THE STORY OF PLASTIC

Virtual Community Screening Guide

Covid-19

With Covid-19 affecting all in-person gatherings, the following is a guide for hosting a virtual community screening of THE STORY OF PLASTIC. This model ensures the safety of our communities while providing shared viewing experiences to watch, discuss, and take action to end the plastic crisis.

About This Guide

This guide will walk you through organizing your virtual community screening. We've tried to cover all the key steps and information, recognizing that different hosts will have different approaches for different types of events. If you get stuck, you'll find some contacts for troubleshooting at the bottom of this guide.

Planning Your Virtual Community Screening

By now you will have received the Indee streaming link that you and your attendees will use to watch the film. That link is active when it is delivered to you. Make sure to take note of the View Limit and Expiration Time of your unique link. When either of these limits are reached, your link will expire and the film will no longer be viewable.

The Story of Plastic
Feature Documentary
Documentary

👁 1000 Views Remaining   🕐 26-Apr-2020, 08:30 pm

THE STORY OF PLASTIC
Action Guide

After reviewing your streaming link, take a look through the Screening Toolkit which contains resources to stimulate a post-screening discussion, take action around the issues raised in the film, promote your event, and more.

Once you've familiarized yourself with the streaming link and the Screening Toolkit, there are three key steps for organizers to follow: Managing Invitations and RSVPs, Delivering the Film to Attendees, and Hosting a Discussion.

Step 1: Managing Invitations and RSVPs

Screening hosts are responsible for managing invitations and RSVPs to their event. This is necessary so that hosts can provide attendees with the information and resources they need to participate – and to ensure that you don't go over the View Limit on the streaming link.

Some hosts may not need to send invitations and collect RSVPs to their screening if they will be connecting with an existing group of attendees that they are already in contact with; for example, educators organizing a screening for their students.

For everyone else, we recommend creating a free event registration form with Eventbrite, which will make it easy to RSVP and communicate with attendees before and after your event.

1. Log-in or create an account with Eventbrite

2. Click 'create an event' at the top right of the page

3. In **"Section 1: Event Details,"** enter the details of your screening and discussion. We've provided some generic event images in the Screening Toolkit. We also recommend including the following language in the "Event Description" field:

    > *Attendees will receive a link to stream the film from the event host [expected delivery window, ex. "48-72 hours before the event start time"]. The link will be delivered to you at the email address you use to RSVP here. We will reconvene at [event time] on [platform, ex. "Zoom"] for a [panel / discussion / Q&A]; you will receive a separate link for that event alongside the streaming link.*

4. In "**Section 2: Tickets**" you must select "Free Ticket." Hosts are not permitted to charge for tickets to their event. The "Donation" ticket does not allow for guests to RSVP *without* donating, so this ticket type is not allowed. Hosts are permitted to make a fundraising appeal as part of their event; however, contributions must be optional and should be collected via your own donation processing system. When creating your tickets, make sure to set "Quantity available" to be equal to or lower than the View Limit of your streaming link.

5. In "**Section 3: Additional Settings**," decide your listing privacy. Public events are discoverable on Eventbrite and via search engines, so anyone will be able to RSVP. Private events are only accessible by people that you provide the event URL to. Note that you were also asked to specify if your event is public or private on the Screening Application Form; if you indicated "public," your event will be included on the directory of public screenings at storyofplastic.org.

6. Click 'make your event live' to complete your event setup. You will be redirected to your event dashboard. Be sure to save this URL, as this is where you will monitor RSVPS and contact your attendees. To view your public event page and retrieve the URL, click the "VIEW" button at the top right.

For support with the Eventbrite platform, please visit the Eventbrite help center at https://www.eventbrite.com/support

Facebook events may work for smaller screenings. However, be aware that you will not have the same ability to cap your RSVPs and reach your attendees by email. Please ensure that you will be able to manage your number of attendees and provide the streaming link and other information to them.

