Movie Event public performance license
- + 2 Movie disc options - one standard definition DVD, and one high definition Blu-Ray for the best possible sound and picture
- + Movie pass (Ticket) and promotional Handout samples
- + Movie posters
- + A “How to Host” booklet with a Q&A section to help facilitate your audience participation after the film.
- + An additional disc with trailers, the “How to Host” video, and other resources to help promote your event.

Examine your contents and decide what pieces you want to include in your specific event.

Now it's time to choose the time and place for your event.

PICK A DATE AND TIME.

Be sure to check if any other events are competing against your date. Get advice from several people who run in different circles. This will give you insight as to whether or not you will be up against other social activities (Sporting events, religious holidays, summer vacations, other community gatherings, etc.) These are the types of details you will need to ask yourself in finalizing the time and the place.

Remember that a Patterns of Evidence Movie Event is meant to be more than just watching a film. It's a unique community experience that welcomes people from all viewpoints to investigate and discuss the evidence that matches the history found in the Bible.

Your Event will be a minimum of 2 hours, and a maximum of 3.5 hours, depending on what portions of the presentation you choose to include. There are options for a pre-show program, an intermission, and a Q&A session following the film. The actual run time without extras is 120 minutes. Be sure to account for all of this in your planning.

PICK A LOCATION

Ask yourself, “How many people do I think will attend the event?” 50, 250, a thousand, or more? How big of a space will we need? Is there sufficient parking available? Do we want to have refreshments or snacks? If you are planning a daytime or early evening showing, find out if the room gets dark enough at the time you want to show the film.

Another consideration for picking a location is the equipment that is available to use. Does the location have a high quality projector, with a screen wide enough for the audience to enjoy from all angles of the room? Is there a proper sound system? Or will you need to bring in audio-visual equipment for the movie event?

Remember, just because someone says they have a projector, screen, and speakers, does not mean it will necessarily work for your needs. You also need to test it first. Bring your movie event disc with you to the venue and try it with the equipment you would be using to make sure everything works and provides good sound and picture. You should also decide who's going to be on your technical support crew. They may even come with the location. Be sure to ask. This crew can help answer questions about what is available to you and will be the ones running the projector and sound system. If you plan to have a panel or audience discussion, are there adequate microphones available for everyone? If they use batteries, make sure there are extras.

If you are having trouble finding a space or the equipment needed, you can consider renting a theater or an auditorium that is already equipped to show a film. This might be easier and more affordable than you think – especially for a weeknight.

OPTIONAL PICK YOUR PANEL MEMBERS.

The inclusion of a discussion after the film significantly adds to the interest that will be generated for the occasion. For those planning to have a panel discussion or Q & A afterward, you should try to lock down a host and at least one panelist early so that you can promote the full event. You don't need famous people for the panel, you can include local experts, members of your organization, or just talk about the film with the audience using the questions provided. It is helpful to give the host the questions a few days in advance. This will give them time to prepare before the big day. Once you have found a venue with the right equipment, support crew, and have settled on a time and date, you're ready for the next step.

Step 2

Promotion and Publicity

This begins by building your team and gaining core support and enthusiasm from local organizations and the faith community. To help them understand the unique opportunity available with this film, you can forward several links to videos that will give an overview of the project. These can be found at <http://MovieEvent.PatternsOfEvidence.com>

and include film trailers, a film overview with pastor endorsements, and for those on your team who are wondering how everything will work, you can show them the How to Host a Movie Event video or have them read this booklet.

MEDIA TOOLS

After you have established your promotional team and supporters, it's time for spreading the word and outreach to your community. To get the word out we have produced a number of promotional resources that you can access at our website: <http://MovieEvent.PatternsOfEvidence.com>

These resources include film trailers, posters, announcements, ads, fliers, complimentary passes, banners, and much more. Most events will not use all of these items but they provide a wide array of physical and web-based tools (many of them customizable) for you to choose from.

PREPARE IN ADVANCE

Lead time is an important factor to consider. Start announcing your event early enough to give people enough time to get the event on their calendars. Usually several weeks is enough. With everyone's busy schedules remind them again several days before, and give them a final reminder the day of the event. Handing out complimentary passes is another excellent way to invite friends, family and neighbors to this community outreach Movie Event. These are available as a download that you can customize to your event. There are also samples provided in the movie event kit box that you can fill out and photocopy. Once your promotion efforts are complete, you are ready for the third and final step.

