

Event Promotional Toolkit

A step-by-step for promoting your event



**OUR
BLUE
WORLD**
A WATER ODYSSEY

Narrated by **LIAM NEESON**

Presented by **BRAVE BLUE WORLD STUDIOS** IN ASSOCIATION WITH **BLUETECH RESEARCH**
Produced by **CREATE ONE 2024** Executive Producers **PAUL O'CALLAGHAN** and **DOUG BLUSH**
Director **RUÁN MAGAN** Producer **AOIFE KELLEHER** Editor **JUANGUS DINSMORE** Narrated by **LIAM NEESON**
Director of Photography **OLIVER HEGARTY** and **BRIAN O'LEARY** Consulting Producers **HOPE FRANK** and **BEN SHEDD**
Original Music Composed, Produced & Orchestrated by **ANNA RICE** Written by **PAUL O'CALLAGHAN** and **RUÁN MAGAN**

This film was made possible with the support of our partners:

A special thank you to our Impact Partners who have supported this film:

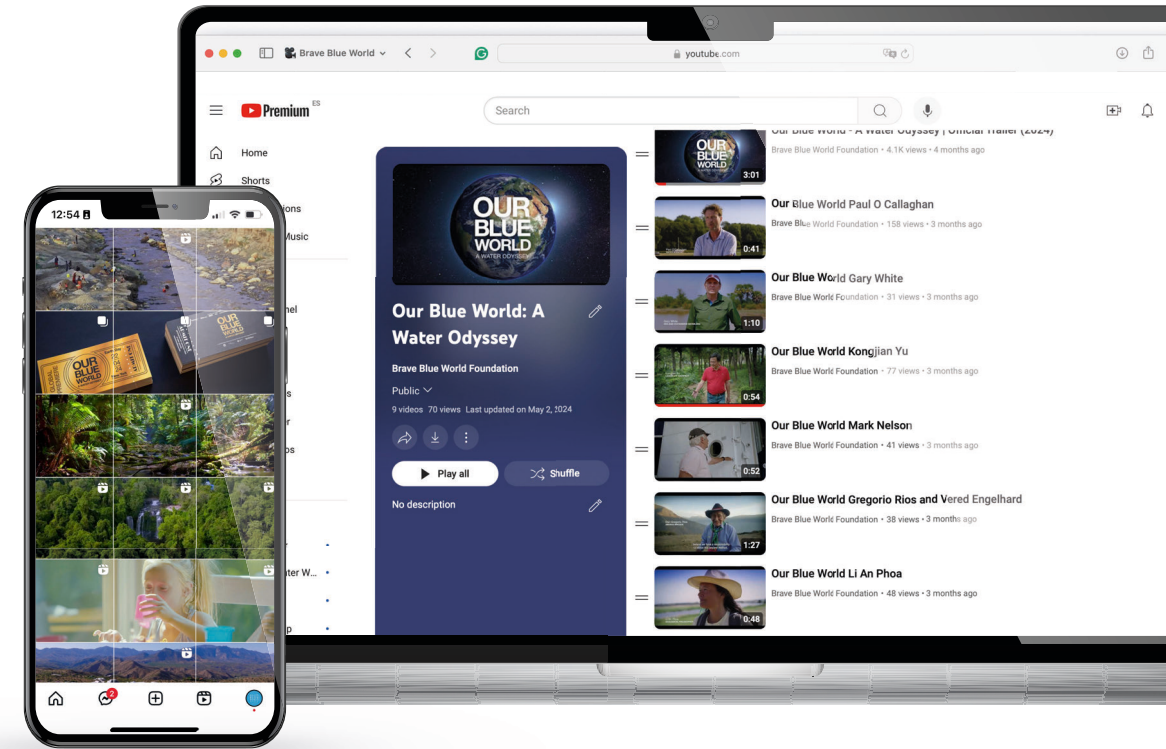
The Basics

Film Synopsis

'Our Blue World' will explore humanity's profound relationship with water and reveal how human agency can help rebalance the planet's water systems. By taking a deep dive into the lives of dynamic and visionary people around the world, this beautiful, eye opening and moving film sets out to reveal our profound relationship with water and its role as the nourishing life force for all that lives on this planet.


Our Earth is in trouble, water is the vehicle through which the effects of Climate Change will be felt. Extreme droughts, floods, fires, loss of biodiversity, pollution and global warming are on the increase. Our Blue World will show that through a small shift in consciousness and practice we can bring enormous positive change and rebalance and regenerate life on earth.

