

# GIPA VIRTUAL EVENT PROGRAM GUIDE

**MAY 24+25, 2023**

## SHARE EVERYTHING

The GIPA Virtual Assembly is dedicated to our global community of impact practitioners who seek to connect, learn, grow and more than anything: create a safe space to Share Everything. Through our collective organizational model it has become evident that we are stronger together. Since formalizing the GIPA community, we need to continue to learn from each other, support each other's work, and inspire the change we believe in.

**We invite you to join us for our first virtual assembly to share innovative ideas for the impact production field.**

**WHEN / WHERE**

**PROGRAM**

**PARTICIPANTS**

## WHEN / WHERE

**WEDNESDAY MAY 24TH  
& THURSDAY 25TH**

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### **TIME ZONE ONE**

**9AM – 12PM GMT**

*French (Day 1 Only), Arabic, English Interpreting  
+ Human captioning provided.*

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### **TIME ZONE TWO**

**4PM – 7PM GMT**

*French (Day 1 only), Portuguese, Spanish, English Interpreting  
+ Human captioning provided.*

**WHERE: ZOOMLAND**

*links via GIPA Network after registration*

# TIMEZONE ONE

9am – 12pm GMT

VIEW  
TIME  
ZONE  
TWO

## DAY ONE:

Wednesday, May 24th

## DAY TWO:

Thursday, May 25th

9:00am **INTRODUCTION + PERFORMANCE FROM [Paul Wamo](#)**

### **KEYNOTE: WE FORESEE, DESIGN, AND ACTIVATE.**

[Farah Fayed](#) from Beirut DC will kick off our very first virtual GIPA Virtual Assembly, Share Everything, creating an open space for just that: learning how we can share our tools to amplify our work regionally and globally.

9:50am **BREAK & UPDATES\*\***

Funder hack a thon

10:00am **PANEL: BUILDING ON EACH OTHER'S IDEAS**

In this discussion panelists ask each other how they have adapted ideas from fellow colleagues into their own work, sharing ideas and perspectives from different contexts. Inspiring one another broadens the possibilities of impact in other regions.

**Panelists:** [Rodrigo Antonio](#) (Brazil)  
[Leeanne Torpey](#) (Australia)  
[Tiny Mungwe](#) (South Africa)

**Moderator:** [Khadidja Benouataf](#) (France)

10:50am **BREAK & UPDATES\*\***

The Name Game!

11:00am **SHARE SESSIONS:**

Dedicated to brainstorming and discussing specific issues that excite, worry or confuse you! Join a small group session (hosted in separate Zoom links) led by one of your fellow colleagues as we seek ways of shifting and uplifting the impact production field. **NOTE: You can only join one session per time zone!**

### **EVALUATION**

*Stay in main Zoom | French, Arabic, English and captioning*

What are the tools that best work for your campaign?  
What are funders looking for? Do we have the tools we need?

**Facilitated by [Alex Kelly](#) (Australia)**

# TIMEZONE ONE

9am – 12pm GMT

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## DAY ONE:

Wednesday, May 24th

## DAY TWO:

Thursday, May 25th

### **SAFETY AND SECURITY**

*Move to [this Zoom](#) / French, Arabic, English and captioning*

For those working in contested or challenging contexts, what are new trends you have noticed? What should we be paying attention to? How can we better protect our teams and the communities who are part of these films and impact campaigns?

Facilitated by [Jennifer Romanos](#) (Lebanon)

### **MANAGING EXPECTATIONS**

*Move to [this Zoom](#) / English only*

What are the dynamics between filmmakers and IP's and between communities and the Impact campaign? What role does money play in the relationship? What are some of the most helpful resources out there or models that can guide us?

Facilitated by [Lina Kabbadj](#) (UK)

11:50am **WRAP UP DAY 1, TIMEZONE 1**  
**+ PERFORMANCE FROM [Paul Wamo](#)**

# TIMEZONE ONE

9am – 12pm GMT

VIEW  
TIME  
ZONE  
TWO

## DAY ONE:

Wednesday, May 24th

## DAY TWO:

Thursday, May 25th

9:00am **[Ciano Maimba](#) + INTRODUCTION**

9:10am **PANEL: REDEFINING SUCCESS**

What if the impact campaign is the ultimate distribution story for a documentary? Instead of award wins, fancy festival premieres, and big streaming deals, how can we redefine and reimagine the success of a film based on other milestones?