Step 3

Performance

Support Team

Make sure that your event is staffed with enough volunteers to ensure that things run smoothly. It's a good idea to have your support team arrive early on the day of the event. This can include greeters, parking attendants, ushers, a point-person for any VIPs or panel guests, food/beverage servers if applicable, and any other helpers you might need.

Film Set Up.

You should also arrive early to set up the play functions of the film. The DVD and Blu-Ray discs both

have the identical program. Patterns of Evidence: The Exodus is a 2-hour feature documentary with the options of a Pre-Show and an Intermission, which we recommend.

Pre-Show.

First, on the menu select whether you want to include the Pre-Show or not. The Pre-show creatively engages the audience as they arrive and find their seats. This is a 30-minute program that takes the audience behind the scenes, featuring additional information into the production of the film, and insights into the topic of the Exodus investigation. It sets the stage and helps the viewer prepare for information in the feature presentation. There is only music playing with captions during the pre-show.

Intermission.

Next you can decide if you would like an Intermission or if you want to play the 2-hour film without stopping. We have found that the material is so engaging and mentally stimulating that an Intermission is welcomed. It also gives the audience a chance to talk about what they've seen so far. If you want an intermission, you can decide between two lengths: a 10-minute or a 15-minute version. Once you have selected these options in the menu your film is ready to play from the Pre-Show all the way to the end credits.

Check Video & Audio Levels.

It is a good idea to test the picture quality and sound levels to make sure everything is set properly. Set the sound levels so that they seem right for the main film since the Pre-Show has intentionally been made with quieter audio levels.

If you would like to temporarily stop the program at the end of the Pre-Show to welcome your guests, just pause the player at the end of the Pre-show segment. The countdown will tell you when.

Film Discussion.

One of the great things about Patterns of Evidence: The Exodus is that it causes the audience to really think about what they have just experienced.

It gives an opportunity to have a dialogue about these intriguing historical questions in a community setting at the end of the film. We have prepared a series of questions that can be asked to the audience directly or to a panel of local experts, college professors or religious leaders.

We have found that this type of dialogue has helped the audience as they process the information presented in the film. They desire to talk about it and gain further context for what it means.

Again, if you or your panelists are using microphones, make sure the mics have sufficient batteries/cables and backup supplies, and be sure to perform a sound check.

Keep in mind, your official license gives you permission to host multiple events. We've found that some organizations want to first host an event for their members, and then host a second event where those members invite others to come and experience the film for themselves.

Small Group Study.

We have had many organizations who want to help people dig deeper and maximize their learning from the film. That's why we are developing a series of small group studies and curriculum to help people dig into these questions about the Bible and learn more about the evidence for themselves. Go to our website at PatternsOfEvidence.com/SmallGroupStudy to find out what studies are available and when they can be purchased.

We wish you the best and we hope you have a successful event! Patterns of Evidence is a terrific tool to help you and your organization explore these ancient historical events and the questions they raise.

Check List

1-6 month before the event:

- Start thinking about your guest list and how many presentations you plan to have.
- Start thinking about locations and times and dates.
- Start reaching out to any necessary clergy, community members, potential panelists, etc.

1 month before the event:

- Secure the location.
- Fill out any necessary locations paperwork, and make any necessary payments.
- Walk the location thoroughly, looking for hazards, electrical outlets, restrooms, handicapped accessibilities, etc.
- Finalize a guest list and send invitations.
- Start promotional work.
- Send links and press release materials (see website) to media outlets, social media sites, etc.
- Secure a caterer, coffee server, concessions staff, or whatever you chose for the event.
- Check parking lot for potential issues.
- Assign parking attendants, ushers, coffee servers, audio/visual technicians, panelists, and other support team members.

1 week before the event:

- Make signage for entrances, restrooms, donations baskets, concessions, or whatever you are needing to designate for unfamiliar guests, if necessary.
- Confirm all relevant information with panelist, location staff, support team members, etc.
- Continue promoting your event in the community and in the media.
- Start testing all equipment and purchasing any backup items you might need.

1 day before the event:

- If permissible, begin posting signage at venue, finalizing food/beverage or other necessary items, etc.

Day of the event:

- Perform final sound check and equipment check.
- Update social media and community with any last-minute reminders.
- Display any necessary donations boxes, offering baskets, guest sign-in sheets, etc.

Let us know how your presentations go!



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