

IN SEARCH OF GREATNESS

LIVE Q+A EVENT GUIDE

The *IN SEARCH OF GREATNESS* team is organizing free digital screening events for educational and sports groups. *IN SEARCH OF GREATNESS* is a life changing film that offers a unique look into the genius of the greatest athletes of all time. Director Gabe Polsky states: *My mission with this film is to inspire a movement that encourages creativity, freedom, and positivity as the foundations of greatness. With your support, we hope to spark positive change for the next generation of young students, athletes and artists.*

In these difficult times we need to find creative solutions and continue to inspire and educate our communities. It is impossible to play team sports or be in the classroom at the moment, but that doesn't mean the learning ends. The extended closure of schools and the suspension of training and competition offers a unique opportunity for students and athletes to discover the positive benefits that creativity and play have on becoming great.

If you'd like to host a digital screening of the film, you will be provided with a free password protected link to the film to share with your organization. The link will be active for 72hrs, and the film is also available on iTunes, Hulu, Amazon Prime, and more.

We would like to work with you to make this an engaging experience for your community. At the end of this screening window we would love to work with you to organize a live Q+A with an influential member of your community and/or with Director Gabe Polsky.

HOW IT WORKS:

1) LOGISTICS:

- Link Viewing Window:
- Live Q+A: (Date) (Time) on Instagram (@_____)

2) SCREENING LINK:

- Send the screening link and password out to your team, students, and/or organization via email, text, or other communication platform

3) Q+A PLATFORM:

- Instagram or Facebook Live is suggested
- Gabe will go live from your organization's social channel, this way we will easily be able to engage your audience and you have the option of saving it as a highlight on your page.
- Your followers will receive a notification that you are "live"

4) PROMOTION:

- We will provide social media assets you can post letting people know about the Q+A
- We also recommend sending out an email with the link to the film and the Q+A information

5) CO-HOSTS:

- Instagram allows for 2 people to broadcast to the same livestream at the same time
- This allows for a co-host/ moderator from your organization to participate in the Q+A

6) QUESTIONS:

- Participants will have a chance to ask questions directly through the comments
- Co-hosts and moderators can help steer the conversation toward topics that they would like to cover

7) FOLLOW UP:

- We have a great deal of educational material and discussion guides on [our website](#) for you to continue the conversation.

Please contact Madison Horton with any questions: horton.madison@gmail.com

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Example of an Instagram Live Q+A:

<https://drive.google.com/open?id=1RpABw12vPRNzogyYRdBNNgjnZnpU5Bbr>

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