

125 YEARS
1898-2023

The Elliott School
of International Affairs

Guide to Hosting Events



'23-'24



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Resources for Faculty and Staff

Use this website to stay up-to-date on frequently used links, best practices for events, websites, emails and social media at the Elliott School.

<https://blogs.gwu.edu/elliottfacultyandstaff/>

Important Contacts

Elaine Garbe

Director | Constituent Engagement and Annual Giving
egarbe@gwu.edu

Contact Elaine for any events that include alumni or if you would like to invite an alumni as a speaker or to promote you event to alumni.

Deborah Morse

Executive Associate
dmorse@gwu.edu

Contact Deborah to submit facilities requests, fix-it tickets, and assistance reserving the Deans Suite Conference Room.

Robin Khan

Director of Communications, Marketing & Public Affairs
robinkhan@gwu.edu

Contact Robin for help with the online booking system, to assist with media advisories in conjunction with GW external relations, and for help promoting events via social media.

Sophia Novak

ESIA Web Lead
sophia.novak@gwu.edu

Contact Sophia for help getting your event on the university calendar and web requests.

Judy Mannix

Special Executive Assistant, Dean Alyssa Ayres
jmannix81@gwu.edu

Contact Judy if you would like to invite the Dean to speak at your event.

Sebastián Reyes

Operations Lead, ESIA Student Services
sreyes002@email.gwu.edu

Contact Sebastián for assistance with student organizations.

How to Book a Venue Across Campus

Events & Venues

Contact Events & Venues to request a reservation for the City View and State Rooms on the seventh floor of Elliott, as well as other major venues like Jack Morten Auditorium, Paula Betz Theatre, the University Student Center Venues, and other event spaces around campus.

List of all Event Spaces:

<https://events-venues.gwu.edu/venues>

Venue Guidelines: <https://events-venues.gwu.edu/venue-guidelines>

Academic Classrooms

Use Academic Scheduling's online system to reserve classroom spaces at Elliott, such as the Harry Harding Auditorium, or other academic buildings on campus.

Online Booking Tool:

<https://gwu.emscloudservice.com/web/>

Reservation Policies:

<https://registrar.gwu.edu/reservation-rental-policies>

Elliott School Venues

Elliott School exclusive venues are as follows:

- 2nd Floor Atrium (reception space)
- Room 505
- Lindner Family Commons
- Basement Atrium (reception space)
- Exhibition space - 2nd Floor Atrium

To reserve Elliott School event venues, visit go.gwu.edu/ESIvenues or view space availability [here](#)

Contact GWU IT Classroom Support with a request for support at Elliott School Venues: <https://go.gwu.edu/gwiteventsupport>, please choose Event as the request type) a minimum of 5 working days before the event.

Support for weekend and holiday reservations is considered on a case-by-case basis.

Elliott Event Spaces

Harry Harding Auditorium, Room 213, 1957 E Street

Fixed Seating for 297.

This is an academic classroom space, use the online reservation system:

<https://gwu.emscloudservice.com/web/>

Room 505, 1957 E Street

Moveable seating for 50.

Hybrid event capabilities.

This is an academic classroom space, use the online reservation system:

<https://gwu.emscloudservice.com/web/>

Lindner Family Commons, Room 602, 1957 E Street

Moveable seating for 150.

Hybrid event capabilities.

This is an academic classroom space, use the online reservation system:

<https://gwu.emscloudservice.com/web/>

2nd Floor Atrium

Open space suitable for exhibitions and standing events can hold up to 300.

All furniture must be rented/no sound system.

This is an academic classroom space, use the online reservation system:

<https://gwu.emscloudservice.com/web/>

City View

Moveable seating for 150.

Contact events and venues to reserve.

For pricing and reservations, please visit

[Venues - City View Room](#)

<https://events-venues.gwu.edu/city-view-room>

State Room

Fixed seating for 70.

Contact events and venues to reserve.

For pricing and reservations, please visit

[Venues - State Room](#)

<https://events-venues.gwu.edu/state-room>

Suite Conference Rooms

These rooms are reservable through the department or institute where they are located.

6th Floor studio

This is a small soundproofed studio with a green screen and backdrops suitable for recording podcasts, shooting photos/video, and media interviews. Contact robinkhan@gwu.edu to reserve.

Non-reservable Informal Event Spaces

- Basement Student Lounge- moveable seating for 60 chairs available in the basement vending machines area.
- 6th Floor Student Lounge- couches and chairs for up to 40.



Web Conferencing and Tech in Elliott Event Spaces

General Usage Guidelines Lindner/Room 505

- These spaces are DIY and must be cleaned and returned to default set-up after use.
- Refer to the default setup diagrams in the rooms and always return rooms to default.
- After an event, return all equipment back to the charging stations.
 - Hand-held mics, lavaliers use batteries. Check levels before an event and inform public affairs if batteries are needed.
- Tables should not be moved to other floors, such a first-floor registration/check-in table. Tables for that purpose can be found in the “alleys” on the first and second floors at the end of the hallways.
- Garbage and recycling bins need to be moved in and out of the rooms before and after use in order for facilities to empty them.
- There are a limited number of sign boards available for use in the hallway near 401Q. Please return when finished.
- If you find that the room is in unacceptable condition when you go in to set up for an event, please contact robinkhan@gwu.edu. Ensure adequate setup time that accounts for contingencies like this.

Important Note

- The wireless microphones in Linder and 505 are wired for these rooms and will not work outside of these spaces. Do not remove microphones from the room.

Troubleshooting

- IT Classroom Support handles troubleshooting for technology in all classrooms, as well as in Room 505 and the Lindner Family Commons. You can reach them at 202-994-7900, or by dialing 1 on the phones in Room 505 and the Lindner Family Commons.

Contact GW IT Classroom Support with a request for support <https://go.gwu.edu/gwiteventsupport>, (Please choose Event as the request type) A minimum of 5 working days before the event.

Support for weekend and holiday reservations is considered on a case-by-case basis.



Linder Family Commons Tech Set-Up and Instructions for Web Conferencing

Logging On to the Computer and Starting a Meeting

1. Touch the screen to start.
2. Touch the computer icon on the left side of the screen.
3. Touch the image of the computer screen to enlarge it to full screen.
4. Using the keyboard, log into your account.
5. Start the meeting, minimize the computer screen, and touch the web conferencing icon.



Using a Powerpoint or Slide during Events

1. After logging into the meeting on Zoom/Webex, etc. return to the computer icon.
2. Open up the presentation on the computer, set to presentation mode for largest display.
3. Return to web conferencing by touching the web conference icon. Your display should still be displayed on the TV monitor.
4. Do not try to share screens within the web conferencing application. Otherwise, your remote audience will not be able to see the in-person speakers, their screens will only display the presentation.

Using the Controls within a meeting

1. With the computer screen minimized, the red and green display icons are for the four monitors in the front and back of the room. A white border appears around the displays that are visible on display screens.
2. Touch the black and white "Back" icon at the bottom left of the screen to control the cameras. The cameras can also be controlled from the column display pad located in the right column in the back of the room.
3. The Presenter camera icon shows the speakers at the front of the room. Likewise, the Audience camera shows the audience. Toggle between the two during Q&A.
4. Touch the black and white display icon at the bottom of the screen to return to the display options.
5. Touch the Show Mic Levels to display volume controls for the lavaliers, handheld, ceiling (penal) mics, and the Lectern audio level controls.

Things to Remember

1. Don't forget to logout of your account after the event.
2. Don't forget to turn the system off after an event (touch system on/off icon at the top of the screen).
3. Don't forget to return the lights and shades to their default position (off and half-way up, respectively).
4. Ceiling microphones only pick up sound for the remote audience. For an in-person audience, you will still need to use the lavaliers, handhelds (in the cupboard of the lectern), or gooseneck microphones (in the closet).
5. For technical problems, you can still use the phone on the column, but do not expect that a tech support person will be able to come onsite immediately or be familiar enough with the room to help remotely. Test all the technology you plan to use in advance.

