

The Big Flip



Stories
MODERN
from the Home Front.

HOSTING GUIDE



Hello!

We're delighted you're taking time to look into being a Big Flippin' Host.

Beyond a documentary about modern dads and working moms, *The Big Flip* is a movement to expand our expectations of what men and women should do and can do. As a Big Flippin' Host, you are joining a posse of community trailblazers and industry thought leaders to smash barriers that prevent us from reaching our full potential and finding our bliss.

We've created a guide to help you organize and host a successful screening event. There are many different types of screenings, from small to large, community-based to corporate affairs. This guide is not specific to one particular audience but serves as a general guide.

We encourage you to reach out to our distribution team at hello@thebigflip.com to chat more about your specific goals and needs.



Landmark Theatres, San Francisco

What's in the Guide?

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University College London

Picturing Your Event

SETTING GOALS AND ENVISIONING OUTCOMES

Here are a few questions to kick-start your planning and gain clarity on your objectives.

WHY do you want to screen *The Big Flip*?

What do you hope to achieve? Something you want to change? People you want to inspire or connect with?

WHO do you want to share the film with?

Who do you think will benefit from watching this? Are there community groups or professional organizations you want to reach out to? Is this an opportunity to connect with important clients/prospects/influencers?

WHAT do you want people to feel and do?

Do you want an intimate forum for people to be supported, and feel safe to share and confide? Or do you see a high-energy, high-touch networking event where attendees leave jazzed, inspired and important?

WHERE do you see the screening happening?

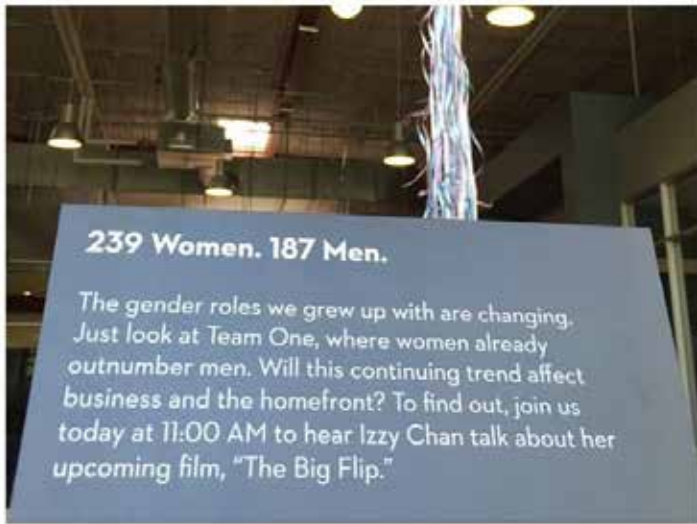
What spaces and venues do you love? What environment is ideal for creating the outcome you desire?

WHEN is a good time for the screening?

Is there an organizational milestone/event that *The Big Flip* would complement e.g. leadership offsite, global sales gathering, etc.? Or to coincide with a meaningful date or occasion e.g. Back to School, Movember, International Women's Day, etc.



Team One, Los Angeles



Event Thought-Starters

PROMOTE CULTURE OF GENDER EQUALITY



- Create inspired conversations at your work, your professional network, your child's PTA group, or a neighborhood community
- Identify gender biases in your environment—both explicit or implicit—and brainstorm ways to change and improve

INNOVATE



- Educate your employees, peers and senior management about this growing new demographic of breadwinner moms and modern dads
- Inspire them to come up with new products, services and policies that will allow your organization to thrive in the new normal

ENGAGE CUSTOMERS, PROSPECTS & RECRUITS



- Network with a purpose—the film is a catalyst that will uplift attendees and foster meaningful conversation
- Create deeper connections that go beyond a handshake

ELEVATE YOUR BRAND



- Leverage the event to get your name out there
- Be recognized as a thought leader deeply immersed in current cultural and social trends



Getting the Word Out

PROMOTING THE EVENT AND YOUR BRAND

Screening & Promotional Toolkit

Once you officially sign on as a Big Flippin' Host, we will send you a comprehensive digital toolkit with logos, art, laurels, etc. Included is a suite of social media and print creative templates so you can create everything you need to promote your event.

The Big Flip Website Listing

We will post the date, time, and location of your event on our website. If you have a Facebook event link or Eventbrite link you want us to share, email our distribution team at hello@thebigflip.com

Positive Brand Association

In addition to promoting attendance, marketing the screening does double-duty in building your brand. In aligning with *The Big Flip*, you demonstrate brand leadership, and support for gender equality and modern families.



Virginia Women's Conference

Enlighten & Engage

DISCUSSION & NETWORKING

When the lights come up after a film screening, there is a powerful moment to inspire dialogue, catalyze innovation, and activate communities. We highly recommend that you provide the time and space for a Q&A or panel discussion after the screening, so audiences can continue the conversation.