Our ancestors lived in harmony with water. They knew that water always wins. Our Blue World will demonstrate how by relearning the wisdom of our ancestors and fusing it with modern science and technology we can transform this world for the better.



Social Media Handles

 Instagram [@brave_blue_world](https://www.instagram.com/brave_blue_world)

 YouTube [Brave_Blue_World](https://www.youtube.com/Brave_Blue_World)

 Facebook [@braveblueworld](https://www.facebook.com/braveblueworld)

 Website www.braveblue.world



Step-by-step guide

Below is a checklist and links to templates we've created to make promoting your event easy.

1. Follow Brave Blue World on social media

By following Brave Blue World on social media, you'll stay up to date on what's happening with the documentary and the team's whereabouts. Don't forget to tag our accounts with your posts as this will help amplify your posts and give people an easy way to learn more about the film.

You can follow us on [LinkedIn](#), [Instagram](#) and [Facebook](#)!

2. Create an RSVP page

An RSVP page is an excellent way to share event details, get a sense of who's coming, share our updates as it relates to your screening, and create a community among your guests.

Sample event description:

You're invited to [location] to a screening Our Blue World, hosted by the [your name or organization name].

This documentary explores humanity's profound relationship with water and reveals how human agency can help rebalance the planet's water systems. By taking a deep dive into

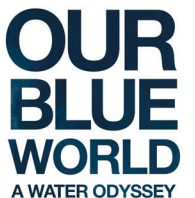
the lives of dynamic and visionary people around the world, this beautiful, eye opening and moving film sets out to reveal our profound relationship with water and its role as the nourishing life force for all that lives on this planet. Our ancestors lived in harmony with water. They knew that water always wins. Our Blue World will demonstrate how by relearning the wisdom of our ancestors and fusing it with modern science and technology we can transform this world for the better.

Find out what's happening across the globe from right here in [city]. At the screening, [Short description - 1-2 sentences max - of your event's special features, such as Q&A, discussion, fundraiser, etc.]

The screening is by invitation only. Please RSVP here and help us spread the word!

ABOUT OUR BLUE WORLD

Our Blue World' will explore humanity's profound relationship with water and reveal how human agency can help rebalance the planet's water systems. By taking a deep dive into the lives of dynamic and visionary people around the world, this beautiful, eye opening and moving film sets out to reveal our profound relationship with water and its role as the nourishing life force for all that lives on this planet. For more information and to view the trailer, visit www.braveblue.world



Step-by-step guide

Below is a checklist and links to templates we've created to make promoting your event easy.

3. Spread the word

Use the below checklist to promote the event with your networks and collect RSVPs:

- Be the first to RSVP for the event on your RSVP page
- Invite friends to the event personally via RSVP page
- Share the event on your personal social channels (see our [social sharing tools with sample social media posts](#))
- Add the event to your organization's event calendar
- Send an email out to your organization's mailing list and / or include it in the monthly newsletter
- Send an email to community members, friends and family personally
- Send an email out to your organization's employees to encourage help spreading the word
- Ask your event team and panel participants to share the event and RSVP page link on their channels and email their mailing list (feel free to share this checklist with them!)
- Reach out to other local organizations to request their help in promoting
- Reach out to local media outlets to request their help in promoting

4. Build buzz for the event

- As you get closer to the screening, post updates on your personal account and the event's wall
- Share pictures, trailers, and clips from the film to continue promoting the event on social channels (see our [social sharing tools with sample social media posts](#))

5. Send a Reminder

Leading up to the event, be sure to send a reminder to those you emailed and post a reminder on your social channels

Social Sharing Tools

Share the trailer to entice attendees

([video here](#))

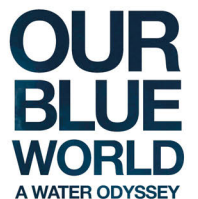
Brave Blue World challenges some of the commonly held myths and assumptions about #water. Join us on this journey as we take you from the International Space Station to modern City States such as Singapore and show how our relationship with this fundamental element is being re-imagined at our screening on [date] at [time] . Learn more & RSVP: [[link to RSVP page](#)] #BraveBlueWorld

Shortened for Twitter : Join us as we take you from the International Space Station to Singapore and show how our relationship with this fundamental element is being re-imagined at our screening on [date] at [time]. Learn more & RSVP: [[link to RSVP page](#)] #BraveBlueWorld

Meet the pioneers and innovators at the front-line addressing global water and sanitation challenges in new and creative ways at our screening | on [date] at [time] of @BraveBlueWorld and learn more.

