

'24-'25

The Elliott School of
International Affairs

GUIDE TO

HOSTING EVENTS



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This guide is a resource to anyone who plans, organizes or hosts events at the Elliott School of International Affairs.

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

Sophia Novak

ESIA Web Lead

sophia.novak@gwu.edu

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

Sebastián Reyes

Operations Lead, ESIA Student Services

sreyes002@email.gwu.edu

Contact Sebastián for assistance with student organizations or tech questions.

How to Book a Venue Across Campus

Elliott School Venues

Elliott School exclusive venues are as follows:

- Lindner Family Commons (Room 602)
- Room 505
- 2nd Floor Atrium (reception space)
- Basement Atrium (reception space)

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

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>

Events & Venues

Contact Events & Venues to request a reservation for the **City View** and **State Room** 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>



Popular Event Spaces

City View	Movable seating for 150	7th floor of the Elliott building 1957 E Street	Venues - City View Room https://events-venues.gwu.edu/city-view-room
Harry Harding Auditorium	fixed Seating for 297.	This is an academic classroom space Room 213, 1957 E Street	use the online reservation system: https://gwu.emscloudservice.com/web/
Lindner Family Commons	Moveable seating for 150.	Hybrid event capabilities. This is an academic classroom space Room 602, 1957 E Street	https://gwu.emscloudservice.com/web/
State Room	Fixed seating for 70.	The State Room is a fixed-seat venue with a horseshoe-style seating arrangement. 7th floor	https://events-venues.gwu.edu/state-room
Suite Conference Rooms	Moveable seating	Conference style rooms	These rooms are reservable through the department or institute where they are located.
2nd Floor Atrium	Standing/ Seating up to 300	Open space suitable for exhibitions and standing events can hold up to 300. All furniture must be rented/no sound system.	https://gwu.emscloudservice.com/web/
6th Floor studio	standing/ seating	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
Informal Event Spaces Lounge	Basement- up to 60 6th Floor- up to 40	Student-centered areas Basement- moveable seating for 60 chairs. 6th Floor- couches and chairs for up to 40	Non-reservable

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 the 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 to the charging stations.
 - Handheld mics and 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 as the first floor, for registration/check-in tables. 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 so facilities can 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 these microphones from the room.



Web Conferencing and Tech in Elliott Event Spaces (cont.)

Troubleshooting

IT Classroom Support handles troubleshooting for technology in all classrooms, 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.



Tech Support

Contact [GW IT Classroom Support](#) with a request for support (please choose Event as the request type) at least 5 business days before the event.

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

***Tech Support does not assist with Zoom, WebEx, or Google Meetings for hybrid events.**

Linder Family Commons Tech Setup 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. Use your GW Credentials.
5. Navigate Zoom and log in to your account or the account where the scheduled meeting should occur. Once you find your meeting, click “Start Meeting.”

Using a Powerpoint or Slide during Events

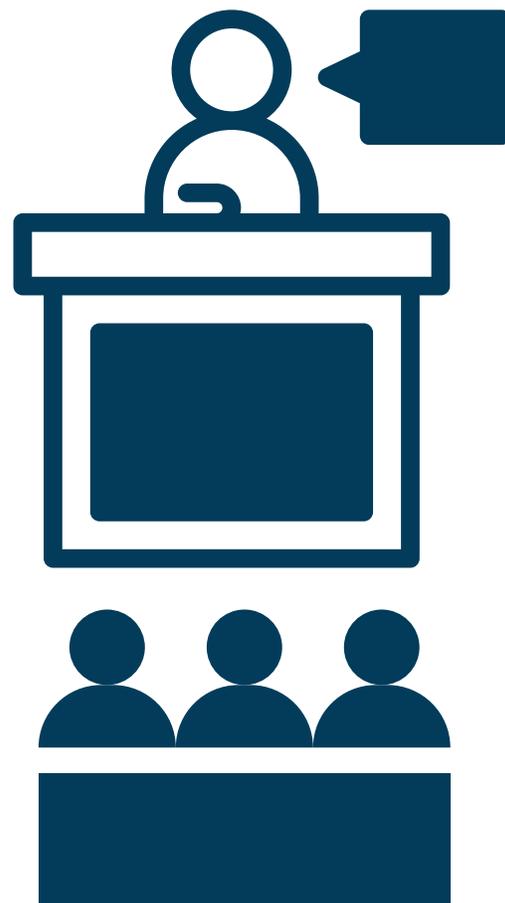
1. After logging into the meeting on Zoom/Webex, etc., return to the computer icon.
2. Open up the presentation on the computer and set it to presentation mode for the largest display.
3. Touch the web conference icon to return to web conferencing. Your display should still be on the TV monitor.
4. Do 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.



