

## Community Engagement Strategy (CES) Template

The CES template has been adapted from the International Association of Public Engagement (IAP2) and designed by The People's Climate Foundation as a powerful tool for planning your own audience engagement event following a community screening of *Beyond Crisis*.

Use this template to guide your event planning. It will help you to identify specific goals you have for hosting the film event and create a successful foundation for transformative conversations on climate.

### Step 1: Set Clear and Achievable Objectives

**What is the core purpose of your screening event?** Consider your use of *Beyond Crisis* in relation to your event goal(s), including (if relevant) the unique mission and objectives of the host group or organization.

**Clearly define your event's "call to action."** What do you want your participants to do both during and following the event?

**How will you know if the event's been successful?** Visualize an ideal outcome to better imagine what a successful event will look like.

## **Step 2: Develop Your Engagement Process**

**Plan your time.** *Beyond Crisis* is 64 minutes long, and can be watched in full or in chapters covering specific topic areas. Write out your expected timeline including any introductions; watching the film; and audience participation. See the Conversations Kit, *Part 2: Engaging Your Audience* (pages 26 – 32)

**What key topics do you most want to explore?** Identify the key question(s) that you want input on and that you feel will resonate the most with your audience. Sample questions are available in the Conversations Kit, *Part 2: Engaging Your Audience* (page 14 and pages 20 – 27)

**What key strategies will you use to explore these topic areas?** There are many different ways to engage your audience following a screening – identify the ways that you feel will be most relevant to this event and to your participants. Sample *Engagement Methods* such as Q&A, World Café and others are included in your Film Package.

**Who will help make this event happen?** Identify who is available to host and document your event, and who will help cover any other roles necessary to making this event successful. See *Possible Event Roles* on page 48 in the Conversations Kit, *Part 2: Engaging Your Audience*.

**How will information collected be used and how will follow-up happen with participants?** This could include both sharing a written summary of event highlights, as well as any documentation through photo or video. Be sure to have sign-up sheets at the event for participants to fill out both to receive the event follow-up, and for any ongoing campaigns and initiatives.

## **Step 3: The Power of Invitation**

**What are the key messages that will attract and motivate people to come to your event?** Design the invitation to match your message.

**Who are the allies in your community who may be interested to partner with you on the event, and to help get these messages out?**

## **Step 4: Host Your Event**

Now you're ready to host your event! Further suggestions can be found under "*Hosting A Conversation*" on page 12 in the Conversations Kit, *Part 2: Engaging Your Audience*.

### **Hosting Tips:**

- Share the Participant Feedback template with participants as they arrive.
- Review the agenda in your introduction to the event, including how long each part should take. Encourage people to stay for the discussion following the screening and to complete the feedback template.
- Tell your audience what you intend to do with the information collected, and how you will be sharing the event summary.
- Have refreshments following the screening to encourage participants to stay and engage for the full event process.
- Set up any materials for your event and engagement process in advance, to avoid delays between the screening and engagement process.

## Step 5: Highlights and Follow-Up

**Write down the “call to action” highlights of your event discussions as soon as possible following the event.** Be concise and to-the-point in creating this summary, and share the summary with both your participants and any allies that joined you in hosting or promoting the event. If possible, send photos and a copy of your event summary to *Beyond Crisis* at [team@beyondcrisisfilm.ca](mailto:team@beyondcrisisfilm.ca)

## Step 6: Lessons Learned

**Share the Participant Feedback template and/or a brief follow-up survey with participants to gather insight on their experiences and suggestions for improvement.** Invite volunteers and key allies to share in a celebration and candid evaluation of the event, discussing the event’s impact and opportunities to scale up community climate engagement even further!