RSVP: [[link to RSVP page](#)]

#BraveBlueWorld



Social Sharing Tools

Share reels and stories of the protagonists

Announce your 'Our Blue World' screening with exclusive clips.

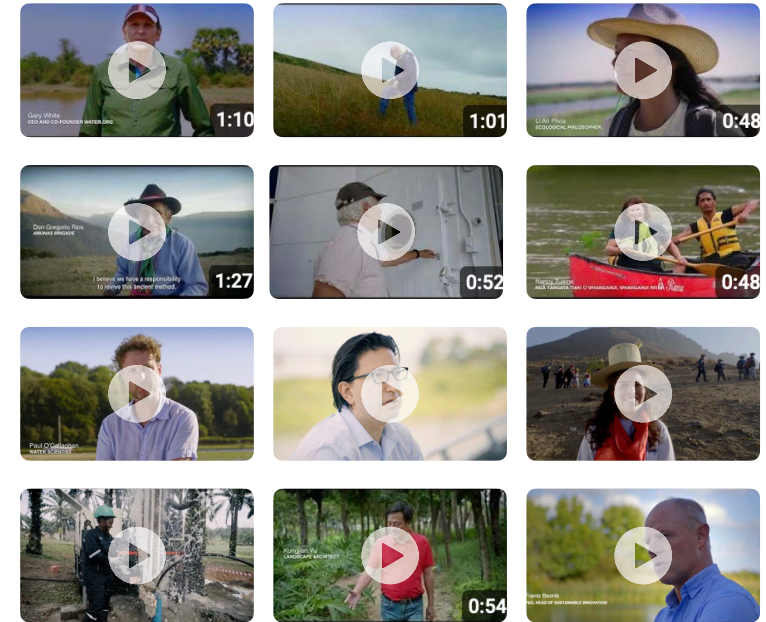
This library offers a sneak peek into the lives of extraordinary individuals from across the globe, each playing a vital role in sustaining our planet's most precious resource: water. From innovative scientists to traditional wisdom keepers, these protagonists show how human agency can rebalance our water systems, offering hope for a future where humanity and nature thrive together.

Meet **Paul O'Callaghan**, a scientist from Ireland who leads the charge in water innovation, and **Gary White**, co-founder of Water.org, who is tackling the global water crisis head-on. In China, **Prof Kongjian Yu** pioneers the concept of sponge cities, creating urban spaces that live in harmony with nature. **Mark Nelson**, an ecologist and original Biospherian, pushes the boundaries of sustainable ecosystems, while **Don Gregorio**

Rios from Peru preserves ancient water management practices with the Amunas Brigade.

Across the Netherlands and Canada, **LiAn Phoa** advocates for drinkable rivers, aiming to restore our waterways to their natural, pure state. In New Zealand, **Nancy Tuaine** is a passionate champion for the Whanganui River, advocating for its rights as a living entity. Meanwhile, in Ireland, **Matthijs Schouten** blends ancient environmental wisdom with modern insight to inspire a deeper connection to our planet. **Franz Beznik** leads groundbreaking research and development efforts to push the boundaries of water innovation. And many more!

Each clip, around 60 seconds, is perfect for sharing on social media to promote the film and its vital message. Dive in, be inspired, and discover how we can all contribute to a more balanced and sustainable world.



[Go to full library](#)

Social Sharing Tools

Remind your guests about the screening

Don't forget to join us at [location] for our screening of Our Blue World on [date] at [time]. We'll be joined by [special guests] for a special discussion about [insert topic] #BraveBlueWorld

Pro tip: Tag your posts with #OurBlueWorld and mention @BraveBlueWorld on LinkedIn, Twitter (@bravebluewrld), Instagram, and Facebook to amplify their reach and make it easy for people to find out more about the film.

Download film poster

Prefer customised artwork?

Get in touch and provide us with all the screening details so we can make a tailored announcement artwork for you! Don't forget to attach your organisation's logo in vector format.

Request



Pair with your personalised poster for maximum effect.

Organizing an in-person screening event

If you wish to host an in-person screening, there are several options

1. Decide your **date** (*remember to pick a date which will enable high attendance rates, we often find that Thursday and Friday evenings attract the largest audience*)
2. Pick a **time** (*evening screenings between 5 and 9pm attract the largest audience*)
3. Decide your **location** (*the film has been screened in many venues including film theatres, community halls, churches, conference rooms, arts centers, offices and university lecture halls*)

Deciding which version of the film to share

1. 107 minutes – full length feature film (preferred version for Theatre Screenings)
2. 89 minutes – shorter cut down of the film (preferred version for film screenings)

Audio Requirements

1. Please ensure that the screen is hooked up to good quality speakers and ensure to test the sound quality of the film prior to your screening event.