Linder Family Commons Tech Setup and Instructions for Web Conferencing (cont.)

Things to Remember

1. **NEVER turn off the computer tower's power. Instead, turn the system off via the touch screen.**
2. Remember to log out of your account after the event. To do this, double-click the “log off” red button at the top-right corner of the computer screen.
3. Remember to turn the system off after an event (touch the system on/off icon at the top of the screen).
4. Remember to return the lights and shades to their default positions (off and halfway up, respectively).
5. 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 coat area).
6. For technical problems, you can still use the phone on the column, but do not expect a tech support person to 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.

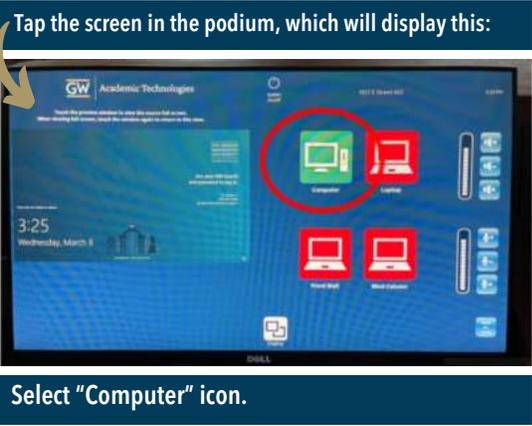


Using the Controls within a meeting

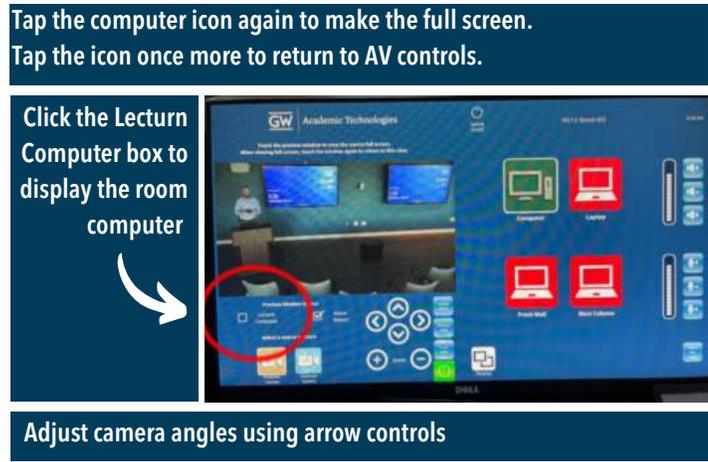
1. With the computer screen minimized, the red and green display icons are for the four monitors in the front and back of the room. A white border appears around the displays that are visible on display screens.
2. Touch the black-and-white “Back” icon at the bottom left of the screen to control the cameras. The cameras can also be controlled from the column display pad located in the right column at 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.

