GSCA 2017 Action Items

1. Communicate industry data and resources via the "GSCA Dashboard"
   a. Highlight key findings from the Audience Research and Member Survey
   b. Professional Development presentations – Recordings and PowerPoints
   c. Highlights from PD sessions distributed in best manageable format
   d. Marketing Library
   e. TARP (Theater Attendance Reporting)
2. Build awareness and market the GSCA and GS industry. Outreach to National Science Teachers conventions, National PTA Associations, Homeschooling Associations. Work to get more media coverage for the industry, GSCA, films and awards
3. Share success stories with the Certified Giant Screen® program and how GSCA member theaters are using the program.
4. Help prepare filmmakers understand film buyer expectations. This may include expectations during the PID/FIP to help ensure the presentations are as efficient and valuable as possible, educate filmmakers on what theaters are looking for in films, materials:
   a. What do theaters want in a film? What topics or elements are preferred or unacceptable when considering which films to lease?
   b. What do film buyers expect from a project in development or film in production presentation? What information will help them make programming decisions?
   c. Consider a "Presentation Doctor" program where a panel of theaters gives anonymous, honest, detailed feedback to producers on projects throughout the year.
   d. Educational Materials
   e. Marketing Materials to include Social Media Marketing Campaign
   f. Web art and Key film art
5. Include marketing and educational samples for films in the GSCA online film database
   a. Include marketing success stories as part of a film's entry in the GSCA film database so theaters can see what other theaters have done to promote a film.
   b. Include links to educational materials and success stories as part of each film's entry in the GSCA film database so theaters have a single place to access all resources available for each film.

March 3, 2017