Accessing the film for your screening:

2. Prior to being shared access to the film you will be required to sign a form which confirms the use, date and time of the screening and also explicitly states that you will not share or screen the film internally or externally apart from the specific uses outlined in the form. To access this form please reach out to [Sophia Donskoi](#)

Film file types available

1. Digital Cinema Package (DCP) – this file is required for theatre screenings and must be provided to the AV team at the theatre one week prior to your screening for testing
2. MP4 (1080P) – This file will be shared as a downloadable link

Organizing an in-person screening event

Screening event templates

Template 1

- 6.00pm – provide light bites and beverages (alcoholic or non-alcoholic)
- 6.30pm – ushers bring attendees from the reception area to the theatre
- 6.35pm – Introduction and welcome by the hosting organisation
- 6.40pm – Virtual video introduction by Executive producer Paul O’Callaghan
- 6.42pm – Play film
- 8.10pm – Film ends (assuming long version of the film is selected)
- 8.10pm – Thank you by the host
- 8.15pm – Audience leaves the theatre or optional panel discussion (including local water leaders)

Template 2

- 6.00pm - Introduction and welcome by the hosting organisation
- 6.10pm - Play film
- 7.40pm – Film ends
- 7.45pm – Networking reception, provide light bites and beverages

Template 3

- 6.00pm - Introduction and welcome by the hosting organisation
- 6.10pm - Play film
- 7.40pm – Film ends
- 7.40pm - panel discussion (including local water leaders)
- 8.00pm – Networking reception, provide light bites and beverages

Template 4

- 6.00pm - Introduction and welcome by the hosting organisation
- 6.10pm - Play film
- 7.40pm – Film ends
- 7.45pm – Networking reception, provide light bites and beverages

Organizing an in-person screening event

Organizing a panel discussion at your screening event

Recommended attendees: (local experts, water professionals)

- Host – representative of hosting organisation
- Panelist one – representative from local utility
- Panelist two – representative from local academia
- Panelist three – representative from local water technology company

If you are interested in having a representative from the Brave Blue World Foundation speak at and attend your screening event, please reach out to [Sophia Donoskoi](#) for more information (*note: Subject to availability and cover of travel expenses and donation to the Brave Blue World Foundation.*)

For further information on the Brave Blue World Foundation team: braveblue.world/team

Please see the following page on our website for further details: braveblue.world/request-a-screening

Organizing an in-person screening event

Marketing and communications

You will be provided with access to our Marketing toolkit to promote your event, this toolkit includes movie posters, still images from the film and template social media post. Please access from [here](#)

Ensure to capture images of your screening event, once the event is over please share these images with [Lily Chen](#) to ensure that our team can share the highlights of your screening event across our social media channels.

Cost: \$0

Contact details for assistance: [Sophia Donskoi](#)

Organizing a virtual screening event

If you wish to host a virtual screening, there are several options:

1. Share a screening link to our password protected private viewing platform with your virtual audience.

This link can be valid for one day if you wish to organize a virtual screening event where your audience logs in on a specific day at a specific time.

2. Alternatively, we can provide access to the private viewing platform for a period of one week if you want to give your virtual audience seven days to watch the film.

Introduction to your virtual event

Our team can share a video message to your audience which you can use to introduce your virtual screening event

Follow up post event

We recommend that you follow up your virtual screening event with a panel of local water leaders; this can include professionals working in water utilities, governance, academic, water technology or consulting.

Marketing and communications

- You will be provided with access to our Marketing toolkit to promote your event, this toolkit includes movie posters, still images from the film and template social media post
- Ensure to ask attendees to capture images of watching the film at home, once the event is over please share these images with [Lily Chen](#)
- We will share viewing and engagement stats on your virtual screening, post event for you to share with your audience.

Cost: \$0

Contact details for assistance: [Sophia Donskoi](#)

Brave Blue World

The Foundation

Brave Blue World Foundation is a not-for-profit initiative focused on providing a platform for scientific educational storytelling and public engagement. The foundation was created with a view to inspire a shift in thinking towards solving water challenges globally.

Brave Blue World Foundation has partnered up with some of the leading experts and technology companies within the water industry. The idea of creating a documentary to support this change seemed like the perfect opportunity to document this movement.

[Go to website](#)

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