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"Council Support \(\COV\) - DL"
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Date: 4/24/2019 2:05:34 PM
Subject: Action Needed - Video for Women Deliver Conference

Greetings Mayor and Council,

We would like to invite the Mayor and City Councillors to participate in a City of Vancouver video for the Women Deliver conference <https://wd2019.org/> June 3-6th.

The conference is anticipated to draw 6,000 to 7,000 attendees and 2,500 organizations from more than 160 countries with UN agencies, government representatives and business leaders also expected to attend.

City funding of \$285,000 will be used to:

- Engage with the community and provide support for those who would otherwise not be able to attend;
- Support Tourism Vancouver in delivering Culture Night, a free outdoor evening of music, food, art, and Indigenous culture;
- Harness the momentum of the event to advance City initiatives that support women before, during, and after the conference; and
- Dedicate a City-owned site for housing low income women and children, including Indigenous women.

Our goal is to create a 2 minute video to be filmed in the first week of May, which will be shared on social media to highlight the Women Deliver conference and the City's parallel activities.

To unify the video, we would like each participant to think of a distinct, succinct ending to the following sentence: "Women are..."

Scheduling – ACTION NEEDED

We would like to choose **one day** during the week of April 29 to May 3 to film the short 5-minute interviews

- Ideally, if all could identify their best mornings or afternoons for every day that week, we can then organize the best time to bring the videographer in to shoot. An invite will be sent once we have confirmed their best day.
- If someone can coordinate and let us know what date would work best, that would be great. **We would like to identify the right date by Thurs April 25.**

Ideal interview content

- For their interview session, we would like Mayor and Councillors to reflect and think of a short statement (or statements) to finish the sentence: "Women are..."
- The statements can be whatever each councilor wants it to be. Some guiding tones to consider are:
 - o Powerful

- o Thought provoking
- o Lively
- o Heartfelt
- o Optimistic
- o Brave

The general tone of the final video will be hopeful, uplifting, and bright. The videos will be inspirational teasers that will get people excited and intrigued for the content to be delivered around Women Deliver.

Please confirm your attendance with:

Jhenifer Pabillano | Project Manager

Engineering Strategy and Standards | City of Vancouver

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Best,
Sadhu

Sadhu Aufochs Johnston | City Manager

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.