# Annual Report of the Regular Film Show, Session 2012-2013

**General Information**

**Person-in-Charge**

WANG Ding, Dominic (Public Relations Secretary)

**Vice Person-in-Charge**

WANG Yufeng, Bryan (General Secretary)

**Objectives**

1. To take responsibility to show movies to our members as the Film Society and to be a symbol of Film Society and serve as a regular counter.
2. To provide members the right to choose their own most favorite one among the candidate movies.
3. To promote film society to all HKUST students.
4. To help our members to relax themselves during busy semesters.
5. To give a platform to our members to make friends with each other.
6. To provide our members a possibility to watch movies with a cinema-like atmosphere during their school days.
7. To make our members to be more interested in movies.
8. To give our member a chance to know more about one film.

**Brief introduction of each regular film show**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Film shown | Venue | Time | Participants |
| 15/03/2012 | <The Hurt Locker>  <拆彈雄心> | **LT-H** | **19:30-21:40** | **31** |
| 22/03/2012 | <One Day>  <情約1天> | **LT-B** | **19:30-21:40** | **26** |
| 29/03/2012 | <In Time>  <潛逃時空> | **Room 1504** | **19:30-21:40** | **29** |
| 12/04/2012 | <The Girl with the Dragon Tattoo>  <龍紋身的女孩> | **LT-H** | **19:30-21:40** | **14** |
| 19/04/2012 | <Fight Club>  <搏擊會> | **LT-H** | **19:30-21:40** | **18** |
| 26/04/2012 | <A Better Life>  <情繫一生> | **LT-E** | **19:30-21:40** | **15** |
| 10/05/2012 | <Ice Age 3>  <冰河世紀3> | **LT-F** | **19:30-21:40** | **19** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Film shown | Venue | Time | Participants |
| 19/09/2012 | <The Dark Knight>  <蝙蝠俠—黑夜之神> | **LT-C** | **19:30-21:40** | **186** |
| 26/09/2012 | <Mission Impossible: Ghost Protocol>  <職業特工隊：鬼影約章> | **LT-E** | **19:30-21:40** | **98** |
| 03/10/2012 | <Flash Point>  <導火線> | **LT-F** | **19:30-21:40** | **22** |
| 17/10/2012 | <The Artist>  <星光夢里人> | **LT-E** | **19:30-21:40** | **65** |
| 24/10/2012 | <The Social Network>  <社交網絡> | **LT-E** | **19:30-21:40** | **46** |
| 31/10/2012 | <V for Vendetta>  <V煞> | **LT-H** | **19:30-21:40** | **44** |
| 07/11/2012 | <Wall-E>  <太空奇兵 威E> | **LT-K** | **19:30-21:40** | **29** |
| 14/11/2012 | <Men In Black 3>  <黑超特警組3> | **LT-E** | **19:30-21:40** | **46** |
| 21/11/2012 | <The Prestige>  <死亡魔法> | **LT-E** | **19:30-21:40** | **51** |
| 28/11/2012 | <You Are the Apple of My Eye>  <那些年，我們一起追的女孩> | **LT-E** | **19:30-21:40** | **31** |
| 05/12/2012 | <Ice Age: Continental Drift>  <冰河世紀4：玩轉新大陸> | **LT-E** | **19:30-21:40** | **36** |
| 06/02/2013 | <Big Fish>  <大魚奇緣> | **LT-E** | **19:30-21:30** | **21** |
| 20/02/2013 | <Pulp Fiction>  <危險人物> | **LT-E** | **19:30-22:00** | **32** |
| 27/02/2013 | <I, Robot>  <智能叛變> | **LT-E** | **19:30-21:30** | **40** |

Remarks:

1. The Regular Film Shows on the 2011 – 2012 Spring Semester (15/03/2012 – 10/05/2012) are all arranged on Thursday while the Regular Film Shows on the 2012 - 2013 Fall Semester (19/09/2012 - 05/12/2012) and 2012 – 2013 Spring Semester (06/02/2013 – 27/02/2013) are all arranged on Wednesday with the reason that the activity schedule of the REDbird Award Program changed from every Wednesday to every Tuesday & Thursday from the 2011 -2012 Fall Semester.
2. The “Movote” are used for all movies except for the first two movies in the Spring Semester (<The Hurt Locker> (拆彈雄心), <One Day> (情約1天)), the first movie in the Fall Semester (<The Dark Knight> (蝙蝠俠—黑夜之神)) and the last movie of the Session 2012-2013(<I, Robot> (智能叛變)).
3. The film <The Girl with the Dragon Tattoo> (龍紋身的女孩) and <Pulp Fiction> (危險人物) are classified Ⅲ. Only the members more than 18 years old can watch the film. HKID is required for the identity check before the film show.
4. The Regular Film Show on May 10th, October 24th and December 5th were added after the finish of Year Plan because it is a regular week with no other activities taking up members’ time.
5. The Regular Film Show on October 11th was removed from the schedule because of the Guest Speech taken up the quota of booking Lecture Theatre in that week.
6. Except for the movie <The Dark Knight> (蝙蝠俠—黑夜之神) which is free for all, only members can enjoy the film shown.
7. The film with English soundtrack is shown with Chinese (Traditional) subtitles and the film with Chinese soundtrack is shown with Chinese (Traditional) subtitles with the agreement of all members showing up on or before the movie started.
8. The film <The artist> is a silent film, is shown with Chinese (Traditional) subtitles, which caused the problem that the embedded subtitles of the movie also changed into Chinese (Traditional). We apologized to the only one member who cannot understand Chinese on that time.
9. To guarantee the quality of the show, only DVD will be played. As for the movie <Flash Point> (導火線), because the cost of a Blu-ray Disc is lower than average budget of a DVD and the Lecture Theatre is equipped with Blu-ray Player, the Blu-ray Disc is used.
10. Chinese movie must be shown with English subtitles unless got the agreement of all members showing up on or before the movie started.
11. Number of participants is noted down by the PIC for each film show.
12. A lucky draw will be held after each regular film show and for the movie < Ice Age 3> (冰河世紀3), little refreshment were provided, for the movie <The Dark Knight> (蝙蝠俠—黑夜之神), each participants is provided with one folder, 2 pieces of Society paper as well as one Society publication.

**Rundown**

|  |  |
| --- | --- |
| **Time** | **Specification** |
| 09:00 | Print out the posters for the Roll-up banners and put up the Roll-up banners |
| 17:30 | Put up the stickers and print out the lucky draw tickets. |
| 19:00 | Start sitting counter and checking participants’ membership cards.  Distribute the lucky draw tickets. |
| 19:00 | Technical and equipment check |

|  |  |
| --- | --- |
| **Time** | **Specification** |
| 19:05 | Show the trailers of the three movies in next week’s “Movote”, the trailer of the film shown. |
| 19:30 | Show the film. |
| 21:30 | Promote the Film Society and coming activities if needed. Express our gratitude to the participating members. Give the basic information of the three movies in the “Movote” for next week’s regular film show. Lucky draw. |

Remarks:

1. On each show, all executives had come except for special reason approved by PIC. PIC and VPIC should be on duty.
2. The Trailer showing period is changed from playing trailer of the movie going to be played to playing the soundtrack with a poster of the movie shown on the screen. The reasons are (1). Trailer is kind of spoiling the movie, (2). The soundtrack can be played repeatedly.
3. About sitting counter:

|  |  |
| --- | --- |
| Date | Sit counter executives |
| Mar.15th Sep.26th Nov.28th | GAO Lisheng; ZHANG Yiming |
| Mar.22nd Oct.3rd Dec.5th | WANG Yufeng; YAN Yuchen |
| Mar.29th Oct.17th Feb.6th | LI Zhiqi; WANG Sicheng |
| Apr.12th Oct.24th Feb.20th | WANG Tianfang; HAN Haiyang |
| Apr.19th Oct.31th Feb.27th | QIU Lan; ZHOU Xinyi |
| Apr.26th Nov.7th | TAN Qiao; XIA Yicong |
| May.10th Nov.14nd | LIU Yifang; LIU Jijun |
| Sep.19th Nov.21th | WANG Yufeng; |

**Detailed Information**

**Overall Evaluation**

Regular Film Show is one of the most important functions of Film Society. It takes the responsibilities to promote films to the members of Film Society as well as promoting the Society.

During this session, we played 18 movies for our members and the styles of movies including war, romance, action, fiction, suspense, animation etc.

As a regular function which is free for all members, one of the most important things to notice for this function is its promotion. During this year, we tried various kinds of promotion methods and receive success as well as failure.

Choice of film is another thing that matter a lot, this year the voting system of Regular Film Show is provided to all members for the first time and to all peoples delight, this system called “Movote” received success.