Lindner Commons Hybrid Set Up

1

If you do not see AV controls (below), tap the GWU logo



Select Computer

2

Tap the computer icon again to make full screen
Tap the icon once more to return to AV controls

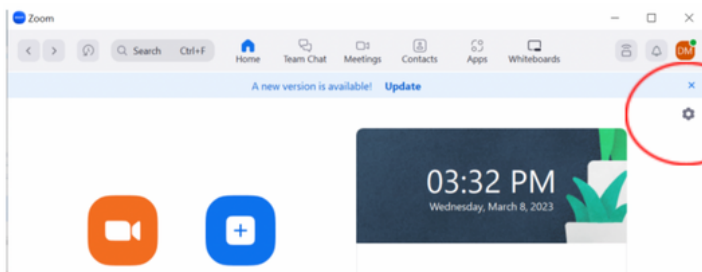
Click the Lecturn
Computer box to
display the room
computer



Adjust camera angles using arrow controls

3

Open Webex or Zoom on the computer



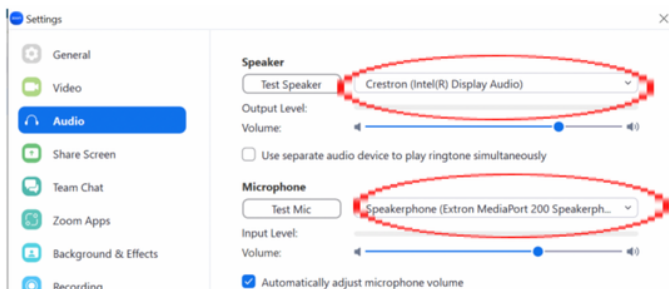
Click the small cog in the upper right-hand corner to access Settings

4



Select Video. Go to the drop-down menu under Camera.
Select "Extron Media Port 200"

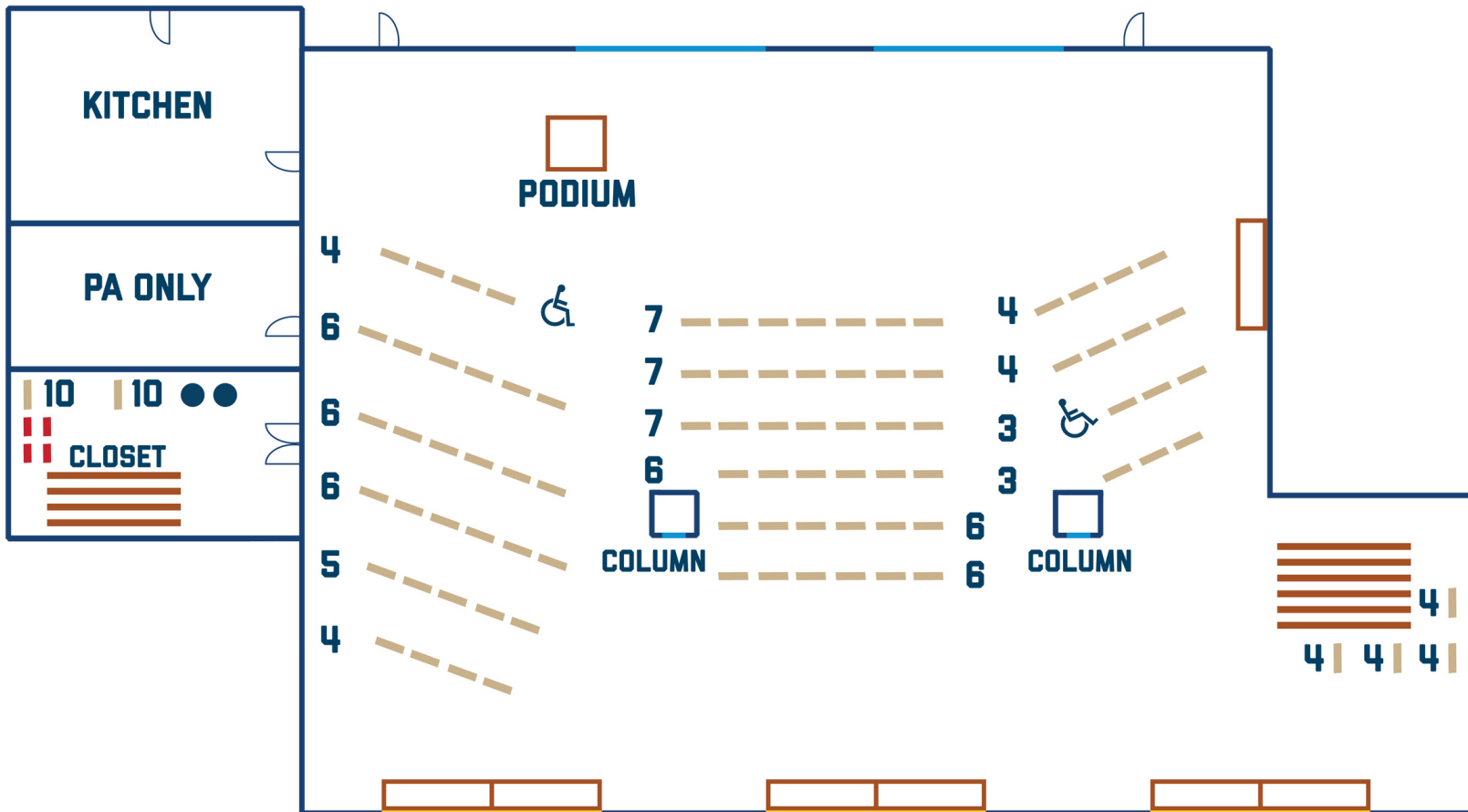
5



Select Audio. Go to the drop-down menu for Speaker
Select "Crestron"

Select Audio. Go to the drop-down menu for Microphone
Select "AV Bridge"

