The Ultimate Guide for Hosting a BeautyCares DreamBall Watch Party

With the BeautyCares DreamBall being broadcast virtually this year, what better way to encourage engagement and community among your employees than hosting a watch party! Our virtual event provides a great opportunity to engage employees who normally wouldn’t be able to attend or participate in the BeautyCares DreamBall. Whether your watch party is virtual, in-person, or a combination of the two, this guide offers tips on how to make your watch party a success!

ORGANIZE THE SET-UP

Having an efficient set-up is the first step to building the ultimate watch party! The purpose of the watch party is that collectively, as a brand, you can watch the program together while being able to talk and chat privately as a group (but not during the program, please!). We have put together some things to consider when organizing your party. Feel free to begin your watch party whenever is most convenient for your organization, but be sure to keep these times in mind:

- **5:45 PM EDT** Red Carpet Moments & Cocktails
- **6:00 PM EDT** DreamBall Program
- **7:00 – 7:30 PM EDT** After Dark Party

For In-Person Gatherings

- **Locations to Consider**: Corporate Executive Dining Rooms, Conference Rooms, Hotel Venue Rental Space, Restaurants/Wineries, etc. Choose the location that will be most ideal for your company's needs, while also making sure to comply with your company's COVID-19 safety guidelines.
- **Sharing the Livefeed**: We recommend having a large TV monitor/screen to project and display the Livefeed. The link to the Livefeed of the BeautyCares DreamBall will be shared for easy access on the Look Good Feel Better website at a later date.

For Virtual Gatherings

- **Online Platforms**: Depending on your organization's technical preferences, one person can set up a meeting with your co-workers via Zoom (preferred) or Microsoft Teams. Share the meeting information with those from your organization that you would like to be in attendance, prior to the day of the DreamBall for easy access, and send reminders leading up to the event.
- **Sharing the Livefeed**: Share the Livestream of the event, which will be included on the Look Good Feel Better website, in either of the following ways.
Designate one member of your team to share their screen* in the meeting and bring up the feed to be broadcasted directly on your meeting platform, although video quality may not be as good and there may be delays in the broadcast.

- *Please have the team member check their internet speed at https://www.speedtest.net/. The team member that shares their screen should have a minimum of 118 Mbps for download speed and 18 Mbps for upload speed.
  - Note: Keep in mind your Wi-Fi capabilities may limit video quality, so you may want to use an ethernet line (land line) to improve video quality.

- Have each member access the livestream individually and do a split screen between the DreamBall and your watch party.
  - For this option, we recommend place the Zoom meeting in a grid format. Organize your screen so the grid is placed below the program livestream, and the chat box is placed to the right-hand side.
  - Note: each member will have to be on mute so that sound does not overlap

Stream the Viewing Party to the Event: Someone on the production team will be your “digital Sherpa” and pull you into the main broadcast. The production team member will need to get into the Zoom meeting around 5:15 EDT. Please make sure to bring lots of energy when your viewing party is pulled into the livestream!

LET US KNOW
As you put together and finalize the details of your BeautyCares DreamBall watch party, please contact David Smith at dreamball@lookgoodfeelbetter.org or (646) 278-6742 to let us know your plans. We hope to integrate your in-person and virtual watch parties on the live main feed as Drop-ins to give our viewers an inside look at your parties.

We will still be hosting everyone’s favorite event, the Balloon Auction Live Appeal. When we Drop-in to your watch party, this is a great opportunity to announce a corporate contribution. Your employees or specific team or brand donations can also be announced on behalf of the team/brand/company. Please let us know in advance who your company spokesperson making the announcement will be.

Technical Considerations: For an in-person watch party and those who opt to share your screen to a zoom meeting, make sure that the computer or the monitor is connected to an ethernet line (land line). This can be done purely through wifi connection; however, for the most effective streaming, having a reliable, stable connection will be best! Zoom is highly preferred over Microsoft Teams or WebX for screen sharing.

Additionally, keep in mind when using your cameras in a virtual watch party, consider reflections from mirrors, windows, as well as sun glares from windows, backgrounds, and have participants light themselves enough to be visible.

ATTIRE
We suggest wearing cocktail attire to get into the festival feel of the watch party!

PLAN FUN ACTIVITIES
Whether you choose to host your watch party in person or virtually, here are some great ideas and inspiration to have your watch party go off without a hitch, and ensure that all of your employees have a great time!
- **BeautyCares Recipes**
  - Send out our special BeautyCares recipes for appetizers, cocktails, and mocktails prior to the event. For virtual gatherings, each of your attendees can share their attempts at nailing these recipes! For in-person gatherings, you may also consider having a local caterer provide the food and cocktail sand incorporating some our recipes into your caterers’ menu.

- **Speakers**
  - Before the DreamBall begins, you may consider having your own guest speaker for your team, in advance of the event start time at 5:45pm. Have them share an inspiring or energizing presentation or valuable workshop to your employees which may help lift spirits during this difficult time. Your speaker could potentially join your zoom meeting or attend your in-person watch party as well.

- **Visual Messages**
  - Create signs to hold up during the event such as #standstrongtogether signs, inspirational messages, or congratulations to honorees (think Today Show “Virtual Plaza”).

**EMPLOYEE ENGAGEMENT**
If you are planning any advance employee engagement/fundraising initiatives prior to the night of the event, the watch party pre-program (in advance of the BeautyCares DreamBall start time) is a great moment to acknowledge those individuals who were most successful.

**SOCIAL MEDIA**
We encourage you to post on your own social media using the hashtag #BeautyCares. We will be pulling in messages and photos shared on Twitter (into a “Twitter fall” on the viewing landing page), Instagram, and Facebook.