During this session, collecting labels for big prizes is another way used to stimulate members to come to watch movies.

#Advice1: Choice of film

With the using of “Movote”, choice of film become harder because 3 candidate movies should be chose instead of 1, the suggestions are provided here:

1. Choosing candidates with the same style but different in release date, through doing this can provide the opportunities of being played to the old and classical movies.
2. Deciding the candidates by a group of people instead of only 1 or 2 people. Different people hold different point of views towards movies. The movies which get good reputations among a group of people are always better.
3. Try to make sure that the candidates have already been watch by some of the Executive Committee in order to prevent the possibility of letting weird movie to become the final decision.
4. 2 movies played one by one in two weeks should better avoiding being in the same style in order to attract members with different preference.
5. IMDB is good for reference. Refer to IMDB if there is any difficulty choosing films.

#Advice2: Matters about “Movote”

1. The number of votes for every “Movote” should be noted by PIC.
2. The running period of “Movote” should be precise and fair according to the Year Plan as well as the Email to members.
3. Executive Committees are welcomed to vote and promoting to others to let them vote, but are not allowed to change the numbers of vote through any other way.
4. 3 candidate movies’ DVD should all be reserved to prevent the absence of the final decided movies’ DVD on the Movie Playing day.

**Problems and suggestions**

* **1. <The Hurt Locker> (拆彈雄心)**

Problems

1. The war movie is kind of bloody, which caused some students feeling uncomfortable during the film.
2. LT-H is not a really got venue for film showing because (1) the screen is too low compared with seats, (2) the entrance & exit are both in front of the Theatre, this would attract audiences’ attention from the movie. (3) Need more stickers than usual.
3. Executive Committees came earlier than members and took up lots of good seats.

Reflections

1. Before making the final decision of a movie or 3 candidates of the “Movote”, make sure that the movies have been watched by at least one of Ex-cos to prevent weird movies.
2. When booking the Lecture Theatres, try to avoid venues like LT-H, which is really not a good place for film showing.
3. Executive Committees should get the lowest priority choosing seats.

* **2. <One Day> (情約1天)**

Problems

1. The venue is booked till 19:20 before the Regular Film Show, caused some of the members who came earlier have to wait outside.
2. LT-B is too big for a regular film showing, it is a 400-seat theatre, with only 29 seated, made members feeling uncomfortable.

Reflections

1. When booking venues, try to avoid LT-A / LT-B except for the movie free for all. Also do not forget to make sure that the venue is vacant from 19:00 to 19:30 for preparation.

* **3. <In Time> (潛逃時空): 24 votes**

Other 2 candidates

The Tourist: 19 votes

Life without Principle: 7 votes

Problems

1. Because of the Inauguration Ceremony had taken up the quota of booking LT in that week, classroom 1504 is chosen. The classroom is not good with its audio equipment, Room 1505 & 1511 are better.
2. Had a time conflict with the function of other society, caused some of the members go to join the function of other society.

Reflections

1. When booking venues, try to avoid classrooms, if the quota is taken up, then choose 1505 & 1511 instead of 1504.
2. More promotion is needed when there is a time conflict with the functions of other societies or school activities.

* **4. <The Girl with the Dragon Tattoo> (龍紋身的女孩): 30 votes**

Other 2 candidates

3 Idiots: 14 votes

The Adventures of Tintin: 24 votes

Problems

1. Although it is informed beforehand, the movie is still too bloody & disgusting for some of the members.
2. There are two edition of “The Girl with the Dragon Tattoo”, one is made by Sweden and the other is made by America. The Swedish version is bought without beforehand research, which is not the version needed. The American version is bought on the day of film show.

Reflections

1. Next time when providing 3 candidates to members, try to mark it clearly if there is any movie classified III. Moreover, movies which are classified III should better be played with some good reason, e.g. during the Halloween period.

* 5. **<Fight Club> (搏擊會): 22 votes**

Other 2 candidates

The Pianist: 20 votes

The Adventures of Tintin: 10 votes

Problems

1. It was found on the film showing day that the Disc we got is VCD instead of DVD which means the quality of the movie cannot be guaranteed.

Reflections

1. Next time when making decisions of the 3 candidates of the “Movote”, make sure that all 3 movies got DVD in the library and they could be reached on the film showing day (they are not borrowed at that time).
2. When the new released movies are not that interesting, buy some classical movies which only got VCD in the library is a good choice.