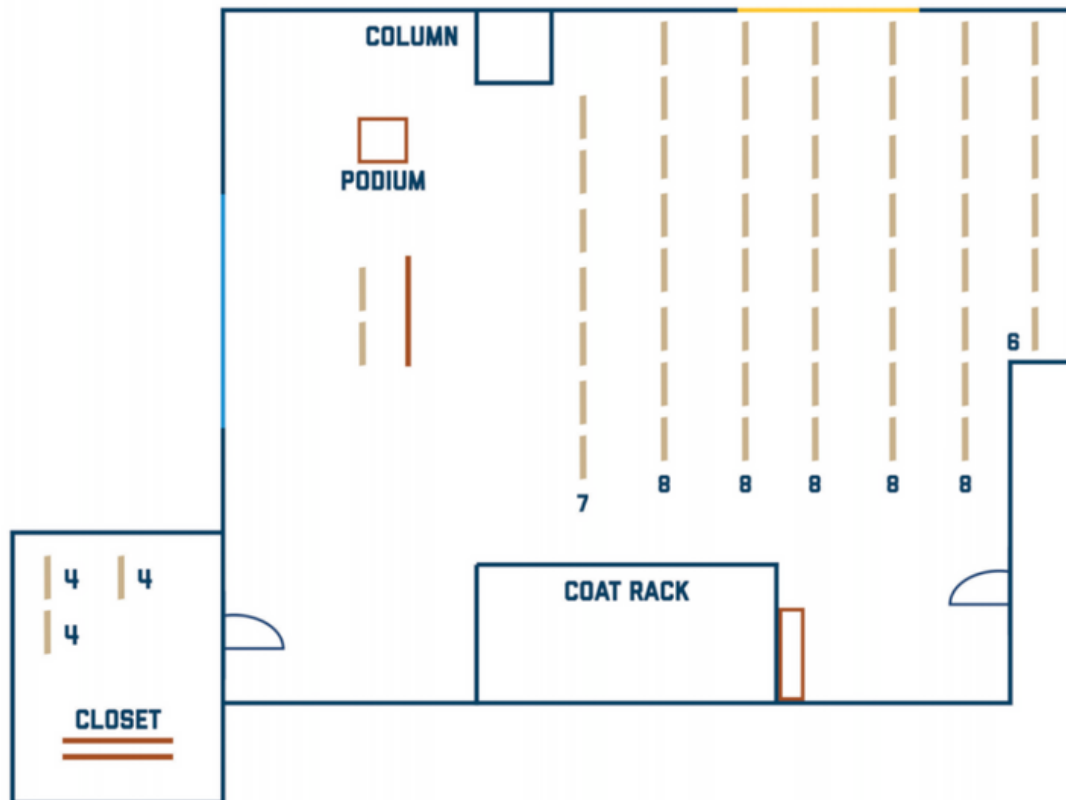
Lindner Family Commons Default Setup



Lindner Family Commons Tech

- 2 Wireless microphones
- 4 Lavalier microphones
- 6 Table Top microphones
- Podium Computer
- Bring Your Own HDMI, VGA cables and dongles to assist with projection

Room 505 Default Setup



Room 505 Tech

- No wireless microphones
- 1 Lavalier microphone
- B.Y.O.C. (Bring Your Own Computer)
- Bring Your Own HDMI, VGA cables and dongles to assist with projection

Room 505 Hybrid Set Up

1

Connect the HDMI cable (this should be in the room already) from your laptop to the lectern
This will show video on the monitor



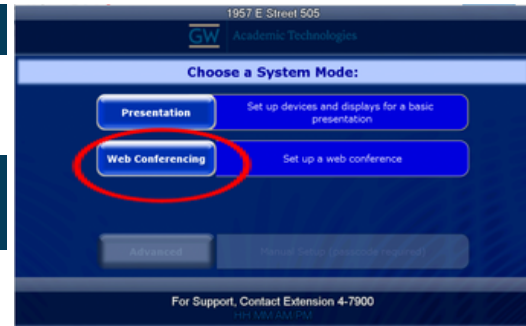
Connect the USB cable from your laptop to the lectern.
This will connect the room camera and microphones to your laptop

2



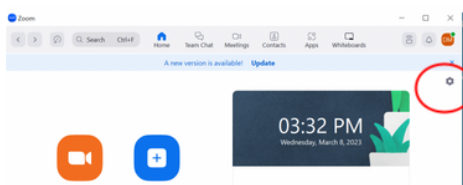
Tap anywhere on the touch panel to turn on

Select "Web Conferencing" to turn on the room camera



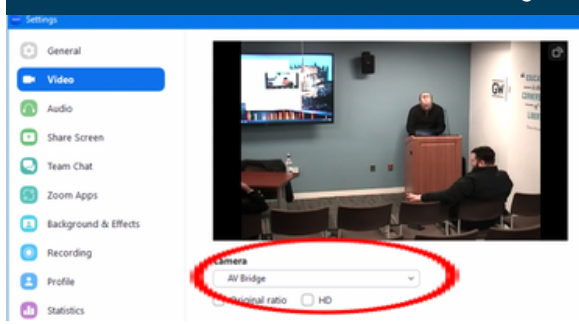
3

On your computer open Zoom

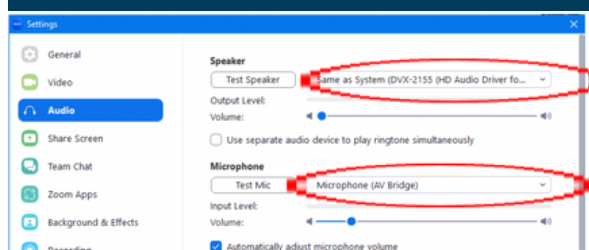


Click the small cog in the upper right-hand corner to access Settings

Select Video and confirm Camera is set to AV Bridge



Select Audio and confirm Speakers are set to DVX-2155



Select Audio and confirm Microphone is set to AV Bridge

Zoom Webinars vs Zoom Meetings

Zoom Webinar

A [Zoom Webinar](#) allows only the host and other chosen panelists to share their audio, video, and screen. Attendees have the ability to use the Q&A, Chat, and answer polling questions. Webinars are best for large audiences or events open to the public.

Zoom Webinar Features

- [Q&A](#): Use a question and answer panel in your webinar.
- Enable [Practice Session](#): Start the webinar in a practice session instead of a live broadcast.
- Enable [Polling](#) for webinars: Create single choice or multiple choice polling questions for attendees.
- [Use Webinar Templates](#): Create or save webinar templates for future use.
- [Schedule Reoccurring Webinars](#)
- Request permission to unmute panelists: Allows webinar panelists to choose if they wish the host to have pre-approved consent to unmute them.
- Make the webinar on-demand: Automatically record the webinar in the cloud and share a link with all registrants
 - Record the webinar automatically: Check this option to automatically record the webinar if you want to record the webinar locally (requires the host to join via a desktop computer) or the Zoom cloud

Sign in credentials

Sign In

Email Address

Password

Zoom Meeting

A [Zoom Meeting](#) refers to a video conferencing session conducted using the Zoom platform, allowing participants to connect through video, audio, and chat, enabling real-time collaboration and communication. Meetings are best for smaller groups in which discussion is needed.

Zoom Meeting Features

- [Video and Audio Conferencing](#): Participants can join the meeting using their webcams and microphones, enabling face-to-face communication and real-time audio interaction.
- [Screen sharing](#): Zoom allows participants to share their screens, making it easy to present slideshows, documents, or any other content with others in the meeting.
- Chat and messaging: Participants can send text messages to the entire group or privately to individuals, facilitating real-time communication during the meeting.
- [Breakout rooms](#): This feature enables the host to split participants into smaller groups for discussions or activities and then bring them back to the main meeting.
- [Polling and Q&A](#): Zoom offers polling and Q&A features, allowing hosts to gather feedback or address questions from participants in an organized manner.
- Virtual backgrounds and filters: Users can customize their video feed by applying virtual backgrounds or using video filters to add a touch of creativity or privacy.
- [Recording](#): Zoom allows hosts to record meetings, including video, audio, and shared content. This feature is helpful for participants who couldn't attend the meeting or for future reference.



Video and Photography Consent Guidance

GW photographers and videographers should consider several factors before determining whether a photo/video permission is necessary.

- The risk associated with not having a photo/video permission requires balancing several factors such as whether the:
 - a. photo/video generates from a situation where permission is generally necessary.
 - b. effort to obtain permission is practical and feasible.
 - c. photo/video includes students and/or faculty.
 - d. trademarks or branding for a third party are visible in the photo/video.



Written and Verbal Permission

- **Written permission should generally be practical and feasible.**
 - "Practical and feasible" means the number of permissions for potential photo/video is not too difficult to obtain in an orderly and timely manner.
 - Photographers and videographers should utilize the Office of Communications and the Marketing's written permission form format when possible.
 - Written permissions should be retained for so long as the photo/video may be publicly used by the university.
- **Verbal permission should generally be obtained only if written permission is not practical or feasible.**
 - Verbal permission should include informing the individual(s) about the ways in which the photo or video may be used (e.g. social media, web, print, marketing).
 - An individual decision to not appear in the photo/video should be respected.

<https://communications.gwu.edu/photo-video-release>

Permission is Generally Required If...

