

FAQs for signing up

Why should I sign up?

If you sign up to Before the Premiere, we will be able to contact you about free preview screenings in your area. By registering with us and creating an online profile, you will be able to keep your contact details up to date, should you change your email address, mobile number or move to a different area. You don't have to be on our database to attend one of our screenings, you may also find our recruiters at your local cinema and receive an invite that way. However, because our screenings are private events all seats are issued by invitation only.

How will I be contacted?

If we have a screening available in your area, we will contact you via SMS text message. If you are interested in attending, we will then ask you to email us at info@beforethepremiere.co.uk to receive further details and a link to apply for tickets via an online survey.

Where do you screen?

Usually around London, Greater London, Reading, Milton Keynes and Crawley. We have also shown films in Birmingham and Manchester. If you live outside this area there still may be opportunities to participate in other types of research.

Can I invite others to join?

Yes! If you know any other movie-goers who would be interested in attending free preview screenings, you can send them this link (<https://beforethepremiere.co.uk/Portal/Default>) where they can register their details and create their own Profile on our database

How can I reset my password?

You can reset your password by visiting <https://beforethepremiere.co.uk/Portal/Default> and clicking on **Forgot Password** and following the instructions on screen and sent via email. You can also reset your password by logging into your profile and clicking on your name on the top right corner of the screen. Select **My Profile** and scroll down to the bottom of the screen, where you will see the option for you to reset your password.

What if I move?

You can update your address by logging into your profile and clicking on your name on the top right corner of the screen and selecting **My Profile**. Click on **Update Profile** and then **Personal Information** where you can update details such as your email address, mobile number and Postcode.

What if I don't want to be contacted anymore?

We'd be sad to see you go, but of course you may unsubscribe at any point, which will ensure we won't contact you. You can always reregister if you change your mind.

Other opportunities

We don't just screen films, the team behind BEFORE THE PREMIERE work within a larger research organisation which can present opportunities to participate in other market research. Just check the box when you sign up if you are potentially interested.

FAQs for attending a screening

I cannot locate my confirmation email.

Please check your junk/spam folder. If you still cannot locate your confirmation pass, please email us and we will gladly assist.

Can I switch a guest in my reservation?

In most cases, you can make changes to your reservation up to 24 hours before the screening. Send us an email with the gender, age, and occupation of the guest you'd like to switch. If reservation changes aren't allowed, we will inform you. Please note that requests made within 24 hours of the screening may not receive a response.

What if I need special assistance at the cinema?

We are committed to providing a comfortable and accessible experience. Please inform us of any specific needs when booking, and we'll check the available facilities at the screening location.

Why do we ask for details like gender, age, and occupation?

Sometimes, filmmakers request specific groups for private screenings to get feedback from a certain audience. Collecting these details allows us to match participants with their preferences. Your personal information is always kept confidential and used solely for research purposes.

Why do I need to sign an NDA?

Attending a test screening is a privilege, and as part of that experience, we ask that you respect the legal obligations associated with unreleased content. By signing the NDA, you agree to uphold these legal requirements, which are designed to protect the intellectual property of the filmmakers and studios.

Why are security measures in place?

To protect the film, we not only ask participants to turn off their phones but also actively monitor the screening for illegal recording. This includes using security personnel and technology to detect and prevent any unauthorized recording, ensuring that all content remains confidential until the film's official release. By switching off your phone, handing it in when requested, and understanding that the screening is monitored for security, you help protect the film and contribute to a secure and distraction-free environment. Your cooperation is vital and greatly appreciated!

Is the seating guaranteed?

Since this is a free, private event, we cannot guarantee seating under any circumstance.

Do you over subscribe?

Yes. Even though participants sign up for screenings, it's common for people to cancel last minute or simply not show up. By oversubscribing, we ensure that the screening room is filled, giving as many people as possible the opportunity to attend. On the rare occurrence that a seat is not available we may offer compensation if you arrived at the check-in time stated on your confirmation.