* **6. <A Better Life> (情繫一生): 20 votes**

Other 2 candidates

The Three Musketeers: 12 votes

Paradise Kiss: 10 votes

Problems

1. There are some Spanish dialogues in the movie. The problems is that if Chinese (Traditional) subtitles is chosen, there would be only Chinese subtitles during the Spanish dialogues, which made some of our international students who cannot understand Chinese & Spanish puzzled.
2. There is a time conflict with the function of other societies.

Reflections

1. Next time when playing movies with some dialogues in neither English nor Chinese, do inform members earlier.

* **7. <Ice Age 3> (冰河世紀3): 17 votes**

Other 2 candidates

Up: 10 votes

Toy Story 3: 9 votes

Problems

1. The DVD player in LT-F is broken on that Thursday and cannot play DVD.

Reflections

1. During the time before film showing (19:30), check the equipment thoroughly. If the DVD player is broken, use the DVD-Rom of the PC in the LT to play the film. If the DVD-Rom of the PC in the LT still cannot play the Disc (e.g. the disc is not a region 3 disc), use the computer of Excos to play the film.

* 8. **<The Dark Knight> (蝙蝠俠—黑夜之神)**

Problems

1. The gifts which are prepared were found inaccessible in the Society Room on the film showing day.
2. Too many students came to watch this movie, which lead to a result that some members as well as all the Excos and Subcoms had no seats.
3. Too many promotions about the point “Free for All” lead to a result that no one cares about becoming member of Film Society after the film playing.

Reflections

1. Next time when playing a movie which is decided free for all, it is suitable to consider about using LT-A or LT-B instead of LT-C which only got 200 seats. Moreover, for the movies which is free for all, it is a good chance to promote all the regular functions or even the Film Society to all HKUST students to raise their interest to film.
2. The first movie of the next Fall Semester could consider about add a registration period.
3. Try to solve the question of no seating place. Because some of the seats are only too uncomfortable for watching movie so no one choose take those seats.

* **9. <Mission Impossible: Ghost Protocol> (職業特工隊：鬼影約章): 41 votes**

Other 2 candidates

War Horse: 33 votes

Margin Call: 35 votes

Problems

1. Compared with LT-D, LT-E got a smaller screen as well as a light control room in the back of the theatre, which do bad influences to the members sit in the back of the theatre.

Reflections

1. When booking venues, LT-D is better compared with LT-E, consider LT-D as the regular venue of the Regular Film Show is not bad.

* **10. <Flash Point> (導火線): 25 votes**

Other 2 candidates

All's Well Ends Well 2010: 4 votes

IP Man: 17 votes

Problems

1. This is a Cantonese film, although we had get agreement of all members to play Chinese (Traditional) Subtitles, there is still an international coming after 19:30.

Reflections

1. Next time when choosing films, make sure at least one of the Exco is familiar with the movie.

* **11. <The Artist> (星光夢里人): 45 votes**

Other 2 candidates

The Twilight Saga (Breaking Dawn part 1): 24 votes

Remember Me: 24 votes

Problems

1. This is a silence film with no dialogues, the subtitles were set to Chinese (Traditional) but finally found that the embedded subtitles all changed into Chinese. So when there are embedded showing on the screen informing what the actor just said, it turned to be Chinese, caused difficulty in understand to the international audience.

Reflections

1. Remember to have a rehearsal playing to test on the subtitles before the showing. Especially test the movies with special audio and subtitles.
2. The lucky draw method could be more specialized for different movies, for example this movie we used the silence film subtitles to conduct the lucky draw.

* **12. <The Social Network> (社交網絡): 40 votes**

Other 2 candidates

The Avengers: 33 votes

Harry Potter and the Deathly Hallows: Part 2: 10 votes

Problems

No big problems.

Reflections

1. Sometimes movie that are close to university students’ life are better compared with commercial films.

* **13. <V for Vendetta> (V煞): 33 votes**

Other 2 candidates

Watchmen: 13 votes

Space Battleship Yamato Rango: 6 votes

Problems

1. The third movie in the “Movote” got too little votes.

Reflections

1. When choosing the 3 candidates, the 3 candidates should better have the same style as well as popularity.

* **14. <Wall-E> (太空奇兵 威E): 26 votes**

Other 2 candidates

Toy Story 3: 15 votes

McDull: The Pork of Music: 11 votes

Problems

1. The venue of this film show is not as usual which caused some members got difficulty finding this place.
2. There is a time conflict with the EGM of SU.

