

Advice to remember when organising 48Fest

Plan, plan, plan

- There is a lot of planning needed to host a 48 hour film festival, every aspect from health and safety to the award show needs to be detailed.
- Know how many teams and how many short films you're looking to make.
- Bring in people who may be experts in the various aspects of your project, for both on-the ground and production of a TV show of this kind.
- Plan months, not days in advance.

Goal oriented

Know what your goal is for 48Fest. Is the priority to make a TV show, engage your audience or have an on the ground event? This will help you focus your energies on the most important aspects of the project.

Themes

It's important to keep the themes relevant to your audience and region, that way it won't be boring for them to watch or participate in. Clearly identify the themes during your planning. These themes will be the basis of the short films so crucial that they're easily understood and relevant.

The teams

- The teams make or break this initiative. While they need to work together and get along, each team member should bring something to the team, be it through their personal experience or their willingness to learn.
- Be careful with the numbers. Too many is unmanageable (anything over 10), but too little would create too much work for the team. Always have a back up for team members that might fall through.

TV vs on-the ground

This will be based on your goal, but remember that while 48 hours is a short time for making a film it will provide lots of content for a 30 minute show. Determine the overall intention of your TV programme and bare this in mind when on the ground.

Training

Training is a key part of this competition, giving young people skills on production, from basic camera techniques to sound and lightening. Also training on the key issues of HIV and AIDS based on the themes. The training is what empowers young people by providing them with information and life skills that they can apply in their every day lives.

Budget

- 48Fest is not a cheap initiative, but don't let this put you off. Where possible engage partners, through the business and civil sectors. You'd be surprised how many people would want to be involved and provide monetary support in exchange for on-air exposure (which doesn't cost you anything).
- Tap into the resources at your disposal, your staff, your partners and the young people.