**Panelists:** [Set Hernandez](#) (USA), [Sini Hormio](#) (Finland), [Maya Newell](#) (Australia)

**Moderator:** [Emily Wanja](#) (Kenya)

10:25am **BREAK & UPDATES\*\***

Funder hack-a-thon

10:30am **DISTRO KITCHEN HOSTED BY [DISCO](#)**

A reassuring moment during the doc distribution hysteria.

11:05am **BREAK & UPDATES\*\***

The name Game!

11:10am **PROJECT HACK-A-THON**

A session dedicated to BRAINSTORMING for your project. Are you feeling stuck on your impact strategy? Let GIPA members collectively help move you to the next phase! We have selected a few of your many incredible projects from the GIPA community. There will be two parallel Project Hack-a-thon sessions; stay in the main Zoom room for a multilingual experience.

***Project 1:** Stay in main Zoom room | Arabic, English, English-language captioning*

***Project 2:** Join the breakout room from your Zoom toolbar | English only*

12:00pm **WRAP UP DAY 2, TIMEZONE 1**

**ARTISTIC INTERVENTION** - [Ciano Maimba](#)

# TIMEZONE TWO

4pm – 7pm GMT

VIEW  
TIME  
ZONE  
ONE

## DAY ONE:

Wednesday, May 24th

## DAY TWO:

Thursday, May 25th

4:00pm **ARTISTIC INTERVENTION BY** [Luisa Almaguer](#) (Mexico)

### **KEYNOTE: WE FORESEE, DESIGN, AND ACTIVATE.**

[Farah Fayed](#) from Beirut DC will kick off our very first virtual GIPA Virtual Assembly, Share everything, creating an open space for just that, learning how we can share our tools to amplify our work regionally and globally.

4:50pm **BREAK & UPDATES\*\***

Funder hack a thon

5:00pm **PANEL: SHARING INNOVATIONS AND ADAPTABILITIES - HOW ARE YOU GETTING THE WORD OUT?**

How are we communicating and engaging with the people that really need to see this film and take part in campaign activities? Whatsapp vs flyer posting, facebook vs community radio - tell us what works in your region.

**Panelists:** [Erin Sorenson](#) (US)  
[Marianna Ollinger](#) (Brazil)  
[Sydelle Willow Smith](#) (South Africa)

**Moderator:** [Gerry Leonard](#) (US)

5:50am **BREAK & UPDATES\*\***

The Name Game!

6:00pm **SHARE SESSIONS**

Dedicated to brainstorming and discussing specific issues that excite, worry or confuse you! Join a small group session (hosted in separate Zoom links) led by one of your fellow colleagues as we seek ways of shifting and uplifting the impact production field. **NOTE: You can only join one session per time zone!**

### **IMPACT AND THE INDUSTRY**

*Stay in main Zoom | French, Portuguese, Spanish, English and captioning*

How can we hack the system, ensuring that we are not in competition, but we are collaborative? Our motives CAN be aligned. Can public media's partnerships with campaigns be a model for other platforms?

**Facilitated by** [Asad Muhammad](#) (US)

# TIMEZONE TWO

4pm – 7pm GMT

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## DAY ONE:

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### COMPENSATION

Move to [this Zoom](#)

*French, Portuguese, Spanish, English and captioning*

How can we make this work sustainable, and recognized in film budgets?

Facilitated by [Gwen Alston](#) (Spain).

### MANAGING EXPECTATIONS

Move to [this Zoom](#) | *English only*

What are the dynamics between filmmakers and IP's and between communities and the Impact campaign? What role does money play in the relationship? What are some of the most helpful resources out there or models that can guide us?

Facilitated by [Vivian Schröder](#) (Germany)

6:50pm

### WRAP UP

**ARTISTIC INTERVENTION BY** [Luisa Almaguer](#) (Mexico)

# TIMEZONE TWO

4pm – 7pm GMT

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## DAY ONE:

Wednesday, May 24th

## DAY TWO:

Thursday, May 25th

4:00pm **ARTISTIC INTERVENTION BY [Beadie Finzi](#) + INTRODUCTION**

4:10pm **CASE STUDY PRESENTATIONS:**

[Merle Ilina](#) (Mexico)

[To See You Again](#)

[Armed to the Teeth](#)

Experiences around centering accountability and mental health as an impact producer.