Reflections

1. When booking venues, LT-E, LT-D, LT-F is more preferred compared with other LTs.

* **15. <Men In Black 3> (黑超特警組3): 28 votes**

Other 2 candidates

The Avengers: 27 votes

Watchmen: 12 votes

Problems

1. The beginning of the movie is kind of disgusting and caused some members feeling uncomfortable.

Reflections

1. Overall, this is a good movie. It would have been better if the other 2 Men in Black DVD could be provided after the movie for borrowing.

* **16. <The Prestige> (死亡魔法): 56 votes**

Other 2 candidates

The Amazing Spider-Man: 50 votes

No Country for Old Men: 21 votes

Problems

No big problems.

Reflections

1. When there is difficulty finding good movies among the new released, it is a good idea to choose some high ranked IMDB movies as the candidates of the “Movote”.

* **17. <You Are the Apple of My Eye> (那些年，我們一起追的女孩): 24 votes**

Other 2 candidates

Love In The Buff: 22 votes

A Simple Life: 10 votes

Problems

No big problems.

Reflections

1. The fluency of choosing movies as the candidates of “Movote” should always be small. So that more international members are willing to come to watch movies as well as join the functions of other activities hold by Film Society.

* **18. <Ice Age: Continental Drift> (冰河世紀4：玩轉新大陸): 17 votes**

Other 2 candidates

Madagascar 3: Europe's Most Wanted: 14 votes

How To Train Your Dragon: 6 votes

Problems

No big problems.

Reflections

1. Playing an animation film during the exam period (no matter midterm or final) is a good choice to help to provide relaxation to all of our members.
2. The lucky draw gifts, if related to the movie, will attract more members to come to watch the movies.

* **19. <Big Fish> (大魚奇緣): 18 votes**

Other 2 candidates

Primal Fear: 13 votes

The King's Speech: 8 votes

Problems

1. There are scenes with Chinese dialogues, which may confuse some international students.

Reflections

1. Next time when choosing candidates for the “Movote”, the movies with only one kind of language dialogue should get higher priority.

* **20. <Pulp Fiction> (危險人物): 20 votes**

Other 2 candidates

Se7en: 18 votes

Twelve Monkeys: 13 votes

Problems

No big problems.

Reflections

1. This is a movie ranked “III” in Hong Kong. There are some porno graphic & violent scenes. HKID should be checked before the film show.
2. For this kind of movie which ranked high in IMDB, and is popular among students, the promotion could be more specific. Some introduction of the film or some preview of the film could be provided through social network to inspire more members to raise interest to the film.

* **21. <I, Robot> (智能叛變)**

Problems

1. There is a booking crush about the venue. Before the Regular Film show, there is another society holding activity in the Lecture Theatre E which would last till 19:30. We solved this problem by connecting with the PIC of the activity and find out actually they not booked the venue successfully due to some technical problems. Finally an agreement was reached that they should end the activity before 19:00.
2. The decoration of the venue is kind of inefficient with the reason that the rundown is not clear enough and the PIC of each part did not reach the Lecture Theatre on time.

Reflections

1. When preparing for special Regular Film Shows or some functions using the LT, make sure that the venue is available as early as possible to provide enough preparation time.
2. Before each activity, PIC should provide a clear and executable rundown plan to all ex-cos.
3. When facing problems like booking crush with other societies, try to connect with the University Offices to find possible solutions like switch venue or negotiate with the society to reach some agreement.

**Promotion**

* Stickers

Person-in-Charge: WANG Yufeng, Bryan (General Secretary)

Vice Person-in-Charge: ZHOU Xinyi, Joyce (Promotion Secretary)

Remarks:

1. Stickers should be posted on the date of the film show and at least 2 hours before the show begins.
2. Some of the stickers will be designed by our promotion secretaries. The others will be designed by the Subcommittees.
3. Number of stickers should be approximately 15.

#Advice: The number of stickers

The numbers of stickers should be decided according to the venue of every Regular Film Show. If the venues are LT-H, LT-K, LT-J, the numbers of stickers should be 3 – 4 more than 15.

* Poster

We eliminated the poster of Regular Film Show; however, we designed one poster for the Regular Film Show and putted it on the E-Board as well as Email, Renren, Facebook to promote the regular function at the start of the fall semester. Because we did not print this poster, it would not cost money.



