

## Welcome to HelloCoolWorld's House Party Organizing Guide for The Corporation DVD



Thank you for taking part in this North American-wide initiative. As THE CORPORATION's grassroots organizers, we have seen firsthand how this film motivates people to take action! Now, the 2-disc DVD is finally available with over 8 hours of extra features including 5 hours of interviews organized by person and by topic. With this resource-filled "toolkit", people can explore the issues in the film and develop strategies for corporate harm reduction. We'd like you to make each party and discussion your own, but we ask you to weigh in on our ongoing debate of the three "R"s – Should we **Reform**, **Regulate**, or **Rewrite** the corporation?

### Our goals with the house parties are:

- TO CREATE AWARENESS by getting the film to the widest audience possible (and at the cheapest possible price!)
- TO ENCOURAGE DIALOGUE amongst friends & neighbors about what is to be done about corporate misrule.
- TO GATHER FEEDBACK from those hosting and attending parties
- TO LAUNCH THE HELLOCOOLWORLD.COM GRASSROOTS DATABASE as a tool and model for self-organizing house parties and as a network to support campaigns.
- TO CREATE A FRAMEWORK FOR ACTION to reduce corporate harm, based on structured feedback we receive from party participants.

### When does the party start?

The DVD is available now! People from all across North America are hosting and attending Corporation house parties as we speak. We need those interested to register right away so we can get the House Party Toolkit packages ready for you when you need them.

### How do I have a party?

Since we can't possibly offer personal support to hundreds of party organizers, please check out this guide to help you plan and register a successful event. It will hopefully answer all of your questions! If you still have a question after reading through the guide, please visit our **Website/FAQ** page. We have prepared lots of cool materials & resources accessible to all our Cool World members. On our **Tools & Downloads** page, (aside from this guide) we have chapter & topic breakdowns/summaries, transcripts of the DVD interviews, discussion questions, logos, posters, flyers and more.

## **PLAN & REGISTER YOUR PARTY**

1. Decide what style of party you'd like to have.
2. Who do you want to invite? Will it be posted online for others to attend or a private posting?
3. How many people do you want to come to your event?
4. What kind of party snacks are you going to have?
5. Decide how many DVD's to give away and/or sell to your guests and place your order!
6. Post your event and all its details online and downloads. You will be able to track attendees and modify your event after posting.

## **MORE PARTY PLANNING TIPS**

7. Decide if you need to ask any of your guests to volunteer to help make your event run smoother.
8. Invite friends, neighbors and co-workers (or maybe your boss!) Ask them to RSVP by a certain date. Keep a list of confirmed guests & their email addresses so you can keep them informed of any changes & send out a reminder email closer to the date of your party.
9. Decide whether you want to show the entire DVD (144 mins) or select clips. See our "The Film / Chapter Breakdown" to select chapters you'd like to show. Or, see our "The Extras / Topic Breakdown" for information about the interviews content.
10. Be as creative as you want with your party's agenda. Check out our suggested "Discussion Questions" for ideas.
11. Promote your event.
12. Walk through your party agenda. Good planning is the key to perfect spontaneity.
13. Send out a reminder email to your guests a few days before your event.

## **AFTER THE PARTY**

14. Please thank your guests and send them our follow-up email with a link to the online **Party Feedback Form**.
15. Fill out the online **Party Feedback Form** with the notes from your discussion.