4:40pm **BREAK & UPDATES\*\***

Funder hack-a-thon

4:45pm **PANEL: TAKING CARE OF EACH OTHER**

How do we make this field healthier for the communities whose stories are being told, for ourselves, for audiences, and for everyone involved? Check out the [DAWG](#) framework prior to joining us. Links will be provided to preview the case study films (above) plus [Subject](#).

[Sonya Childress](#) (US)

[Merle Ilina](#) (Mexico)

[Margaret Ratliff](#) (US)

**Moderator:** [Vanessa Cuervo](#) (Colombia)

5:45pm **BREAK & UPDATES\*\***

The Name Game!

5:55pm **PROJECT HACK-A-THON**

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*Project 1: Stay in main Zoom room | Spanish, Portuguese, English, English-language captioning*

*Project 2: Join the breakout room from your Zoom toolbar | English only*

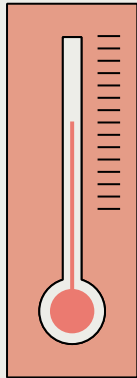
6:45pm **WRAP UP OF GIPA ASSEMBLY**

Where do we go from here? Top Takeaways.



**\*\*Throughout the Assembly we will be updating you all with the **Funder Hack-a-thon** and **The Name Game** results.**

### **FUNDER HACK-A-THON**



Throughout the Assembly we will collectively compile a list of every funder that has funded our work. We will all have access to the list, and we can watch as it grows!

We all know that impact campaigns are not easy to fund. We somehow make it work through our network of contacts, small grants and sheer determination. Let's harness the power of our collective to create a database with the contacts of all potential funders that have helped move your impact campaigns forward.

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### **THE NAME GAME**

Our goal is to recognize each and everyone of you and the work you are creating globally. Just because you may not identify yourself with the title of 'impact producer', the work is the same. We are aware that the term 'impact producer' doesn't always translate well outside of the English language.

We aim to collect every term for this work, through a group activity during the Assembly, and will make a home for them on the GIPA website.

# PARTICIPANTS

*Click on participant for profile*



**ALEX KELLY**

Australia



**ASAD MUHAMMAD**

United States



**CIANO MAIMBA**



**EMILY WANJA**

Kenya



**ERIN SORENSON**

United States



**FARAH FAYED**

Lebanon



**GERRY LEONARD**

United States



**GWEN ALSTON**

Spain, United States

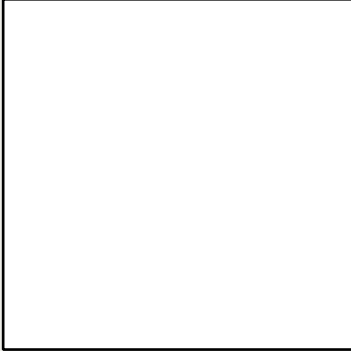


**HOLLIE FIFER**

Australia

# PARTICIPANTS

*Click on participant for profile*



**JAD ABI - KALIL**



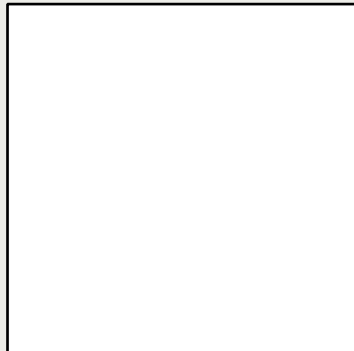
**KHADIDJA  
BENOUATF**  
Algeria, France



**LINA KABBADJ**  
United Kingdom



**LUISA ALMAGUER**  
Mexico



**MARGARET  
RATLIFF**



**MARIANNA  
OLINGER**  
United States



**MAYA NEWELL**  
Australia



**MERLE ILINA**  
Mexico



**RODRIGO ANTONIO**  
Brazil

# PARTICIPANTS

*Click on participant for profile*



**SET HERNANDEZ**

United States



**SINI HORMIO**

Finland



**SONYA CHILDRESS**

United States



**SYDELLE WILLOW SMITH**

South Africa



**TINY MUNGWE**

South Africa



**VANESSA CUERVO**

Colombia



**VIVIAN SCHRÖDER**

Germany