#Advice 1: The poster is not suggested for regular promotion

Because there are always other functions during this session, there is no quota for Regular Film Show’s poster. Regular promotion with posters is not suggested.

#Advice 2: The poster, if put on the E-board, should not contain any materials related to any movie

Because of copyright, that kind of posters is not allowed on the E-board.

#Advice 3: The poster could be designed by any Exco

Designation of the poster could be allocated to any Exco who is willing to learn PS in order to reduce the workload of 2 Promotion Secretary.

* Emails to members

Person-in-Charge: Wang Ding, Dominic (Public Relations Secretary)

Remarks:

1. One notice email is sent for each film show.
2. One email informing the “Movote” is sent every Thursday.
3. The notice e-mail also include the link of the trailer of the film.
4. The notice email is sent on Monday evening (before 23:59).

　　The content of the notice email:

Dear Members,

We would like to inform you that the result of the "Movote" is:

***“Movie 1”:*** xx votes

***“Movie 2”:*** xx votes

***“Movie 3”:*** xx votes

As a result, ***“Movie 1”***will be shown for the regular film show this Wednesday.

A lucky draw will be conducted at the end of the film show for all the members who come to watch the movie.

The lucky draw gifts are **“gifts”**

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Film: **“Movie 1”**

Date: **“Month, Date, Year” (Wednesday)**

Time: **19:30-22:00**

Venue: **“Venue”**

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

[Film Introduction]

“

Xxx

Xxx

Xxx

“

Trailer：”http://www.xxx.com”

***Come and enjoy the film!***

Best regards,

Film Society, HKUSTSU

Session 2012-2013

<http://ihome.ust.hk/~su_film>  
<http://www.facebook.com/filmsoc.ust.hk>  
<http://www.renren.com/313246403>

　　The content of the “Movote” email:

Dear Members,

We would like to inform you that the "Movote" (voting system for Regular Film Show), is available now.

All members are welcomed to vote for your favorite movie among the 3 candidates.

Details are as follows:

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Films: **“Movie 1”; “Movie 2”; “Movie 3”**

Voting Period: **“Month, Date, Year” (Friday) --- 20:00 pm “Month, Date, Year” (Monday)**

Voting Method:

1. Enter the Film Society Website (http://ihome.ust.hk/~su\_film)

2. Login with your ITSC account

2. Click “Regular Film Show”

3. Click “Vote” on the movie of your preference

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

[Film trailers]

**“Movie 1”**

Trailer：”http://www.xxx1.com”

**“Movie 2”**

Trailer：”http://www.xxx2.com”

**“Movie 3”**

Trailer：”http://www.xxx3.com”

Remarks:

1. If 2 or more movies get the same amount of votes, they will be shown on the Regular Film Show consecutively over a period of 2 or 3 weeks. The corresponding week’s “Movote” will be cancelled.

2. One member can vote for more than one movie during each “Movote”.

3. One member cannot vote more than once for one movie during each “Movote”.

Our Facebook page is http://www.facebook.com/filmsoc.ust.hk

Come to like us keep on track with our updated information!

Best regards,

Film Society, HKUSTSU

Session 2012-2013

<http://ihome.ust.hk/~su_film>  
<http://www.facebook.com/filmsoc.ust.hk>  
<http://www.renren.com/313246403>

* Official Website of the Film Society

Person-in-Charge: YAN Yuchen, Cirah (IT Secretary)

Remarks:

1. The detailed information of regular film show is put on the website on Sunday (before 16:00).

2. The “Movote” should be put on the website on Thursday evening.

* Trailer

The Trailer of the movie which is going to be played at 19:30 was played from 19:00 to 19:30 in the Spring Semester. However, we changed this promoting idea from trailer to soundtrack of the movie with the following reasons: (1). Trailer is kind of spoiling the movie, (2). the soundtrack can be played repeatedly.

#Advice 1: The special features can sometimes been played before the movie

Lots of DVDs provided special features of movies; the special features could be played before the film show.

#Advice 2: About playing the soundtrack

While playing the soundtrack, providing a poster on the screen and freeze the screen.

* Roll-up Banner

With the reason that the price of the roll-up banner is cheap and is allowed by the budget, the roll-up banner are used in the Fall Semester, while designing the roll-up banner, 2 A4 big blank space are reserved for posters for each Regular Film Show.



#Advice 1: The roll-up banner could be designed by any Exco

Designation of the roll-up banner could be allocated to any Exco who is willing to learn PS in order to reduce the workload of 2 Promotion Secretary.

