

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 external audiences. For the screenings, the film will be available to download.

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

- Touch Base with Travis Loop of WEF: He can provide more information on the concept of screenings and discuss your concept, logistics, technical requirements, program, and promotion. Travis will also be the one to provide actual access to the film.
- Focus on an External Audience: While the water sector itself is an important audience for the film, it is critical to broaden the audience to other groups that intersect such as water nonprofits, environmental organizations, engineering and technology entities, policymakers, academics, university 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 Quality Venue: 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. It is ideal to show the film in a theater or high-quality auditorium.
- Develop a Program: In addition to showing the 50-minute film, it is recommended to have an opening speaker (5 to 10 minutes) to introduce the film and set the stage. There should 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 External 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 pitches to invite media to the film, including the angle of the opening speaker and panel discussion that will provide local context.
- Promote on Social Media: At the screening event be active on social media, being sure on Twitter to tag @WEForg and use #braveblueworld.