Finally, if you did not provide your event URL when completing the Screening Application Form, you can do so by replying to the confirmation email from mikkel@breakfreefromplastic.org.

Step 2: Distributing the Streaming Link and Other Materials to Attendees

You are responsible for sending your attendees everything they need to view the film and fully participate in your event. If you used Eventbrite, return to your event dashboard and click "Manage Attendees" on the left, then "Emails to Attendees."

Here are some of the key things you will need to provide attendees. We recommend sending these items 48-72 hours before your event time.

1. The URL (Indee link) to stream the movie

   ○ Remind attendees of the timeframe that they have to watch the film

   ○ Advise attendees not to share the link with others, to post it online anywhere, or to watch it multiple times. This will ensure that all your attendees can watch the film without reaching the View Limit.

   ○ If relevant, let attendees know that subtitles are available in your language

2. The Action Guide from the Screening Toolkit, and/or your own campaign calls to action

3. Any additional assets from the Screening Toolkit such as the *FAQs, Industry Myths* or *Further Research* documents to stimulate discussion after the movie

4. Additional links, clear instructions, and the time to join your panel, discussion, or Q&A after the screening (more details in the next section)

Best Practices

- Make sure to leave enough time between sending invitations and the event time so that people have enough lead time to participate

- Set the event time based on viewing and engagement patterns of your audiences (i.e. avoid dinner time if your key demographic is parents)

- Send participants a reminder a week ahead of the screening and encourage them to add the event to their calendars.

Step 3: Hosting your Post-Screening Program

The film wasn't just designed to be watched – it was designed to spur discussion and action! That's why we're asking virtual community screening hosts to organize a panel, discussion, or Q&A after their screening. There are many ways to design the program for the community you're inviting to watch the film. Below are a few ideas for how to approach your program.

- Use the FAQs, Industry Myths and Research Guide to spur a discussion about the movie and the plastic pollution crisis

- If you're using the tool as part of an educational program, [explore these viewing guides and distance-learning curriculum](#) from Algalita for middle- and high-school age students.

- Use the Action Guide to explore ways participants can get involved in the fight against plastic pollution locally or virtually

- If you or your group are already working on this issue, present participants with a call to action around your active campaigns.

- Convene a panel of experts or activists for a panel discussion or Q&A. Need help finding guests? We can help! Respond to your confirmation email or write to mikkel@breakfreefromplastic.org

THE STORY OF PLASTIC
Action Guide

We recommend using Zoom for hosting your post-screening panel or discussion. The [Zoom](#) platform includes a range of functionality including screen sharing, host control, and chat. Zoom's free meeting function is ideal for smaller, more intimate post-screening discussions, which we recommend for our grassroots hosts. Conferencing is free for meetings up to 40 minutes. Zoom's paid webinar service is good for larger groups if you have a paid subscription service. [You can sign up to Zoom for free here](#).

Best Practices

- Keep your events to 140 minutes or less, including the 96-minute film screening

- Local or subject matter experts are a great addition to a thoughtful discussion

- Be prepared. Make sure that the host and any featured speakers have a stable internet connection, headphones, and good lighting. It's a good idea to do a test call before your program to make sure everything runs smoothly.

- Keep your event secure. Do not post a meeting link on the web, and only send it to participants via email. Consider using a password to join your Zoom call.

Calls to Action
We ask that hosts present a Call to Action at their event. Your Call To Action might be around an active campaign that your local groups is organizing around – that's great! If you don't have a Call to Action of your own, please review the Action Guide in the Screening Toolkit and present one or more of those actions to your attendees.

After Your Event

After you've finished your event, we'd like you to take one final step to help us learn from and improve on your virtual screening event experience. After your designated event date, you will receive two post-screening surveys. Please complete the host survey and share the participant survey to your participants.

Troubleshooting

If you have any technical issues with your streaming link or need to make updates to your event details, or if you'd like help identifying a local Call to Action or finding panelists for your event, we can help. Contact mikkel@breakfreefromplastic.org