#Advice 2: Putting up of the roll-up banner should be allocated to Excos

This work, like putting the sticker, is regular & boring. Allocate this work to an Exco or all Excos doing this in turn is better.

#Advice 3: Putting the posters on to the banner

Because putting the movie posters on the banner should be conduct regularly, Velcro is suggested instead of adhesive tape.

* Facebook & Renren

Person-in-Charge: WANG Ding, Dominic (Public Relations Secretary)

Remarks:

1. The note and trailer of our shown film are posted on both websites on Tuesday evening (before 23:59)
2. There is a note introducing the “Movote” on both websites when the information of the first movie is going to be put on the websites.
3. Everyone participated in forwarding the trailer and note.
4. Everyone gave some comments about the shown movie on these websites to attract more members to our film show.
5. After the film show, it is good if the Ex-cos could search or even write some review of the film to promote the Regular Film Show to all the HKUST students.

* Lucky draw gifts

Person-in-Charge: WANG Tianfang, Jason (Welfare Secretary)

This session the lucky draw gifts were promoted through the email as well as social network, which do good effects in attracting members to the Regular Film Show.

#Advice: Promotion of the gifts

The gifts are one of the most important reason for the members to come, it will be better if the contents of the gifts could be promoted through social network or other methods before every Regular Film Show to attract members.

* Labels for prizes

This is an idea we came up after the Spring Semester. It is used to not only stimulate the interest of members to come to the Regular Film Show to get a chance to win big prizes, but also taking the responsibility of lucky draw tickets.

#Advice: Promotion of the labels

This year the labels for prizes are not well promoted, causing members do not care about the labels. Next session should pay more attention to the promotion of the labels to attract more members to the Regular Film Show.

* Publications

During this session, the publications are used once to give an overall introduction of the function.

#Advice: Use of publication

Try to make full use of publication, inviting members or Ex-cos to write film review after Regular film show or even making discussions about the films to promote both the Regular Film Show and the Publications。

**Financial Report:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | RMB\* | HK$ | HK$ | HK$ |
| **Revenue** |  |  |  |  |  |
|  | SU Subsidy |  | 340.00 |  |  |
| **Total Revenue** |  |  |  |  | **340.00** |
|  |  |  |  |  |  |
| **Expense** |  |  |  |  |  |
| Printing Expenses |  |  |  |  |  |
|  | 15/03/2012 |  | 10.50 |  |  |
|  | 22/03/2012 |  | 12.40 |  |  |
|  | 29/03/2012 |  | 6.90 |  |  |
|  | 12/04/2012 |  | 8.10 |  |  |
|  | 19/04/2012 |  | 7.80 |  |  |
|  | 26/04/2012 |  | 8.20 |  |  |
|  | 10/05/2012 |  | 7.50 |  |  |
|  | 17/09/2012 |  | 21.30 |  |  |
|  | 24/09/2012 |  | 14.40 |  |  |
|  | 24/10/2012 |  | 18.60 |  |  |
|  | 30/10/2012 |  | 13.80 |  |  |
|  | 07/11/2012 |  | 6.10 |  |  |
|  | 14/11/2012 |  | 4.80 |  |  |
|  | 28/11/2012 |  | 8.70 |  |  |
|  | 05/12/2012 |  | 4.20 |  |  |
|  | 20/02/2013 |  | 6.30 |  |  |
|  | 27/02/2013 |  | 28.50 | **188.10** |  |
| Miscellaneous Expenses |  |  |  |  |  |
|  | Roller Banner |  | 340.00 |  |  |
|  | Magic Tape |  | 20.00 |  |  |
|  | Shuffle |  | 388.00 |  |  |
|  | Ted Bear | 87.00 | 108.75 |  |  |
|  | Ring | 48.00 | 60.00 |  |  |
|  | Dice | 50.00 | 62.50 |  |  |
|  | Postcard | 90.00 | 112.50 |  |  |
|  | Canvas Bag | 144.00 | 180.00 |  |  |
|  | Gift | 118.05 | 143.96 | **1415.71** |  |
| **Total Expenses** |  |  |  |  | **1603.81** |
|  |  |  |  |  |  |
| **Net Income** |  |  |  |  | **(1263.81)** |

\*This column is for reference of goods bought in Renminbi. Corresponding expenses have been converted into HK Dollar in the adjacent column by rough exchange rate at the time, which is 0.8 in this function.