

Scottish Queer International Film Festival (SQIFF)

www.sqiff.org

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**How did you market to
and engage the
community?**



Collaborations and partnerships



**Aware of intersecting
identities**



**Aware of differing
access needs**



**Marketing: send
information to relevant
organisations**



**Marketing: put print
materials in relevant
venues/locations**



**Marketing: target info
at relevant groups
online**















TOILETS WITH URINALS AND CLOSED STALLS



SCOTTISH
QUEER
INTERNATIONAL
FILM
FESTIVAL



**What mistakes did you
make?**



**Implementing access
measures without engaging
with relevant communities
first**



What worked well?



**Working to make sure
staff and volunteers
aware of ways people
might feel excluded**



**Employ and pay people
with relevant
background/knowledge**



Prioritising films by LGBTQ+ filmmakers





**What surprises were
there?**



**Audiences are
young**



Active support for access measures



