WELCOME TO OUR BRIEFING

Time to Pivot: Pride From Remote

This is a Zoom Virtual Learning Session from 11:00 - 12:00 PT / 2:00 - 3:00 ET
Use speakers or headsets on your computer and turn the volume up!

Please use the Question & Answer function to submit your questions throughout the call. This session is being recorded.

Reach out to us directly at hello@outandequal.org
Presenters

Erin Uritus
Out & Equal
Chief Executive Officer
Pronouns: She/Hers

Deena Fidas
Out & Equal
Managing Director & Chief Program and Partnership Officer
Pronouns: She/Hers

Madelyn Gelpi
Out & Equal
Sr. Manager, Stakeholder Engagement
Pronouns: Anything Respectful

Madeline Perrou
Out & Equal
Sr. Associate, Communications
Pronouns: She/Hers

Jayzen Patria
Speaker, Facilitator, Consultant
Pronouns: He/Him
Agenda

• Welcome
• Why Pride Matters
• Think like a CEO
• Pride-Out-Of-The-Box: An ERG Guide to Celebrating Pride Virtually
• Questions/Discussion
P(EOPE) R(ESILIENCE) I(NFORMATION) D(IVERSITY) E(XPRESSION)
“How you treat your employees today will have more impact on your brand in future years than any amount of advertising, any amount of anything you literally could do...

If you didn’t take care of your employees or stakeholders and put them first, you were that company.”

- Mark Cuban
NOW – more than ever – your members NEED YOU!
A bend in the road is never fatal... unless you never turn.
The Inflection Point
THINK LIKE A CEO!

Shareholders

Workforce

Customers & Consumers
## Movie Studio Film Slate Strategy

<table>
<thead>
<tr>
<th>Tentpole Films</th>
<th>Event Films</th>
<th>Portfolio Films</th>
<th>Rent-a-System</th>
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<tbody>
<tr>
<td>• 2-4 per year</td>
<td>• 4-5 per year</td>
<td>• 8-9 per year</td>
<td>• 2-3 per year</td>
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<tr>
<td>• $100-175MM budget</td>
<td>• $50-100MM budget</td>
<td>• $25-50MM Budget</td>
<td>• Little to no budget with minimal effort</td>
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<td>• Cross-promotable</td>
<td>• Story-driven</td>
<td>• Niche-oriented</td>
<td>• Broad audience</td>
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<tr>
<td>• IP-driven</td>
<td>• Star-driven</td>
<td>• Cross-over potential</td>
<td>• Partnerships with other company groups &amp; external organizations</td>
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</tbody>
</table>

### Tentpole Films
- Example: *Jurassic World*
- 2-4 per year
- $100-175MM budget
- Cross-promotable
- IP-driven

### Event Films
- Example: *Minions*
- 4-5 per year
- $50-100MM budget
- Story-driven
- Star-driven

### Portfolio Films
- Example: *We're Back Bitches*
- 8-9 per year
- $25-50MM Budget
- Niche-oriented
- Cross-over potential

### Rent-a-System
- Example: *1917*
- 2-3 per year
- Little to no budget with minimal effort
- Broad audience
- Partnerships with other company groups & external organizations
ERG Pride Month Slate

**Tentpole**
- 1-2 in June
- Largest budget &/or effort
- Broadest audience
- Combines multiple initiatives
- Promotion for other events

**Event**
- 3-4 in June
- Medium budget &/or effort
- Broad audience
- Cause, theme or personality driven
- Partner with other ERGs

**Portfolio**
- 4-6 in June
- Minimal budget &/or effort
- Niche-oriented
- Cross-over potential

**Rent-a-System**
- 2-3 in June
- Little to no budget with minimal effort
- Broad audience
- Partnerships with other company groups & external organizations

- **Virtual Pride Townhall**
- **Virtual Keynote Speaker**
- **Virtual Career Series**
- **Online Executive Panel**
- **Virtual Biz or Product Knowledge Unveil**

- **Virtual LGBTQ Cultural Competency Sessions**
- **Targeted Zoom Networking Sessions**
- **At-Home Volunteer Projects**
- **Online Screening Parties**

- **O&E Open Events**
- **Non-profit Community Collaboration**
Career Development
- Career Series
- Members Teaching Expertise

Volunteerism
- Local LGBTQ Orgs
- Supply Donations
- Client Events

Digital & Social
- Unique hashtags
- Company Branded tools for social
- User Generated Content

Family & Ally Inclusive
- Kid-Friendly
- Crafts, Costumes, etc.

Virtual Engagement
- 2-Way Conversations
- Polls, Chat, Voting
Let Us Know

What do you find encouraging about the LGBTQ community’s quick actions to make sure PRIDE is still celebrated this year?
PRIDE-OUT-OF-THE-BOX

AN ERG GUIDE TO CELEBRATING PRIDE VIRTUALLY

OUT & EQUAL
WORKPLACE ADVOCATES
PRIDE KICK-OFF
A Virtual Townhall with Out & Equal

Join CEO of Out & Equal, Erin Uritus, and the rest of the Out & Equal team as we kick off the month of Pride together on June 1st at 12pm PT/3pm ET. Learn more about the history of Pride and why celebrating is important, now more than ever. Come wearing your favorite pride swag and prepare to join in as Erin engages attendees in pride-centered dialogue and activities.

REGISTER FOR PRIDE KICKOFF HERE.
PRIDE BRUNCH BREAK
with Out & Equal

Join Out & Equal on **June 15th at 11am PT/2pm ET** as we host our very first virtual Pride Brunch Break. Represent your company in style by wearing your Pride-themed swag and bring your favorite drink and snack. Prepare to engage as O&E facilitates virtual opportunities for participants to share stories of belonging and pride in the workplace.