- **The individual is identifiable or the primary focus for a photo/video taken in a non-public space.**
 - "Identifiable" means that the individual is easily or readily recognizable in the photo/video.
 - "Primary focus" means the individual is a specific and intentional focus for the photo/video.
 - "Non-public space" means any location where the general public would not otherwise have access (e.g., classroom lecture, closed university event).
- **Recruited to appear in the photo/video.**
 - "Recruited" means that an individual was specifically solicited to appear in a photo/video.
- **Depicted in a setting where there is an expectation of privacy.**
 - "Expectation of privacy" means that an individual would normally assume that their likeness will not be captured by photo/video.
- **A minor.**
 - "Minor" means anyone under the age of 18.
 - Permission for a minor must be provided by the minor's parent or legal guardian.

Video and Photography Consent Guidance (cont.)

Permissions for Large Events

- The ability to obtain permission when practical and feasible applies to large events, even if permission may not be required because an individual voluntarily attends or is not the primary focus/recognizable.
 - Signage can be posted at the entrance to a large event that notifies individuals about potential photography/videography.
 - Example Language: Photographs and/or videos may be taken [in this class/at this event, etc.]. By entering and attending [this class/event, etc], you acknowledge and agree that your likeness may be included in photos and videos of the event and used by GW in connection with communications about [your school/department] or in other GW communications. If you do not agree to this usage, [please notify the photographer or videographer/sit on the left side/do not enter the event, etc.].

Special Considerations: Students

- Any photo/video that identifies a student is considered an education record subject to the Family Educational Rights and Privacy Act ("FERPA").
 - "Education record" means any record (physical or electronic) that (i) directly relates to a student and (ii) is maintained by the university or a party acting on its behalf.
 - A photo/video that reasonably identifies a student that is taken by a university employee or contractor is subject to FERPA.
- Any photo/video that identifies a student is considered an education record subject to the Family Educational Rights and Privacy Act ("FERPA").
 - The university cannot disclose (ie. publicly use) any FERPA-protected record without a student's written permission.
 - A student's written permission must (i) be signed, (ii) be dated, (iii) specify the record to be disclosed, (iv) state the purpose for the disclosure, and (v) identify who can make this disclosure.
 - Photographers and videographers should utilize the University Registrar's written FERPA permission form format when possible.

Special Considerations: Faculty

- Coordination with faculty on photography/videography within their classroom creates efficiency and helps avoid intellectual property issues.
 - Faculty serve as a great resource to coordinate permissions to take videos within a classroom (e.g., faculty provide advance notice to class about where to sit and/or how to participate in a class where a photo/video may be taken).
 - Any photo/video that captures a faculty lecture may impact the faculty member's intellectual property rights.
 - A specific faculty permission should be obtained to take a photo/video from a faculty member's lecture that will later be publicized; the intellectual property in the lecture itself is owned by the faculty member.

Special Considerations: Trademarks

- A photo/video should avoid capturing the trademarks or branding for a third party unless that third party has provided written permission.
- A third party trademark or branding that appears in a photo/video without written permission can be either edited out or otherwise obscured prior to publication.



Creating Accessible and Inclusive Events

At the Elliott School, we are committed to ensuring that all members of our community, students, alums, faculty, staff, and friends of the school have an opportunity to reach their full academic promise, professional potential, and to feel respected, seen, and celebrated. To this end, we are committed to having accessible programs, equitable representation for our speakers and audiences on a diverse range of topics and viewpoints in an inclusive environment where all feel welcomed. Please remember that diversity encompasses a range of human experiences, including but not limited to race, ethnicity, gender identity, sexual orientation, age, ability, religious beliefs, ethical values, political philosophies, and social class.

Below are need-to-know, school-wide policies, helpful guidelines, and additional resources for ensuring your events are diverse, equitable, inclusive, and accessible.



Guidelines

All events hosted at the Elliott School of International Affairs must comply with GW's Disability Support Services (DSS) policies.

<https://disabilitysupport.gwu.edu/>

If you have any questions about these guidelines or need assistance from DSS, please contact dss@gwu.edu

- [Accessibility at GW](#)
- [Disability Support Services](#)
- [Disabilities Policy](#)
- [Web Content Accessibility Guidelines \(WCAG\)](#)
- [GW Style Guide](#)
- Your [Web Content Policy](#)
- [GW Identity Standards & Guidelines](#)
- [Website Terms of Use](#)
- [Social Media Policy](#)



Creating Accessible and Inclusive Events

Guidelines For Promotional Materials

[GW's Design Guidelines and Best Practices](https://accessibility.gwu.edu/standards-and-best-practices) (<https://accessibility.gwu.edu/standards-and-best-practices>) are the best source for detailed information including use of alt text, use of digital images for the visually impaired and more. Some standard tips to follow are:

- Promotional materials should use easy-to-read sans serif fonts like Arial.
- Do not embed PDF's with important event information that are one single graphic.

To ensure that there is accessibility throughout the event process, all RSVP forms should contain the following:

- Contact information of the person organizing the program, along with this message: "The Elliott School can coordinate with the university to reasonably accommodate most disabilities. If you need specific accommodations, please contact (contact's name) at (telephone number and TTY, if possible). Requests should be made as soon as possible, but at least three days prior to the program to ensure accommodation."
- Link to information about the university's Disability Support Services (disabilitysupport.gwu.edu).
- An open space where they can self-disclose if they have any special needs or require any special accommodations.

Have questions? Email onlinestrategy@gwu.edu or visit the Marketing & Creative Services team at [office hours](#) for further assistance.



Our primary goal at the Elliott School is to host events and programs representing our values and celebrating diversity, equity, inclusion, and accessibility within and outside our community. For any additional questions regarding diversity and inclusion, please visit the Elliott School's website for diversity, equity, and inclusion (<https://elliott.gwu.edu/diversity-and-inclusion>) or contact [Sebastián Eduardo Reyes](#)/Phone: 202-994-0570 to learn more about the school's commitment to DEI and how to host events that are diverse, equitable, inclusive, and accessible.

Creating Accessible and Inclusive Events

Other Tips

- When scheduling an event, be mindful of who will and won't be able to attend based on the date and time. See the Interfaith calendar [here](#).
- When creating promotional materials, be mindful of people who may use screen reading software that turns text to speech, and create online materials accordingly. For instance, PDFs are not always screen reader-friendly. Be mindful of participants who may not be able to read small fonts, and ensure all print materials use a sans-serif font (like Arial) in a reasonably sized font.
- When creating an RSVP form, be mindful of participants who may identify as gender nonconforming or otherwise gender diverse. You can ask for occupation, affiliation, or academic title if needed, but refrain from asking for gender-based titles like Mr., Ms., or Mrs.
- If your event will use name cards or nameplates, a good practice is to ask participants if they feel comfortable disclosing their used pronouns. You could ask for pronouns in the RSVP form but do not make it a mandatory field to protect the self-disclosure rights of participants and audience members.
- When creating RSVPs, if you ask for other self-disclosing information like race, ethnicity, or gender identity, or if you ask for audience members to disclose their identities, please be clear and mindful of the purpose of this information.
- When doing introductions, be mindful of speakers who may identify as gender nonconforming or otherwise gender diverse. Ask your speakers how they'd like to be introduced in advance, including preferred pronouns. Similarly, only disclose information about the speaker they have previously cleared and authorized you to share.
- Be mindful of those with hearing problems at the event and use microphones where and when appropriate.
- When showing videos, be mindful and use closed-captioning whenever possible. (Click the CC/Closed Captioning icon on the video's bottom bar. If the video supports closed captioning, a pop-up window will appear with language options).
- When speaking, be mindful of the language you and others use, replacing exclusive words with inclusive alternatives. Please see the examples below:

Exclusive Words	Inclusive Alternatives
You guys	You All, Y'All, Folks
Ladies and Gentlemen	Everyone/Colleagues
Freshman	First-Year Student
Mankind	People
Chairman	Chair/Chairperson
Congressman	Congressional Representative
Disabled Person	Person With a Disability

- Always ask for feedback. It is best practice to send a survey after your event to assess its success and evaluate if you met your learning objectives with the hosted event or program. In this survey, you can include questions for audience members to assess if there is anything that they would like to see in future events in matters of content, diversity, equity, inclusion, or accessibility.

