



A REFUGEE GIRL MEETS RUMI
AS THEY SEARCH FOR HOPE
AND NEW HOME

SIGN UP
TO SCREEN

Lamya's Poem

Thank you for signing up to screen Lamya's Poem, UPF's Oscar- Qualified Animated Film. You are joining hands with tens of thousands who will be watching the film, discussing the film and taking action to uplift humanity.

We've designed this campaign as an "Event in a Box" so all the resources you need should be here.

01

Stream the film

You can stream the film here with the passcode "Lamyaspoem".

<https://upf.vids.io/videos/0690dabc1315e4c08f/lamyas-poem-screener>

It's also available from Amazon Prime Video, Apple TV and other sources if you prefer to watch on those platforms. Please don't upload the film to social media or share it with others. If someone wants to watch it, please only share the link to **www.upf.tv/screen-lamyas-poem/**

and encourage them to sign up.

We are entrusting you with the responsibility of protecting our content and helping our mission. Please honor it.

02

Publicize, discuss, and take action

<https://www.upf.tv/publicizeanddiscuss/>

This page includes flyer templates and a trailer, as well as discussion questions and action steps you can take. Our goal is not just for your organization to have a "movie night", but to use the film as a catalyst for good work. If you show the film as part of an event for your donors and supporters, please let us know in the evaluation.

Get the AV right

Since you are organizing a film screening, make sure your projector, screen and sound quality are first-rate. Test everything out beforehand. We've done several hundred screenings of UPF films nationwide, in a variety of settings, and there is no substitute for testing. If there is anything worth spending money on, it's AV. If you are doing an event with a hundred or more people, a large tv won't be a good experience. The sound will be too loud for people in the front and too soft for people in the back.

If using a projector, test it out from the back of the auditorium and see how it looks. A rule of thumb is to double the number of lumens per hundred people. If expecting a hundred people, a 3000-lumen projector is needed, if expecting 200 people, a 6000-lumen projector, if expecting 300, a 12,000-lumen projector, etc. Even with the best intentions, if it's not a good viewing and listening experience, the audience won't benefit.

You can find AV companies in your city. Just do a search for audio-visual for events and describe what you are looking for. Don't take chances or just figure it out the day of the screening. If renting a theater, make sure they know you are playing from a laptop and streaming. Don't assume they have good Wi-Fi.

If considering an outdoor screening, natural light is your enemy. Even a 10,000-lumen projector on a sunny day won't work. The screening would have to take place after sunset. Please think through the AV and make sure it's a good experience for your audience.

Help promote our social media campaign

Please share your event flyer online. Additionally, on the day of the screening, remember to post pictures and videos!

Tag us on Instagram:

<https://www.instagram.com/upftv/>

Tag us on Facebook:

<https://www.facebook.com/unityproductionsfoundation/>

Please use the following hashtags:

#UPFTV #LamyasPoem

Consider inviting a UPF speaker

If you are expecting 200 or more people and would like to invite a UPF producer to come and speak, please let us know. UPF is a national organization, and our speakers travel nationwide. Expect to cover travel expenses.

Email nausheen@upf.tv