## PLAN & REGISTER YOUR PARTY

1. Decide on what style of house party you'd like to have. When you hear the words "house party" you may envision a small group of friends gathered in your living room – that's quite alright. But if your idea is a bit more ambitious we encourage you to be creative. Why not take "house party" to the next level? Why not take over your friend's studio & throw a Corporation bash projecting the film on to a blank wall? Serve Fortune 500 fortune cookies by replacing the standard paper fortunes with pieces of corporate trivia. Ask guests to dress up as their favorite corporate criminal & give away copies of the DVD as prizes. Invite members from local activist groups & hold a think tank on corporate harm reduction. Hold a series of weekly discussion nights each focusing on a different topic covered by the film. The possibilities are limitless! And of course tell us what you got up to!
2. Who do you want to invite? Will it be an online posting open to the public to attend, or will it be a private posting? When you are creating your invitation list, we assume you'll think to invite your friends neighbors, colleagues, family members, but try to think of people in your community who should see this film. You never know, that CEO you invite might fall for your cute activist friend – what better way to get the attention of the unconverted? And why not bring in an expert? Invite a local activist who might be a good information source during your discussion.
3. How many people will fit in the space you are holding your party in? Do you need additional chairs or cushions for your guests to sit on during the film & discussion? Will everyone be able to comfortably view the television or screen? Perhaps you'd prefer more of a stand up event. Either way, decide on a number so your party gets filled up but doesn't overflow! You will be asked to put in a maximum number of guests when you register your party. (And you will need to know your number of participants to estimate how many DVDs to order).
4. Decide if you want to offer your guests snacks or refreshments. Whatever works for you! Keep it simple. Why not delegate a couple of your guests to bring a few snacks or turn your party into a potluck? Or offer free drinks with a DVD purchase. It just depends on what kind of party you want to have. But these details are good for your guests to know in your online party description "pitch".
5. Decide how many DVD's to make available to your guests. Send your guests home with their own copy of The Corporation. After all, DVDs are the Tupperware for the millennium! Hellocoolworld has negotiated deals with our distributors to be able to offer house party organizers & activists a wholesale deal on bulk DVD orders so they will cost you just under \$20 each. We hope that you will use this opportunity to disseminate the film to the people in your

community. Do you have friends, family members, co-workers or members of parliament that would benefit from seeing The Corporation? (And remember, it's not a pyramid scheme if you're giving the DVDs away!)

The House Party Toolkit (available ONLY until the end of August 2005) contains the DVD (or DVDs) and house party buttons. House party toolkits take about 7-9 days to ship & range in price depending on how many DVDs you want to buy. Packs are available with 1, 5, 10, 15, 20 & 25 DVDs. Also consider if you can afford to give away DVDs (if that is your goal) or if you need your friends to share the cost. They can be used for fundraisers too. You just need to think this through when ordering as you will have to pay for them in advance and there are no returns.

Please note: Your House Party Toolkit order will not be processed until 2 people have signed up to attend your party. This is because we need to make sure that people receiving the special wholesale rate on the DVD are actually hosting parties. This was the only way we could get the film's distributors to give us a special price for our party hosts.

6. Now that you've thought it through, post all your party details online. Click on **Create an Event** and fill in your event details. If you're not already a Cool World member, you'll join at the same time. You will be able to edit your party profile any time if you want to change the details. Creating an event will walk you through different steps including **Send Invitations** and **Order The Toolkit**. You can access any of these steps again after your event is registered.

## **MORE PARTY PLANNING TIPS**

7. Decide if you need to ask any of your guests to volunteer to help make your event run smoother. Will you need help setting up, cleaning up, supplying snacks/refreshments, or promoting your event? If you want to give your guests a chance to pitch in (and lots of people like to!) – make a list of possible tasks you might need help with and include these in your invitation asking your guests to sign up for specific jobs, or try contacting friends you think would be willing to help you out. Remember to check your list twice - The Corporation logo is both naughty and nice!
8. Invite friends, neighbors and co-workers. Invite the CEO of your favorite corporation. Invite your boss, and your boss's boss. Whoever you invite, ask them to RSVP by a certain date. Keep a list of confirmed guests and their email addresses so you can keep them informed of any changes. You can use the **Send Invitations** feature accessible to you once your event is posted. You will also be able to **View Attendees** once your guests have registered for your party. If you plan any extra special details, don't forget to tell them.

9. Decide whether you want to show the entire DVD (144 mins) or select clips. From our **Tools & Downloads** page, see our “The Film / Chapter Breakdown” to select chapters you’d like to show. Or, see our “The Extras / Topic Breakdown” for information about the interviews content. You may find that most of the people have already seen the film – in that case you may want to just show clips from the extras. We have transcripts of all the extra footage of interviews organized by topic & by interviewee to make it easy for you to navigate. We have also structured some of our “Discussion Questions” around the topics on the DVD.
10. Be as creative as you want with your party’s agenda. A focused discussion can be very productive and having a facilitator can be helpful. Also, if you are focusing on a particular angle you may want to invite someone with expertise in that area to attend. (Or maybe that person is you!)