Elliott Event Policies

CATERING POLICY

- All events that provide catering should include a vegetarian option. Longer events like conferences should include additional options for dietary restrictions, such as gluten-free, dairy-free, and vegan, and be labeled as such.
- According to [GW's Single-Use Plastics Policy](#), event organizers must follow restrictions and guidance regarding single-use plastics, which should not be procured at a client's event.
- Check out a list of caterers on page 23.

UNIVERSITY POLICE DEPARTMENT (UPD)

- UPD are required to be in attendance at an event with alcohol where under-age students will be in attendance.
<https://police.gwu.edu/event-security>
- UPD are encouraged, but not required for weekend events when the building is closed to the public.
- Event organizers should always assess if their events need UPD to be present. Depending on the topic discussed, the target audience, or the speaker(s) invited.

SINGLE-GENDER PANELS

- As part of the Elliott School's commitment to diversity, equity, inclusion, and accessibility, any event consisting of three or more speakers must be gender inclusive and have two or more gender identities represented at the table.
- If a panel, symposium, or other event with three or more speakers consists of a single gender, the moderator must be a different gender. This guideline enriches the educational experience for all and expands the scope of points of view.

POSTER POLICY

- Posters are only permitted on bulletin boards. Posting on glass or painted surfaces is not permitted.
- Plastic holders adjacent to elevators are reserved for use by ESIA faculty and staff.
- Posters displayed in prohibited locations are subject to removal.
- For more information-- <https://living.gwu.edu/promotions>

FARA LAWS

- Any student organization that receives a communication or approach from a Foreign entity regarding hosting an event or program must contact the Office of the General Council to ensure that they follow the appropriate legal standards and comply with FARA Laws and Regulations.



GW's Single-Use Plastic Policy



The University has committed to eliminating single-use plastics on GW property to the greatest extent possible. In accordance with the University's Single Use Plastics Policy, GW Organization required to follow its restrictions and guidance regarding single-use plastics. Single-use plastic items should not be procured for use at GW Organization's Event. [The Single-Use Plastics Implementation Plan & Guide](#) provides details regarding options and alternatives to single-use plastics. In addition, the [Green Event and Catering Guide](#) provides information for planning events on GW property. Notwithstanding the foregoing, GW acknowledges that there may be situations where alternatives to single-use plastics may be prohibited due to circumstances or situational challenges. In such cases, GW Organization is required to notify the University and obtain prior written consent for use of requested single-use plastics.



Event Promotion

After securing a venue, determining speakers and format for your event, promoting your event to your target audience is your next priority

Emma

Emma email templates are pre-designed layouts that provide a structure for creating visually appealing and professional marketing emails. These templates are typically customizable, allowing users to add their branding elements, content, and promotional materials. The templates ensure consistency in branding and design, making it easier to maintain a cohesive marketing strategy. With engaging visuals and strategically placed call-to-action buttons, Emma email templates can effectively capture the attention of recipients and drive higher click-through and conversion rates, thus maximizing the success of promotional efforts.

Eventbrite

Eventbrite is an online platform that enables individuals and organizations to create, promote, and manage events of all types and sizes. It serves as a comprehensive event management solution, offering tools for event registration, ticketing, marketing, and attendee management. Event organizers can set up event listings, customize ticketing options, and leverage various promotional features to reach their target audience. Users can discover a wide range of events on the platform, ranging from conferences and concerts to workshops and community gatherings. This is better for large scale events and inclusion of non GW audiences. If using Eventbrite, events must be listed on Localist in addition to Eventbrite.

To have your event featured in the Elliott School Newsletter, please submit the Thursday before the Monday newsletter in which you want your event to be advertised in. Events must be listed on Localist in order to be featured in the newsletter.

GW Event Calendar

The GW Event Calendar provides a centralized calendar for events in the GW community. Event organizers can create detailed event listings, including information about the date, time, location, description, and RSVP options. The platform also offers powerful customization options, allowing organizations to tailor the calendar to match their branding and style. Users can easily search for events based on their interests, location, or specific criteria, making it convenient for GW community members to discover and attend GW events.



Elliott Media Promotion

Media Relations

The George Washington University's Office of Media Relations is responsible for the media needs of central university administration and many of our schools and colleges. In need of help with a media inquiry? Contact us: (202) 994-6460 or gwmedia@gwu.edu

For media advisories or press releases, contact robinkhan@gwu.edu

Events Open to Media or Closed to the Media

Please note that the university only reaches out to media for major events and high profile speakers. Invitations and other marketing materials must specify whether an event is "public and open to the media" or "private and closed to the media." If the event is open to the media, ensure that your RSVP form has a space for media to enter their affiliation.

Headshot Booth

There is a Professional Headshot Booth in the Center for Career Services in the University Student Center. This can be useful for advertising the speaker at your event. Book an appointment through their [website](https://careerservices.gwu.edu/professional-headshot-station) (<https://careerservices.gwu.edu/professional-headshot-station>)



Timeline of Media Services

1 Week Notice	2-3 Week Notice	4+ Week Notice
<ul style="list-style-type: none"> • Re-share your posts • Instagram story event roundup 	<ul style="list-style-type: none"> • Initial awareness • 1-2 reminders • Day-of last call* • Instagram story event roundup <p>*If applicable to the event at our discretion</p>	<ul style="list-style-type: none"> • Initial awareness • 1-2 reminders • Speaker feature • Day-of last call* • Instagram story event roundup • Guidance on accessibility, graphics, copy

Branding Guidelines

The Importance of the Brand

Our identity is a powerful asset. By consistently using the elements of the George Washington University's visual identity, you help to create and maintain a strong "brand" that reinforces who we are, how we define ourselves and the value we provide to our key audiences. In addition to the "Identity Standards and Guidelines," here are some tips for how to stay on brand here at the Elliott School:

- Only use official, high-resolution logos in any marketing materials. The university's Department of Marketing and Creative Services has created official logos for the Elliott School and each of its institutes. To access them, contact public affairs.
- Use an easy-to-read sans serif font like Arial in 12 point on emails and other event correspondence.
- The Elliott School should always be referred to as "the Elliott School" and not "The Elliott School," unless at the beginning of a sentence. The same goes for "the George Washington University." If referencing them together, it's "the George Washington University's Elliott School of International Affairs."
- Use the Elliott School Flickr account to download high resolution photography to use for invitations, flyers, and other marketing materials.
- Utilize the email templates in Emma created by Public Affairs and by the university.
- Visit go.gwu.edu to create shortened, GW-branded URLs for RSVP forms and other links and/or marketing materials (Note that if you're away from campus, you'll need a VPN to access this page).
- Create custom email banners and images to use for any events that occur on a regular basis or as a part of a series. Public Affairs can help to create these banners and ensure that they adhere to appropriate branding guidelines.
- Use the color reference chart below for easy on brand primary color selections. More colors, including the university's secondary palette, can be found in the "Identity Standards and Guidelines" visit the Color Palette page on the Marketing and Creative Services site, creativeservices.gwu.edu/color-palette.

