

How to MSFF Virtually

Written by the Staff of McMinnville Short Film Festival

“Where we’re going... we don’t need roads.” Spoken by a true genius, Doc Brown had it right for the year 2020. We don’t need roads for a virtual film festival!

Along with the majority of film festivals, we have been learning how to provide a virtual film festival experience. Your entertainment is our specialty, but your safety is our priority.

We’ve adopted new technology to bring the MSFF into your home, and we think it’s pretty great what we are offering. But of course, with new technology, we all need a little guidance. This guide is meant to help you get set up to enjoy the virtual offerings of the 10th Annual McMinnville Short Film Festival and the virtual events happening along the way.

KEY TERMS

First, a few terms to keep in mind as you read this guide:

app: a software application that you can download and install on your computer, hardware device, or smart tv.

browser: the application that you use to browse the internet. We recommend Google Chrome or Microsoft Edge, but you may choose to use Firefox or Opera. [We don’t recommend using Safari or Internet Explorer for festival-related streaming.]

device: When we use the term “device” in this guide, we’re referring to desktop computer, laptop, or tablet. Any such device you have will do!

Eventive: Eventive is our new box office management and virtual cinema platform. Eventive provides our virtual schedule and film guide for you to review and reserve; it provides the MSFF 2021 Virtual Hub, where you’ll go to watch all of your virtual films and live streams; and as our new member management and box office system, too, it will make connecting to your benefits and reservations so much simpler than it ever has been! [Don’t worry; we’ll help you learn the ropes.] When we refer to Eventive, it’s basically our new everything platform, and you can connect to all of your benefits and reservations through Eventive, linked directly from <https://mcminnvillefilmfest.org>.

hardware: the physical devices that you may need to connect your computer to your television so that you can stream films and events. You can use a Google Chromecast, Roku, or AppleTV to connect your computer wirelessly to your television so that you can stream your MSFF virtual cinema selections.

Two notes - (1) If you have a smart television, you may be able to connect without any additional hardware; (2) if you plan to watch directly on your computer or mobile device, then you won’t need any additional hardware.

mirror(ing): “mirroring” is streaming an exact copy of everything on your computer’s screen to your television. This is one way to watch MSFF’s virtual cinema offerings from Eventive on your television.

screencast(ing) or cast(ing): (screen)casting is streaming one particular tab or screen from your computer to your television. This is another way to watch MSFF’s virtual cinema offerings from Eventive on your television. You can “cast” using Google Chromecast.

HARDWARE OPTIONS

To get started, let’s first make sure you have the right equipment. If you don’t, don’t worry—we’ll point you in the right direction and help you get it set up and ready to stream.

If you plan to watch directly on your computer or mobile device (without streaming to your television), then you’ll just view everything in your device’s browser. ***Since you won’t need any additional hardware, you can skip down to the next section ACCESSING YOUR EVENTIVE ACCOUNT.***

You are welcome to jump to Eventive’s help page FAQ by clicking <https://watch.eventive.org/help>.

If you want to watch on your television, you’ll need the right hardware. You can use a Google Chromecast, Roku, or AppleTV, or—if you have a smart television (one that connects to the internet and has built-in apps)—you can most likely mirror without any additional hardware. Let’s talk about each option:

GOOGLE CHROMECAST

Our hardware recommendation is the [Google Chromecast](#), for three primary reasons: it is platform agnostic (it works as well with Macs as it does with Windows PCs), it is inexpensive (less than \$30 for a basic model), and it is very easy to use. You can purchase one from the Google Store or on Amazon Smile. [Don’t forget to designate the McMinnville Film Festival Foundation as your charity of choice before purchasing!]

Once you have it in hand, you’ll need to install it. Folks on YouTube have already taken the time to produce some really helpful how-to videos.

Video - [“How to setup Google Chromecast: Awkward Bob’s How to Setup Google Chromecast 2019”](#)

Once your hardware is set up, casting to your television using Chrome and Chromecast is easy:

“How to Cast to your television: Google’s Cast a Chrome tab on your TV” (click [here](#) to learn more:)

ROKU

Roku is another hardware device that is platform-agnostic and inexpensive, and it’s not much more complicated to use than the Google Chromecast. In fact, Roku offers a dedicated (and free) [Eventive TV channel](#). Once you add the channel, streaming to your television with Roku is as easy as selecting the virtual screenings that you have reserved.

Video - Roku’s [“How to set up a Roku TV”](#)

APPLE TV

For dedicated Apple product fans, AppleTV presents a seamless user experience, but at a steeper cost than the other two streaming hardware options. Like Roku, AppleTV offers a dedicated (and free) [Eventive TV app](#). Also like with Roku, once you have the Eventive TV app installed on your AppleTV, watching is as simple as selecting the virtual screenings that you have reserved.

Important: You will also need an HDMI cable, not included in the box with your AppleTV.

Video – [“How to Connect/Setup Step by Step + Tips”](#)

SMART TV

If you have a “smart tv”—a television that connects to the internet and has dedicated apps (like Netflix and Hulu)—then you can most likely mirror directly from your computer. Here’s a helpful guide that explains how. Note that the video’s description contains links to additional videos with instructions on how to mirror with specific hardware configurations.

Video – [“How To Tech’s How to Cast Computer to TV”](#)

ACCESSING YOUR (FREE) EVENTIVE ACCOUNT

Once you have your hardware setup, you’ll need to create (or access) your [Eventive account](#). Don’t worry—your Eventive account is free; you’ll only pay for the films or events that you purchase, or for passes if you opt to purchase an All-Access pass (access to all events and screenings).

If you created an account for our October 2020 fundraiser, you will use the same account for the February 2021 festival.

If you need to create a new account, it’s quick and painless. In fact, all you need to do is to browse the film guide, schedule, pass options and find something you’d like to purchase; and proceed to checkout. Your account will be created automatically in the process!

Your Eventive account will contain all of your member benefits, your festival pass benefits, and all film and event tickets that you have reserved.

This may be the first time you’ve seen Eventive, but we’re confident that it won’t be the last. Eventive has been around for years offering tickets to many in-person events. We will be using it for ticket sales for future in-person film festivals so your account will be available to not only MSFF but to many events!

Eventive is the main platform. Eventive Watch is the virtual hub. This is what you will cast or mirror from your device to your television, or where you will watch if you’re watching directly on your computer or mobile device. Don’t worry - you’ll be linked directly to any films or events that you’ve purchased online—and you’ll receive email reminders about their availability—but in the event you wind up at <https://watch.eventive.org/MSFF2021>, that is the direct link to the MSFF 2021 Virtual Hub. You can bookmark any or all of these sites, or you can just navigate to them from the MSFF website at <https://mcminnvillefilmfest.org/> or using the links sent to you in your purchase confirmation emails.

HOW TO GET HELP

If you're stuck, there is a Live Chat icon at the bottom of the [Eventive help page](#). You can open chat and ask an agent for assistance. Feel free to ask us for help. You can email films@mcminnvillefilmfest.org and we will get back to you as quickly as possible. You can text us at 503-472-1925 with your question, too.

Thanks for sticking with us and for exploring new virtual solutions in uncertain times. We're excited about this year's offerings, and we think you will be, too. Stay safe, and we hope to see you all soon at the movies!