



Summit Watch Party Guide

April 15-17, 2011

Mobilize.org has developed this handy guide for you to use in planning your Summit Watch Party. Included are suggestions for you to invite your friends, peers, neighbors and online network to join you in participating in a Mobilize.org Summit via our live webcast. Please feel free to organize your watch party according to what works best for you and let us know how we can help make it a success.

1. REGISTER.

Register your Watch Party by completing the form at www.Mobilize.org/WatchParty. This will help us confirm the details of your event and provide you with the support and resources you need to help make it a success.

2. GATHER MATERIALS.

It's a good idea to create an agenda for your watch party to help people get to know each other and discuss how the information being discussed at the summit is relevant to you and your guests. We also suggest you create a flyer to advertise on campus, in your community or through email. Letters requesting for in-kind donations from area businesses can help with food, and sign-in sheets are great to have to keep track of who attends your event. For your convenience we have created templates for you to use. Please follow the links below to each document.

- [Agenda](#)
- [Flyer](#)
- [Sign-in sheet](#)
- [In-kind donation ask letter](#)

3. INVITE PARTICIPANTS

We recommend you advertise for your watch party through social media as well as personal communication. You can email your event flyer to those you know, and post copies around your community to encourage others to attend as well. You can also use other tools like creating an event on Facebook, or Tweeting on Twitter to get the word out about your event. Make sure you include a contact email address where people can ask their questions and RSVP if they'd like to attend. And don't forget to send an email reminder to all your guests at least one day before the watch party happens.

4. HOSTING THE PARTY

Your party is likely to be more successful if you host at a venue, where people will be comfortable. This could be at someone's home, dorm room or community room. Food and drinks are also always a plus to keep everyone entertained. If you do not want to spend your own money on food, consider asking restaurants or grocery stores around your community for an in-kind donation. Music is also a good idea for times when there are breaks during live webcast. Be sure to make sure everyone participating can view the screen by connecting your computer to a television, projector, or even by using multiple computers or laptops. And be sure to check all your equipment before the event starts to make sure everything is working correctly. You may also want to plan for discussion time to get the conversation started.

5. VIEWERS CHOICE AWARD

In addition to the five winners of the Democracy 2.0 awards at the summit, one project will win the Democracy 2.0 Viewers Choice Award, selected by the summit's webcast viewers via interactive online voting. Depending on how many computers you have, your watch party guests can submit votes individually or you can submit one vote for the entire group. It is completely up to you. The Viewer's Choice winner will be announced by email one week after the summit, so be sure to capture and email all your guests' name to Amber@mobilize.org so they'll receive the announcement about who won.

6. SUBMIT YOUR SIGN-IN SHEET

The Mobilize.org team is very interested in knowing how we can best support you. Please share your thoughts about what worked, what didn't, and ideas or suggestions for how we help improve Mobilize.org summit watch parties by emailing your sign-in sheet and feedback to Amber@mobilize.org.

Thank you for your interest in hosting a Summit Watch Party.

Have a wonderful event!