Core Primary



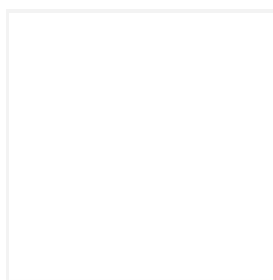
PANTONE 302 CP

CMYK: 100/25/0/50
 RGB: 0/64/101
 HEX: 004065



PANTONE 7503 CP

CMYK: 0/12/35/25
 RGB: 200/177/139
 HEX: c8b18b



WHITE

CMYK: 0/0/0/0
 RGB: 255/255/255
 HEX: fffffe

Core Accents



PANTONE 2925 CP

CMYK: 85/24/0/0
 RGB: 0/150/214
 HEX: 0096d6



PANTONE 1205 CP

CMYK: 0/5/31/0
 RGB: 255/238/187
 HEX: ffeebb

A Guide to Social Media at the Elliott School

A comprehensive guide to social media at the Elliott School can found on the [Elliott School Resources website](https://blogs.gwu.edu/elliottfacultyandstaff/social-media/) here:
<https://blogs.gwu.edu/elliottfacultyandstaff/social-media/>

The school's five social media accounts are managed in partnership with GW Central's Digital Content Team.

- Instagram- <https://www.instagram.com/elliottschoolgw/>
- YouTube- https://www.youtube.com/channel/UCys8_QgEg3_WeiuSZqmg48Q
- LinkedIn- <https://www.linkedin.com/school/elliott-school-of-international-affairs/?viewAsMember=true>
- Twitter- <https://twitter.com/ElliottSchoolGW>
- Facebook- <https://www.facebook.com/elliottschool/>

If you'd like us to post something on your behalf, please send an email to robinkhan@gwu.edu and provide the platform you'd like to see it on as well as the basic facts and a visual if available. We'll write the copy and do the rest.



If your institute or initiative is considering starting a social media account to promote activities and build awareness, please consult with robinkhan@gwu.edu, Director of Communications and Marketing for the Elliott School, to ensure you have a well-formulated content plan in place prior to starting any new channels that includes:

- Clearly defined goals and objectives
- Identification of the target audience
- Selection of appropriate social media platforms
- Development of a content strategy
- A consistent posting schedule
- Metrics and analysis
- Integration with other marketing efforts such as newsletters and events.

Further Resources:

1. [GW Social Media Main Site](#)
2. [Social Media Policy](#)
3. [Digital Accessibility](#)

Make sure to follow and tag @ElliottSchoolGW for reposts/retweets and use our hashtags:

- #WeAreElliott
- #ElliottProud



Please email socialmedia@gwu.edu with any questions

Logistics

Wi-Fi

GWConnect is the WiFi network that is reserved for guests of the university including parents, university event attendees and other visitors.

Guests must self-register for their access credentials. If a guest cannot receive texts or access email to retrieve the credentials, please contact the IT Support Center for assistance at 202-994-4948 or ithelp@gwu.edu.

[Get Started](https://it.gwu.edu/get-started-gwconnect-wifi) (<https://it.gwu.edu/get-started-gwconnect-wifi>)

Catering Services

Click [here](#) for a list of past catering options.

We are excited to announce we have a list of the most qualified and reliable catering service providers in the DMV area on a Master Service Agreement (MSA). With these MSAs in place, we can now seamlessly organize and cater various events - meetings to accommodate catering options for various dietary preferences without going through a contract review process for each event. Departments can leverage these caterers knowing that they have gone through our contract review process with established ratified contracts that mutually protect the parties involved.

The list of caterers under agreement can be found here or by emailing P2P@gwu.edu for more information.

Signage

Signboards are available for use from the Public Affairs Office. In addition, signage next to the elevators are available with approval from the Public Affairs Office.

Other Vendors

- **Photography**
 - GW Photography, creativeservices.gwu.edu/request-photo-shoot-event-coverage
- **Freelance Photography and Videography:**
 - Maria Luz Bravo, marialunes@yahoo.com
 - Sam Levitan, <https://www.samlevitan.com/>; sclevitan@mac.com
- **Videographers**
 - Caroline Space - carolinespacephoto@gmail.com
 - Chris Zarconi - zarconi@gmail.com
- **Furniture/ Linens**
 - Party Rental Ltd., 1-844-GO-HIPPO (464-4776), partyrentalltd.com

Helpful Links

- GW Style Guide
<https://communications.gwu.edu/sites/g/files/zaxdzs5371/files/2023-03/editorial-style-guide.pdf>
- GW Visual Identity
<https://communications.gwu.edu/visual-identity>
- Photographer Request Form
<https://communications.gwu.edu/multimedia/photography-request>

Parking Vouchers

Parking vouchers are available from Deborah (dmorse@gwu.edu) and will be charged back to your department oracle code.



Event Timeline

12+ Weeks Out

- Event Host
 - Submit event request/intake form.
 - *If the President, a Vice President, the Provost and/or Board of Trustees members will be invited to your event, you MUST request support from the Events Team when completing the form.*
 - If applicable, submit leadership request form to OTP.

10-12 Weeks Out

- Event Host
 - Schedule event kickoff meeting to include all appropriate parties (e.g., event host, event lead, marketing) to share the vision and goals of the event as communicated by GW leadership.
 - Collaborate with MCS.
 - Submit a MCS Project Request Form for collateral material and mailing support (e.g., invitation design, programs, signage).
 - Share invitation list with MCS project manager after prior leadership review and sign-off; Remove all BOT members and instead send a PDF of the invitation and all event details to the Board Office, who will invite Trustees directly.
 - Draft all event communications (e.g., invitation text, reminder to registrants, post-event messages)
 - Sign off on budget projection.
 - Submit materials requiring presidential, provost, or dean approval to appropriate offices via email and provide hard copies when asked.
- Executive Event Lead
 - Draft budget for Event Host approval.
 - Begin sourcing vendors and venues for the event.
 - Attend all planning meetings and offer insight into logistics, program components, marketing, etc.

8-10 Weeks Out

- Save the Dates sent (when applicable).
- Event Host
 - RSVP pages created in collaboration with MCS.

6-8 Weeks Out

- Invitations sent
- Event Host
 - Send a calendar invite to all identified event volunteers regarding onsite/day-of staffing and briefing (actual meeting to occur just prior to event).
 - If the president/Development and Alumni Relations VP is attending your event, submit research requests for known guests/hosts to RRM via Advance.
- Executive Event Lead
 - Draft logistical timeline with staffing and programmatic components in collaboration with the Event Host.
 - Secure all vendors; Note: if RSVP numbers swell, additional vendors and expenses may be added.

4-6 Weeks Out

- Event Host
 - Draft briefing and speaker remarks.
 - Draft photographer shot list.
 - Submit a research request for VIP attendees.
- Executive Event Lead
 - Finalize draft logistical timeline with staffing and programmatic components in collaboration with the Event Host.



Event Timeline (cont.)

2-4 Weeks Out

- **Event Host**
 - Submit final briefing to your managing AVP for approval before being submitted to the appropriate office.
 - If the President or Development and Alumni Relations VP is attending, submit final research requests for top constituents as RSVP's arrive.
 - Identify and assign event volunteers and send reminder for onsite/day-of training.
 - Schedule final project team meeting to review timelines, responsibilities, etc.
 - Share staff briefing documents to those working the event.
- **Executive Event Lead**
 - Finalize vendor orders.
 - Attend leadership briefing meetings, as appropriate.

2-3 Days Out

- **Event Host**
 - Create event collateral (e.g., name tags, copies of timelines, talking points, briefing materials, research); the Event Lead will support when available.
 - Upload the final RSVP list to Social Tables or registration purposes.
- **Executive Event Lead**
 - Troubleshoot various event elements.
 - Confirm vendor orders.