REGISTER FOR PRIDE BRUNCH BREAK HERE.
WORKPLACE WEDNESDAYS
with Out & Equal—On-Demand Lunch and Learns For Partners

Out & Equal wants to visit your ERG during pride! We will be offering several time slots throughout the month of June where members of our team will present topics to your ERG virtually. Here are a list of the available times and topics:

- Wednesday, June 3, 12:00pm PT/3:00pm ET
- Wednesday, June 10, 12:00pm PT/3:00pm ET
- Wednesday, June 17, 12:00pm PT/3:00pm ET
- Wednesday, June 24, 12:00pm PT/3:00pm ET

ERGs may select one of the following topics for Out & Equal to present on:

- Best Practices for Non-Binary Inclusion
- What’s Your Pronoun? Strategies for Inclusion in the Workplace
- COVID-19 and the Impact on the LGBTQ Community
- I Hope This Message Finds You Well: Mental Health, the Workplace, and COVID-19
- Ally Tips for Engagement
- LGBTQ Workplace Inclusion: A History of Pride in the Workplace

TO REQUEST A VISIT, CLICK HERE.
BRING OUT & EQUAL TO YOU

Would you like Out & Equal to speak at your company during the month of Pride? We’d love to! Out & Equal CEO, Erin Uritus, and Managing Director, Deena Fidas, will be virtually visiting workplaces throughout June and can speak on a variety of topics. Contact Out & Equal at hello@outandequal.org to find out more.
EXPRESS YOUR PRIDE

There are a number of ways to express your pride throughout the workday—even in the virtual world of work.

**Update Your Email Signature:**
Pride Month is a great opportunity to ensure your pronouns are added to your email signature. You can also show the LGBTQ community support by letting others know you are an LGBTQ ally in your email signature, as well.

See the example below for ideas on how to integrate pronouns into your signature:

SUSAN LIN | Human Resources Manager
Inclusivity Matters Inc.
Pronouns: she/her/hers
1234 Smith St., San Francisco, CA 94114

I am an ally of the LGBTQ community and member of <insert your company's LGBTQ ERG name>.

**Pride-Themed Zoom Backgrounds:** Celebrate and make meetings festive with Out & Equal’s new pride-themed Zoom virtual backgrounds.

[Click here to download.]

**Update Your Profile Picture:**
Demonstrate your pride online by update your social media profile pictures with Out & Equal’s new pride-themed profile picture frame.

[Click here to download.]
CELEBRATE WITH YOUR ERG: Activities You Can Do Together At Home
JOIN OUT & EQUAL’S ERG LEADER CALL TO PREPARE FOR PRIDE

Join us on **May 21st at 12pm PT/3pm ET** for our Pre-Pride Planning Call for ERG Leaders, Partners, Company Leads. This call is for ERG leaders or other company representatives that will be leading internal company pride initiatives or ERG activities. The purpose of this call is to walk through the suggested activities included in Out & Equal’s Pride-Out-Of-The-Box: An ERG Guide to Celebrating Pride Virtually resource and answer any questions on specific activities and logistics.

**REGISTER FOR THE PRE-PRIE PLANNING CALL HERE.**
EXTERNAL CALENDAR
OF ACTIVITIES:

The following template provides a sample itinerary for ERGs to utilize in planning their virtual Pride engagements. Feel free to adapt the calendar on the next page to make it work for your LGBTQ ERG! We hope you can fit in some of our exciting Pride Month activities!

Thursday, May 21, 12:00pm PT/3:00pm ET: Pre-Pride Planning Call for ERG Leaders, Partners, Company Leads
<table>
<thead>
<tr>
<th>Week One</th>
<th>Week Two</th>
<th>Week Three</th>
<th>Week Four</th>
<th>Week Five</th>
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<tr>
<td>1</td>
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<tr>
<td>12:00pm PT/3:00pm ET Pride Kick-Off—A Virtual Townhall with Out &amp; Equal</td>
<td>Trivia Night</td>
<td>12:00pm PT/3:00pm ET On-Demand Lunch &amp; Learn Session partners only scheduled in advance</td>
<td>10:00am PT/1:00pm ET Movie Watch Party</td>
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<td>8</td>
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<td>10</td>
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<td>12</td>
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<tr>
<td>Kick off Pride Month Book and Movie Club</td>
<td></td>
<td>12:00pm PT/3:00pm ET On-Demand Lunch &amp; Learn Session partners only scheduled in advance</td>
<td>Get to Know Your Group—Virtual Activity with ERG membership</td>
<td>Virtual Happy Hour with Members</td>
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<td>15</td>
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<td>17</td>
<td>18</td>
<td>19</td>
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<tr>
<td>11:00am PT/2:00pm ET Brunch Break with Out &amp; Equal</td>
<td>Virtual Diversity Walk</td>
<td>12:00pm PT/3:00pm ET On-Demand Lunch &amp; Learn Session partners only scheduled in advance</td>
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<td>Pride in Yourself! Talent Show</td>
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<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
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<tr>
<td>Show Your Pride Day!</td>
<td></td>
<td>12:00pm PT/3:00pm ET On-Demand Lunch &amp; Learn Session partners only scheduled in advance</td>
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<td>Cross-ERG Happy Hour</td>
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<td>29</td>
<td>30</td>
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<td>27</td>
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</tr>
<tr>
<td>Pride Month Book and Movie Club Discussion</td>
<td>Pride Month Wrap-Up</td>
<td></td>
<td>Watch World Pride together</td>
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</tbody>
</table>
Let Us Know

What is something you hope to see from companies coming out of PRIDE Month for their LGBTQ workplace inclusion year-round?
Q & A
Next Steps

Check out the toolkit and join our call on May 21st!
Thank you for your participation.