

My name is Pauli Murray

Screening Opportunity



Event Planning Checklist

CONTRACT

Participant will send you an Order Form via DocuSign. Please provide the name and contact information for your signatory.

★ **The contract must be signed before the start of your screening window.**

PAYMENT

Participant will send you the invoice via email. Please let us know where to best direct the invoice. As a reminder, depending on your viewership numbers, you may receive two invoices - one for the minimum and another for any vouchers claimed above the minimum number up to the agreed-upon maximum.

SCREENING PAGE SETUP

☒ **Logo**

Corporate logo - wide or square aspect ratio and best for use on a dark background. A vector file (.eps or .ai) is the preferred file format; however, if that is not available, a .png with transparent background ready to be used on a dark background.

☒ **Welcome**

1-2 sentences of copy welcoming your employees - if not provided, we will include a generic welcome.

☒ **Date and Time**

Date, time (including time zone) you would like the screening window to open.

☒ **Special Features [Optional]**

★ **Link to a company feature**

- Do you have a new or existing company initiative you would like to highlight?
Would you like to direct people to more information about your ERGs? Something else?
- We can create a unique “button” to guide people here.

★ **Custom welcome message recording addressing your attendees**

- No more than 4 minutes long.
- The platform can ingest a wide range of video formats, but our general recommendations are here:
 - *H.264 video file encoded at 10-20 Mbps (if possible, select “High Profile” H.264 setting instead of “Main Profile” when exporting the video)*
 - *Stereo or ProLogicII encoded 5.1 (LtRt) - ONLY include a single stereo track or mono track pair - do not include additional mixes/tracks*
 - *1920x1080 resolution*
 - *23.98, 24, 25, or 29.97 progressive*
 - *Under 10GB file size*

☑ **Technical Compatibility Check (Must Do)**

Firewalls and security features can sometimes prevent the player from working. For this reason, we ask that you confirm with your IT team that streaming video will not be blocked prior to the start of the screening.

- ★ You can watch the film using your PC, Mac, Android tablet, phones using Chrome, and iPhones or iPads using Safari. You will also be able to Chromecast, Airplay to your AppleTV, or directly connect your laptop or computer using an HDMI cable to watch on your TV. You can find a complete list of system requirements and frequently asked questions [here](#).

PROMOTIONAL CONSIDERATIONS

★ **How will the event be advertised internally?**

- What internal channels will you use to advertise? Employee mailers? HR communications? Bulletins?
- What internal promotions do you want pre-and/or post-event?

★ **Do you want to share the experience externally?**

- How and when will you do this? LinkedIn? Official company social handles?
- Secure any permissions needed for name and/or image usage.

BEYOND THE SCREENING

☑ **Live Discussion**

- ★ Live discussion format and technical execution decided on.
- ★ Moderator and panelist(s) invited and confirmed.
- ★ Bio and Photo (if needed) secured.
- ★ Topics of discussion and questions prepared.
- ★ Dedicated, staffed moderator for chat and process for sharing questions and comments from the chat defined (if applicable).
- ★ Tech check and panelist prep meeting completed.
- ★ Honorarium/speaker fees agreed on and paid.

What will you be doing to elevate the experience? The screening and live discussion is just the start. These are important conversations that need to continue beyond a one-time event. Check the event planning guide for ideas.

PRODUCTION TIMELINE AND COMMUNICATIONS

Below are suggestions for your planning and your communications. While how and when you communicate to your audience is ultimately up to you, our suggestions are based on what we have seen from successful events.

☒ ***Two Weeks From the Event:***

- ★ Customize your invitation. Your invite should include the date and start time of your screening window, highlight the 7-day window to watch the film, and link to information about the film [like the teaser trailer](#).
- ★ Send invites to your potential audience and request RSVPs.
 - We recommend inviting more than the number of available seats as it is typical for several RSVPs not to redeem their voucher codes.
- ★ Send a confirmation of RSVP and/or calendar invite to guests who RSVP to confirm and hold the screening time.
- ★ Live Discussion:
 - Once you decide how to host your live stream, work with your internal teams to coordinate needs and panelist prep.
- ★ Ensure the order form is signed, and the invoice has been submitted for payment or paid.

☒ ***One Week Out:***

Tech Compatibility Check (Must Do)

- ★ Firewalls and security features can sometimes prevent the player from working. For this reason, we ask that you confirm with your IT team before the start of the screening that streaming video will not be blocked.

☒ ***Day of Event:***

Send a reminder email to your screening attendees before your screening window begins. If you haven't already, provide each attendee their unique voucher code.

- ★ When you are ready to send the voucher codes, [here is templated language](#) you can use to explain to attendees how to access the film with their voucher code and any technical requirements.

☒ ***Two Days After Event Begins:***

Send a reminder to attendees.

- ★ This reminder is also a good opportunity for you to remind attendees of the details of the live discussion and include any resources you would like to share with them.

☑ **Screening Midpoint:**

We will reach out to you with preliminary information about your screening attendance. Based on this engagement, you may want to add another reminder at this time or send out additional invites.

☑ **24 Hours Before Screening Ends:**

- ★ Send a reminder to attendees that the screening window will soon end.
- ★ If you are hosting a live discussion after the film, remind your attendees of those details.

☑ **Post Screening:**

Send a thank you to attendees. Beyond your gratitude, this communication can include items such as a reminder of your call to action, next steps, and a link to the [Pauli Murray Center](#).

USEFUL LINKS

[Trailer](#)

[Film Details](#)

[Planning Resources](#)

QUESTIONS + SUPPORT

Liz Prosch (lprosch@participant.com)