Day-of Event

- **Event Host**
 - Onsite staff briefing/walk through.
 - Liaise with Event Lead for timing and evolving event components.
- **Executive Event Lead**
 - Primary POC for vendors and venue; any changes must go through him or her.
 - Oversee and troubleshoot all vendor and venue elements including catering, audio visual, venue, staffing, etc.

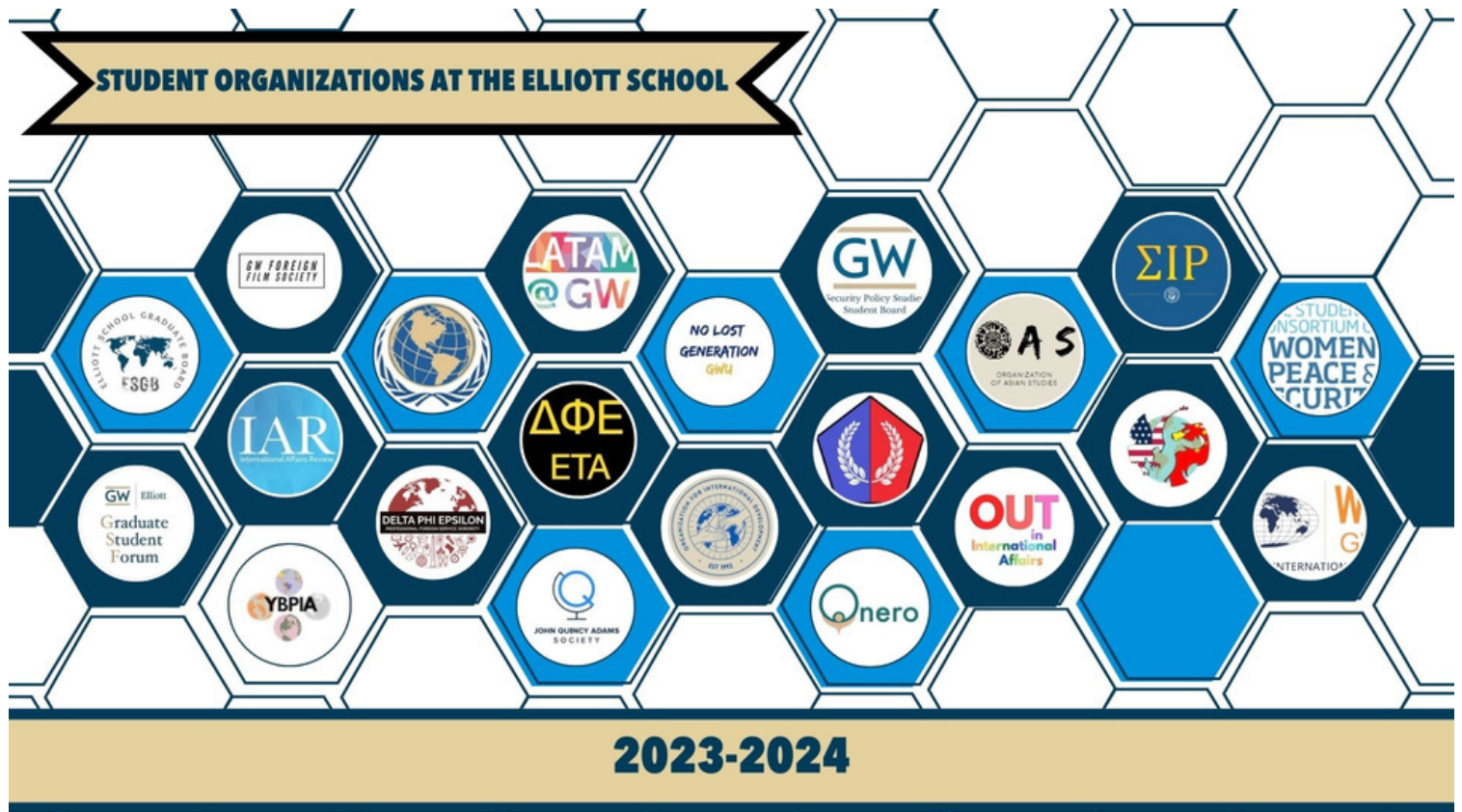
24-48 Hours Post-event

- Pre-approved post-event messages sent, such as Presidential and VP thank you notes.
- **Event Host**
 - Reviews the attendance list and ensures the information is recorded for future events (i.e, Advance Events module).
 - Approves the GW Today story (where applicable).
 - Reviews and approves the post-event email to attendees (sent by MCS and provides MCS with a list for post-event email).
 - Schedule debrief with larger planning team within the next two weeks.
- **Executive Event Lead**
 - Debrief with vendors.
 - Send vendor thank you notes.
 - Reconcile final vendor bills and update budget appropriately.
 - Complete post-event notes following vendor and planning team debriefs.



Student Orgs

Student Organizations are an integral part of the Elliott School, as they offer a critical avenue for engagement, involvement, and student development at the school and GW. Our Elliott School student organizations organize dozens of events annually, allowing our community members to explore their passions and interests alongside their peers, create diverse and inclusive spaces, and enhance their academic and professional development. To our student organizations and their leaders, we thank you for your leadership, commitment, and initiative, as you are the driving force of the Elliott School of International Affairs.



Working with your Advisor

All student organizations, without exceptions, must work closely with their Elliott School advisors for every event, program, or initiative that they plan to conduct. If you do not know who your advisor is or you need to be assigned to an Elliott organization advisor, please contact [Sebastián](#) immediately.

Events and Programming Policies and Procedures

As student organizations hold such a relevant position in the structure of the Elliott School, we have a wide range of processes and policies applicable to organizational events to ensure the safe and effective execution of a program.

First and foremost, please remember that we at the Elliott School abide by the same rules, policies, and guidelines delineated in the [Student Organization Handbook](#) published by the Office of Student Life, Division of Student Affairs. Therefore, all Elliott School-affiliated Student Organizations must abide by the same policies and procedures for events and programming found on pages 23-36 of the Student Organization Handbook.

Please refer below to all the Elliott School-wide policies, helpful guidelines, and additional resources that ESIA-Affiliated student Organizations must abide by while planning an event.

Student Orgs

Contracts

A contract must be completed through the Office of Student Life and the Elliott School Office of the Dean whenever a student organization is engaging with a vendor or performer where payment is being made for a service, the event is on-campus, and (or) the event is recorded or publicly distributed. Please note that contracts are only needed when working with a GW employee or student when the individual is being paid for their services. When working with a vendor that requires contract negotiations, all student organizations must work with the Office of Student Life, the student organization's advisor, and the Office of the Dean at the Elliott School. Please refer to pages 23 and 24 in the [Student Organization Handbook](#) to learn more about the contract negotiation guidelines, the types of contracts, and the processing of contracts' timelines.

Catering & Food Services

Student organizations may use a catering service of their choice. Some ESIA venues, like City View Room and the State Room, will require a copy of the caterer's business license and certificate of liability insurance. While organizations will not need a contract for every delivery food order (Domino's, Chipotle, etc.), many catering companies will issue a contract for services provided at an event. In this event, student organizations must not sign any contracts or formal agreements. Follow the contract process outlined above and forward all contracts to your Staff Advisor or Sebastián for processing and financial approval.

Please note that food and beverage are not permitted in academic spaces. Additionally, the catering set-up and breakdown time must fall within the event time.

Hosting an Event with Alcohol

All student organizations hosting an event with alcohol must submit [their event for review and approval via Engage](#). All events with alcohol must be approved by the Office of Student Life and the Assistant Dean of Student Services at the Elliott School of International Affairs, Dr. Lakeisha R. Harrison if the event will occur on Elliott School grounds. Please note that submission on Engage does not indicate or guarantee approval. Once posted in Engage, the Office of Student Life team will review each event individually, and you will receive a notification when your event gets approved. If you are hosting your event in the Elliott School building, once you receive said approval, please send these to [Sebastián](#) for revision and Dean approval. See the Procedures for Events with Alcohol on pages 63-70 in the [Student Organization Handbook](#) for the procedures required to host a student organization-sponsored activity in which alcoholic beverages are consumed, served, or sold.