Lindner Commons Hybrid Setup

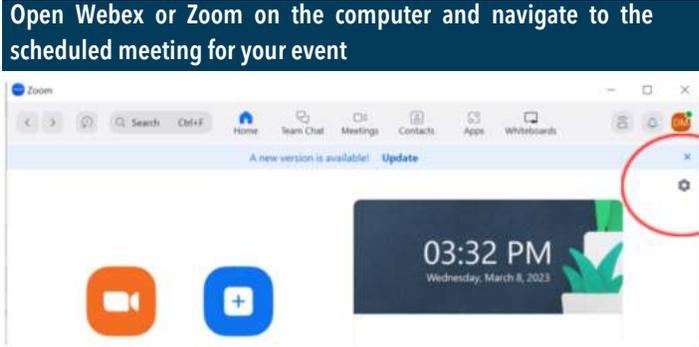
1



2



3



4

To ensure your meeting runs smoothly, please ensure that your video and audio are in the correct settings.



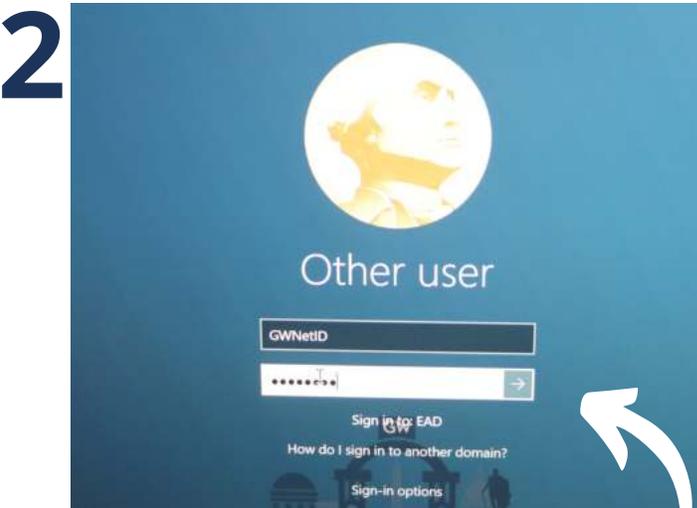
Video: Remember your camera should be on "Extron MediaPort 200"

Audio: Remember your microphone is on "Extron MediaPort 200 Speakerphone"
Remember your speaker should be on "Extron MediaPort 200 Speakerphone"

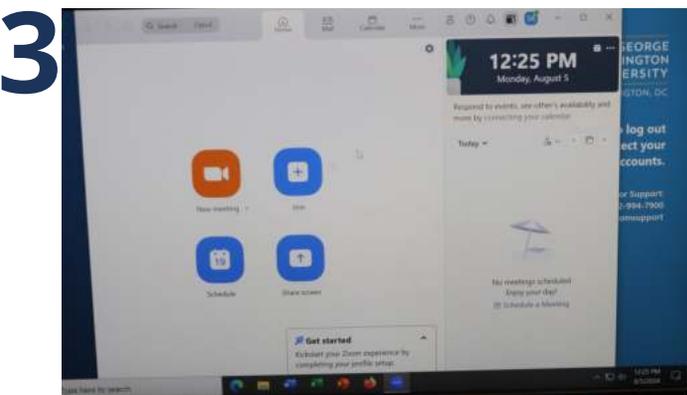
Room 505 Hybrid Setup



Once the system is on, tap on the computer option.



Once in the system, log in with your GW Credentials.



Open Zoom or Webex and find your meeting in your meeting's list or start a new meeting.

4



Audio: Remember your microphone is on “Echo Cancelling Speakerphone (EST 505 CAM MIC)”
Remember your speaker should be on “Echo Cancelling Speakerphone (EST 505 CAM MIC)”

Video: Remember your camera should be on “EST 505 CAM MIC”

