



Character Playbook LIVE

Event Concept:

The Character Playbook LIVE event is a virtual classroom experience that brings the lessons of Character Playbook, the United Way, and the NFL to classrooms throughout the country. Schools sign on with video conferencing technology and have an interactive experience with NFL players around the importance of character. This event has the potential to include 10+ schools in the experience no matter their location as long as they have a laptop with a microphone and camera.

Event Format:

- Player and host will be selected by the Team
- Schools active on Character Playbook will sign up to participate and receive training and support in utilizing video conferencing if necessary.
- The 30 minute event will include a True/False game and questions that will be preassigned to students in the classrooms.
- United Way staff will join local schools in their classroom to experience the LIVE event together.

Pre Event Needs:

- EVERFI Identifies and invites participating school(s), subsequently coordinates logistics with them. Schools have the opportunity to test their video conferencing account which includes their microphone and camera in order to participate in the event.
- Character based questions are assigned to students in multiple classrooms
- TEAM/United Way identify a local emcee
- EVERFI will review the emcee script with the host of the Character Playbook LIVE event

WHO: Team streams LIVE from team facility and United Way participants join students at local participating schools.

WHAT: Video Conference with one-three players, host, and any number of classrooms (30 minutes)

WHEN: Depending availability

WHERE: Schools active on Character Playbook join from their classroom computer

Event Coordination:

- EVERFI, the team, and the United Way will discuss the script, questions, and goals for the event
- EVERFI will be remote for this event or at the team facility when appropriate
- EVERFI will send all communication for Team, United Way, and schools to ensure everyone is informed and has the final video conferencing link for the day of the event
- All schools will sign on 10 minutes prior to the start of the event to check on sound and video.

Example Event Schedule:

Time	Example Schedule: Character Playbook LIVE
9:30 AM	EVERFI Staff arrives/signs on for sound check with team
9:50 AM	All all schools sign on for sound check
10:00 AM	Event Begins
10:00 AM-10:05 AM	Emcee and Player go through introductions and school roll call
10:05 AM-10:15 AM	Emcee and Player begin the True and False game with students
10:15 AM-10:25 AM	Emcee and Player begin student questions
10:25 AM-10:30 AM	Emcee and Player give final message and take selfie with students
10:30 AM	Event Concludes