Deciding how your screening will be structured is the first step toward creating a meaningful experience. Planning time will vary, but we recommend you begin designing your event at least four to six weeks in advance.
Make sure your screening counts! We’ve identified three shared goals to help you fuel the movement on girls’ education. Pick your impact goal, and make sure to report back so we can share your success with the world.

• **Raise awareness.** Get people thinking about the barriers that hold girls back from going to school and realizing their potential.

• **Increase resources.** Help fund or support programs that help girls rise across India.

• **Take action.** Catalyze company-led and community-led initiatives that address barriers that girls face in your local community.
02

Plan The Flow Of Events

With your impact goal in mind, think about how to plan what will happen around your screening. Here are some ideas:

• Include an introduction from an executive or leader within the company.

• Host a discussion following the screening amongst employees, led by a moderator.

• Bring together experts to have a panel discussion.

• Host a screening for employees and their families. This can start important conversations between parents and their children!

• Incorporate a local NGO into your event, to share more about the issue and provide impact opportunities afterward.

• Host screenings for multiple layers of employees from management to support staff -- starting a company wide conversation.

• Combine a screening with a day of service in the community. One idea: bring the screening to a local school near you!
Select Your Venue

When selecting a venue, be sure to consider the audio-visual capacities of the space, as it should have appropriate lighting, sound and projection equipment. Microphones may be necessary, especially if you are formally introducing the film.

It is also important to test your copy of Girl Rising at your chosen location at least a week prior to your screening. Be sure that your venue staff views the full film in advance, which will alert them to any errors in the file carrying the film.

If your copy of the film does not function properly, please alert your contact from the Girl Rising team so that we can provide you with an alternate copy as soon as possible.
Once you have booked the venue, it is essential to promote the event within your organisation. Since some events may require invitations, please refer to the Email Invite.

Depending on your audience, it may be appropriate to promote the event via email with your colleagues as well as on any community boards within your office.

If your event is for a wider community, social media will play an important role in increasing attendance. For tips on how to promote your screening on social media, please see the Social Share Guide.
Each screening is part of a ground-swell of communities coming together to start local conversations and drive action. So make sure to register your event, share event stories and complete the Feedback Form.
Inspiration

**Charles Schwab** has partnered with us since the film premiered, screening Girl Rising hundreds of times across their bank branches in the United States. The major banking company uses these screening events as part of their field marketing strategy, to engage clients and prospective clients in a new, unique way. Charles Schwab highlights their partnership with the campaign during global moments of celebration, including International Women’s Day and International Day of the Girl, as well as moments that reflect their own internal priorities, including Women’s Financial Inclusion Month in May.

**Pricewaterhouse Coopers**, a major accounting firm, launched their partnership with Girl Rising in honor of International Women’s Day in 2014. Since then, they have used the film to gather internal and external audiences in their offices and theaters across the United States. PwC has also brought guest speakers from the Girl Rising team as well their own executives to speak about their current CSR initiatives. Most recently, they used the film to host recruiting events on college campuses.

For International Women’s Day 2014, **Linkedin**, a major social network company, screened the film globally for employees throughout the month of March. The screenings were part of their internal “InDay” initiative, for which employees choose a cause once a month to support. Events were hosted for employees at offices around the world.