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## Ten Tips for Hosting a Screening

We are grateful to Rhiannon Davies Shah, Business Comms Lead at WWF-UK, for supplying advice on hosting a screening.

This advice is based on learnings from 500+ workplace screenings in 65 countries.

### 1. **Think about the main purpose for your screening, then the format will follow**

Are you raising awareness, publicising your successes so far, getting momentum on future goals/issues, recruiting new members to your green team, embedding sustainability into everyone's day job? Do you need additional speakers to help you achieve your goals? Do you need other speakers from within your organisation who can lend credibility? Or is there a key issue you want to drill down on?

### 2. **Think about your audience. Who do you want in the room?**

Every workplace will have their supporters and their blockers. Don't forget to reach outside the sustainability bubble to get other teams there too. Don't forget Finance, procurement, HR, marketing, sales. Invite your CEO or Exec Team so they can see the momentum (and encourage others to prioritise this). Always try to ask the question "how can our workplace help?", and capture those ideas on paper. Some of our biggest impacts are brought about because people want the norm to change.

### 3. **Choose a time of day and day of the week that works for your workplace (& the audience you want to attract)**

Mornings are good for Town Halls, midday for more informal lunch & learns, afternoon training sessions with suppliers, evening networking with clients/other industry peers. Talk to your colleagues to see when your maximum turnout window would be. It's not necessary for your first one, but think about involving other offices and screening it online in a closed-door event. A hybrid or online event will help get more people to participate. (Don't worry you can ask others to help with the tech!)

### 4. **Find a hook**

Can you coordinate with upcoming sustainability announcements or is there a cultural or political moment that you could run your screening alongside (e.g. Great Big Green Week, London Climate Action Week, New York Climate Action Week, COP31 or COP17). Sometimes it helps to link up to wider initiatives, but also just booking your biggest meeting room works just

as well! Give your colleagues three weeks' notice (if possible) so they can arrange their calendars & attend.

## **5. Team up with others internally**

Bring teams together to help promote your event & to get maximum attendance on the day. Do you have a volunteer green team, what about health & safety colleagues, mental health first aiders, risk teams, HR and any youth networks? Once you start looking, you'll find many people are worrying quietly about this and getting people together will be very helpful.

## **6. Bring food & snacks or offer lunch**

Food is always a crowd-pleaser. If you have a catering team, ask them to test out new vegetarian or vegan recipes to be on theme. Or just bring a good selection of snacks or let people bring their own lunches. No plastic glasses or plastic plates, though, please!

## **7. Who else needs to see this?**

One screening will lead to another and it's much easier to organise additional screenings once you've hosted your first screening. Start with your immediate team or office, then expand to other UK offices. Do you have green networks or international offices who might like to join? You'll be surprised how many colleagues want to talk about these issues.

## **8. One company can't do this alone**

Ask for a slot at your next industry conference or B2B network event and run a film screening and discussion with industry peers. Don't forget government contacts – this could be your local MP or it could be other government departments that you work with/consult for/talk to regularly – they need to hear that there is growing momentum on this topic, especially from businesses.

## **9. Make it social**

If your workplace has a large meeting room or an event space, consider hosting a screening for your clients/suppliers. Or host a screening for employees and your local community. Bringing people together often leads to faster changes, rather than everyone doing everything in silos. Also showing that this is important to your business will encourage others to change the norms within their business.

## **10. Share your successes**

Don't forget to share photos, quotes and reactions to the film on your socials. Please also share numbers of attendees and numbers of screenings you do with the NEB team. We want this film to have impact, and sharing your successes helps us demonstrate the collective difference these screenings are making.