5

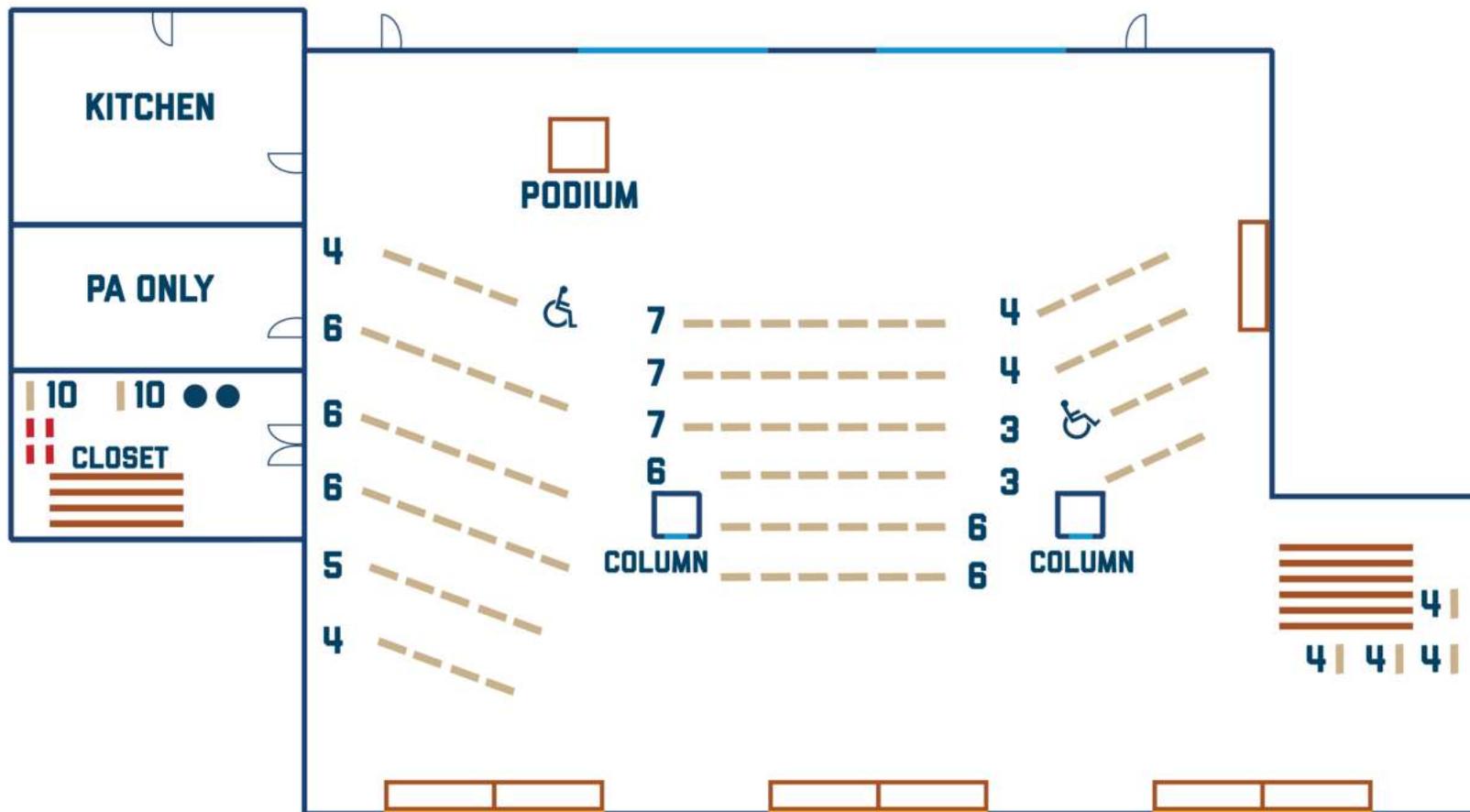


Use this panel to control the volume of the microphone and the speakers.

Use this panel to control the position and proximity of the camera.