Our team has developed a detailed Discussion Guidebook with a list of questions that dig into the deeper aspects of the film. Whether it's issues around gender bias, money and power, or identity and fulfillment, we encourage you to open up a dialogue after the film to engage the audience in the room.



Change begins with conversation. Watching the Big Flip is a step towards understanding gender bias and its effects, but real change happens when we use it to jumpstart honest and meaningful conversations on how those biases manifest in our communities, and open our hearts and minds to listening and understanding each other.

Using this Guide

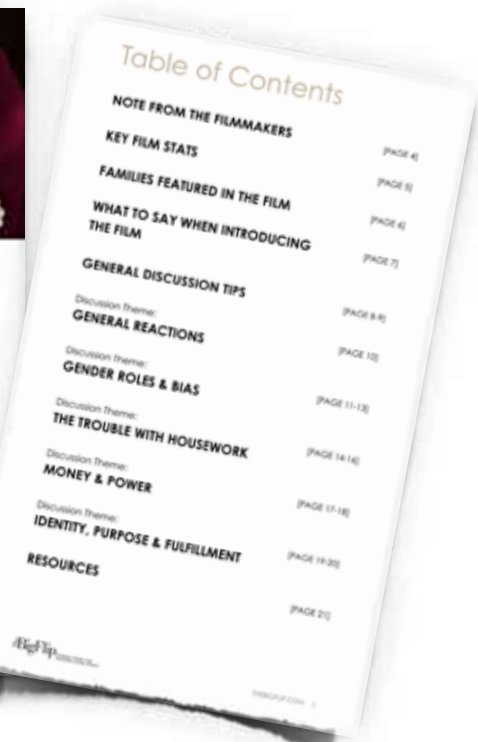
This guide covers a range of issues related to gender expectations and (dis)topics that have come up in screenings, workshops and discussions around the Big Flip.

The discussion prompts are intentionally crafted to help a wide range of audiences think more deeply about the issues in the film, and to encourage people to share personal experiences. Rather than listing through all the topics, we encourage you to choose one or two that best meet your event goals, and the needs and interests of your audience.

And be sure to leave time to consider taking action. Planning next steps can help people leave the room feeling energized and optimistic, even in instances when conversations touch on deeply personal and difficult experiences.

The Big Flip

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Networking & Connecting

One of our goals for these screenings is to promote and facilitate networking with a purpose—bringing a room together to establish connections with the intention of building new relationships.

Make the most of the audience in the room! Every single person at your event has something meaningful to contribute, it's just a matter of encouraging them to open up and share.



Bare Escentuals

Disney

Google

Facebook

FAQs

FREQUENTLY ASKED QUESTIONS

How do I get started?

If you're reading this guide, you've already started! You've decided to act, and now all you need is to follow through with what you know you're capable of achieving. May we suggest that you email hello@thebigflip.com to schedule a call next?

Who should I invite?

- Start with your personal network—colleagues, neighbors, friends from your girlfriend/guyfriend circles, yoga buddies, running partner, etc.
- Invite relevant groups you belong to—professional women's networks, daddy/working mom groups, formal and informal PTA groups, gender equality teams, work-life balance teams, etc.
- For customer, networking and recruiting events, *The Big Flip* is a natural draw for professional women. Whether they're high-level executives or fresh MBA grads, women who are ambitious and passionate about their work form the bulk of our supporters and audiences.
- We all have mentors, leaders, business-owners, entrepreneurs and role models we look up to. Think of this as an opportunity to reach out and engage meaningfully!

What equipment do I need to host a screening?

All you need is a DVD player, a screen to show the film, and speakers for the audio. (If you prefer a BluRay or DCP, we will gladly provide that!)

How long is the film?

65 minutes

Who else has hosted screenings?

In addition to film festivals, here's a partial list of organizations that have screened *The Big Flip*:

- Google (Mountain View, San Francisco, several executive off-sites)
- Facebook (Menlo Park, New York, Lean In group in San Francisco)
- Walt Disney Studios (Los Angeles)
- Salesforce (FemmeForce event in San Francisco)
- Ernst & Young (London)
- University College London
- University of Southern California (School of Cinematic Arts in Los Angeles)

Can I sell tickets and/or find sponsors for my event?

Yes—*The Big Flip* does not take a percentage of ticket sales for events under 500 people. We want you to raise the money you need to create a successful event. The only thing we require from your event is a list of your attendees' emails.

Can I host multiple events?

Absolutely—we offer discounts for hosts who want to buy multiple screening licenses! Note that you must purchase a new license for every additional event as each license is good for only one screening event.

Thank you!



THE BIG



FLIP



The Big Flip

Stories from the Modern Home Front.

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