Event Spaces Booking Policy

As a school located in an urban setting that overviews a multitude of student organizations, finding spaces to host events can be rather challenging. For this reason, we encourage student organizations to be proactive and diligent when planning events to ensure that you can book your perfect space at the Elliott School or on campus to host your activities and programs.

- To book events at the Elliott School, please refer to page 4 of this event guide to learn how to secure the spaces, guidelines to use these rooms, and venue capabilities and features. Please remember to be flexible when booking spaces for your events. Assess the purpose, the needs, and the desired outcome of each program you plan to ensure that you are selecting the appropriate venue for your event. Please contact [Sebastián](#) if you need assistance with booking any of the event spaces at the Elliott School or if you need to book classrooms.
- Please note that venues like the City View Room and the State Room have a reservation or booking cost. However, student organizations have rental fees waived as long as 50% or more of the audience for their event is affiliated with the George Washington University (i.e., students, faculty, staff, alums, and donors). Notwithstanding, A/V equipment, personnel charges, and additional services are not waived, and student organizations and leaders should calculate such costs when establishing the budgets for their events. Lastly, remember that all renters of the City View Room and the State Room are subject to the cancellation and rescheduling fee, which is \$100 plus any event charges.

To book spaces outside the Elliott School building, please refer to pages 24-27 in the [Student Organization Handbook](#) and revise the [Venues Platform](#) at GW.



Student Orgs

Marketing and Communications

Each student organization is responsible for its marketing and communications strategies as pertain to its events. However, all communication for events that the organization intends to advertise to the entire Elliott School community requires approval from the Elliott School's Office of the Dean.

Please note that all event communications done through mass email campaigns to the Elliott School community must be relevant to the entire Elliott Community. For instance, events with extremely specialized or specific topics might not be relevant to the community, as only a small percentage of the school population may have the background knowledge, affinity, and (or) interest in said topic. Therefore, please consider these factors when requesting a mass-advertisement campaign for your event. To request a mass communication campaign, please submit your request here. If you have any questions, [Sebastián](#) or [Robin](#) can help you navigate the different facets of events communications, marketing, and promotion.

Budgets & Finance

All ESIA-affiliated student organizations will receive an allocated budget from the Elliott School in addition to the funds allocated from the Office of Student Life. Therefore, each organization's events and programs must be within their allocated budgets, as these are final, and no budget increases will be permitted. [Sebastián](#) will discuss and explain Student Organizations' budgets, how to access student organizations' funds, and different financial opportunities during the Student Organization Orientation hosted at the beginning of each academic year. Please note that all expenses for an event, including booking fees, catering, special requests, A/V needs, staffing demands, and miscellaneous expenses, are exclusively the student organizations' responsibilities.



Protest and Demonstrations

Per the GW Code of Student Conduct:

"The George Washington University is committed to the protection of free speech, the freedom of assembly, and the safeguarding of the right of lawful protest at the university, including virtual, online, and digital settings. Therefore, student organizations and individual students shall have the right to engage in behaviors such as distributing pamphlets, collecting names for petitions, and conducting orderly demonstrations, provided these actions are not disruptive of normal university functions and do not encompass the physical takeover or occupation of university facilities and spaces, whether or not they are in use at that time.

While all students have the right to dissent and to protest, these rights shall not be exercised in such a manner as to obstruct or disrupt teaching, research, administration, conduct procedures, or other university activities. No one group or organization holds a monopoly on dissent or on freedom to hear all sides. Further, the fact that students may pursue their interests through speech and assembly at the university does not abrogate their accountability as citizens to the laws of the larger society, and the university is entitled to reflect these constraints in its own regulations.

Notwithstanding the foregoing, the university recognizes that protecting impromptu and spontaneous assembly for the purpose of expression, protest, and dissent is essential to fulfilling this commitment. Thus, the lack of a reservation to use space or other university resources is not by itself a basis for terminating any expressive activity, including impromptu activities, unless the protestor assembly conflicts with a previously scheduled event in the same location or is identified as engaging in behavior prohibited under university policy."

Organizations planning a protest, demonstration, or other advocacy activities are encouraged to consult their Staff Advisor, Org Help, or Student Rights & Responsibilities (SRR) for guidance on achieving the advocacy goals safely and effectively.

Academic Calendar

Dates are subject to change. Updates can be found on the University website (<https://www.gwu.edu/academic-calendar/>).

Fall Semester 2023

Classes Begin	Thursday, August 24, 2023
Labor Day (no classes)	Monday, September 4, 2023
Fall Break (no classes)	Thursday - Friday, October 12-13, 2023
Thanksgiving Break (no classes)	Monday, November 20 - Saturday, November 25, 2023
Last Day of Classes	Monday, December 11, 2023
Reading/Make-Up Day	Tuesday, December 12, 2023
Final Examinations	Wednesday, December 13 - Tuesday, December 19, 2023
Fall Degree Conferral	Friday, January 5, 2024

Spring Semester 2024

Classes Begin	Tuesday, January 16, 2024
Martin Luther King Day (no classes)	Monday, January 15, 2024
President's Day (no classes)	Monday, February 19, 2024
Spring Break (no classes)	Monday, March 11 - Saturday, March 16, 2024
Last Day of Classes	Monday, April 29, 2024
Make-Up Day	Tuesday, April 30, 2024
Designated Monday	Wednesday, May 1, 2024
Reading Day	Thursday, May 2 - Friday, May 3, 2024
Final Examinations	Saturday, May 4 - Friday, May 10, 2024
Commencement Weekend	Thursday, May 16 - Sunday, May 19, 2024
Spring Degree Conferral	Sunday, May 19, 2024

Summer Sessions 2024

Session I Begins (6-, 8-, 10-, and 14-week sessions)	Monday, May 20, 2024
Memorial Day (no classes)	Monday, May 27, 2024

Juneteenth (no classes)	Wednesday, June 19, 2024
6-Week Session I Ends	Saturday, June 29, 2024
Session II Begins (6-week session)	Monday, July 1, 2024
Independence Day Observed (no classes)	Thursday, July 4, 2024
8-Week Session I Ends	Saturday, July 13, 2024
10-Week Session I Ends	Saturday, July 27, 2024
6-Week Session II Ends	Saturday, August 10, 2024
14-Week Session I Ends	Saturday, August 17, 2024
Summer Degree Conferral	Saturday, August 31, 2024
Law Degree Conferral	Sunday, September 1, 2024



Sample Run of Show

Analytics and Diplomacy

Wednesday, Nov 2

11:30 am-1:30 pm EST

City View

Elliott School, 1957 E St NW

Event Type: IN-PERSON with webex recording for post-event promotion

Moderator: Benjamin Hopkins, Professor of History and International Affairs; Senior Associate Dean of Academic Affairs, Elliott School of International Affairs

Panelists:

Ms. Laura Williams, Dept of State, Director of Analytics
Elliott School faculty Member, TBD
GDIT member, TBD

Staff contacts:

(Include all contact details)

Run of Show:

11:00 am Room and webex setup

11:30 am Event begins

11:30 am moderator welcomes guests, introduces panelists

11:40 am Each panelist in turn to speak with prompts from moderator.

12:15 pm Moderator to ask follow-up questions

12:30 pm Audience Q&A

1:00 pm Event concludes, moderators thanks panelist and audience

1:00-1:30 Lunch and networking