### **A few quick things to consider**

- Is there a specific topic from the film you’d like to focus on?
- Is the discussion coming from a particular angle? (For example, Socially Responsible Business models, revoking corporate charters and personhood, or lobbying for government control over corporations.)
- Are there any local issues regarding corporate misconduct that could be brought up during the discussion & possible actions discussed?
- Are there people that you would like to get together as resources for a discussion you might have? (For example, local member of an organization involved in the issue or corporate insiders who are interested in discussing corporate reform.)
- Are there guests who will, if in attendance, be a draw for other guests?
- Do you want a facilitated discussion – if so who would be good for this role?

Check out our suggested “Discussion Questions” on our **Tools & Downloads** page for ideas. We’ve supplied some discussion guidelines, but you can create your own. If you do draft a set of discussion questions, share them with us. We’d like you to make this discussion your own, but we want to know what you think! We can post your party’s discussion guidelines so that other participants can use them too. If enough people take the time to draft their own “study guides” we will have a collective community-based curriculum!

Whatever you discuss, we’d like you to consider where your concerns fit into our categories of **“Reform, Regulate or Rewrite”**. These categories all bring to mind different strategic approaches to deal with corporate harm. We’d like to gather all of your input into a form that will allow us to formulate first step campaigns. This will allow us to create a collective response to the negative impact of the corporate institution and draft a Framework For Action.

**Please don't forget to delegate someone to take notes! We really, really want to know what your group discussed and about the solutions and strategies your group was able to brainstorm. You can also document your discussion with video, audio, or photos (or any combination of these things). Remember to fill in your group's discussion outcomes after your party is over in our online Party Feedback Form.**

11. Promote your event. Download & make copies of the poster & flyer from our **Tools & Downloads** page. There are flyers and posters and logos that you can put up in your neighbourhood or distribute as you see fit. Get the word out! Remember, you need two people to register to attend your party before you can order the House Party Toolkit
12. Walk through your party agenda. Good planning is the key to perfect spontaneity. Creating a rough timeline is highly recommended. Make sure you factor in about 10 minutes for your guests to arrive (remember there are always a couple of late-comers), another 5 minutes for introductions & if you plan on showing the entire film (144 mins) make sure you start early enough so that you have plenty of time for discussion afterwards. Since a party can take so many forms, it's important to make sure that YOUR party agenda is going to produce the kind of party YOU want. Some people will really want time to talk. Others may want a wilder sort of affair. As the host, make sure you know what you want and that your guests know what to expect.

### **SAMPLE Party Agenda**

1. Meet & Greet
2. Introductions
3. Show The Corporation in its entirety or select clips.
4. Host introduces the discussion topics & format.
5. Group discussion & brainstorm action plan.
6. Party!

### **SAMPLE Timeline**

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|---|--|
| 1. <b>7:00PM - 7:15PM</b>                         | Guests arrive / Meet and Greet                   |
| 2. <b>7:15PM - 7:30PM</b>                         | Introductions                                    |
| 3. <b>7:30PM – 10:00PM</b>                        | Show clips of The Corporation or the entire film |
| 4. <b>10:00PM - 10:10PM</b>                       | Discussion topics read by host                   |
| 5. <b>10:10PM - 11:00PM</b>                       | Discuss the film and brainstorm action steps     |
| 6. <b>11:00PM - 11:30PM</b>                       | Informal mingling, refreshments                  |
| 7. <b>11:30PM - Midnight</b>                      | Clean-up   |
| 8. <b>Fill out our online Party Feedback Form</b> |  |

13. Send out a reminder email to your guests a few days before your event. Don't forget to keep them excited about what you are planning! You can **View Attendees & Send Invitations** by logging in to HelloCoolWorld.com and visiting the House Party Campaign main page.

#### **AFTER THE PARTY**

14. Please remember to thank folks for coming! Please send your guests our follow-up email which links to our online **Party Feedback Form** so your guests can offer their feedback & we can improve our system for next time.

15. Tell us how your party went! Please fill out our online **Party Feedback Form** so that we can turn your ideas into action using our HelloCoolWorld.com's Grassroots Database.

We will be eagerly going over all your input for our Framework for Action document.

Thank you for all your enthusiastic participation!!!