

SCREENING SUGGESTIONS – BRAVE BLUE WORLD

WEF is hoping to have the Brave Blue World documentary film seen by as many people as possible during 2020. The film is designed to be digestible and interesting by people outside of the water sector. Member Associations and Members can assist by organizing screenings. For the screenings, the film will be available to download.

Suggested approach: There are several steps involved in organizing a screening. These include:

- Consider the audience: While the water sector itself is an important audience for the film, it is beneficial to broaden the audience to other groups that intersect such as water nonprofits, environmental organizations, engineering and technology entities, policymakers, academics, students, etc.
- Find partners: Evaluate if there are partners – organizations, companies, universities – that could help organize, host, and promote the screening. This could be a useful way to secure a venue and for building a diverse audience.
- Select a theater: Search for a place to show the film that is the appropriate size for anticipated audience, has adequate audio/visual technology, may be free of charge because of partnership, and is convenient for attendees.
- Develop a schedule: In addition to showing the 50-minute film, there could be an opening speaker (5 to 10 minutes) to introduce the film and set the stage. There could also be a panel discussion with Q&A after the film (20 minutes or so) with a diverse group of stakeholders. These additions can make it roughly a 90-minute event.
- Invite the audience: Set up an evite account to manage RSVPs electronically and have certainty on attendance numbers. Use email to invite attendees.
- Invite the media: Use a media advisory and/or direct media pitches to invite to the film, including the angle of the opening speaker and panel discussion.
- Promote on social media: If there is space to make the invitation open to others, social media can be used to promote the screening and drive attendance.