Please call 202-994-7900 for assistance

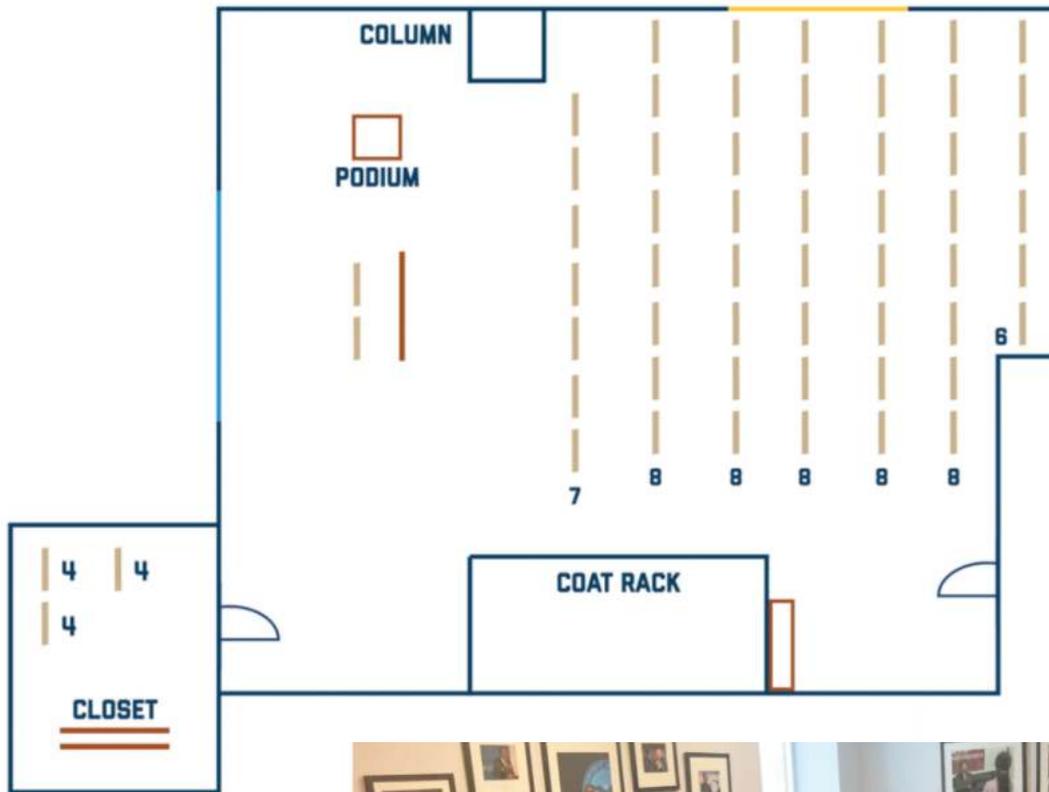
Lindner Family Commons Default Setup



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

Zoom Webinars vs Zoom Meetings

Sign In

Email Address
rsvpesia@gwu.edu

Password
ElliottSchool20052!

ESIA sign in credentials for webinars

Zoom Webinar

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

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.



Video and Photography Consent Guidance

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

The risk associated with not having photo/video permission requires balancing several factors, such as whether the:

- a. photo/video generated from a situation where permission is generally necessary.
- b. an 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.

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



Written and Verbal Permission

- Written permission should generally be practical and feasible.
 - “Practical and feasible” means the number of permissions for potential photos/video is not too difficult to obtain in an orderly and timely manner.
 - Photographers and videographers should utilize the Office of Communications and 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 how the photo or video may be used (e.g. social media, web, print, marketing).
 - An individual’s decision not to appear in the photo/video should be respected.

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 or video taken by a university employee or contractor that reasonably identifies a student 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 the 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 and professional potential and to feel respected, seen, and celebrated. To this end, we are committed to having accessible programs and 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

Contact Lou MacAfee at lou.macafee@gwu.edu to learn more about the school's commitment to DEI and how to host events that are diverse, equitable, inclusive, and accessible.

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

Creating Accessible and Inclusive Events

Guidelines For Promotional Materials

GW's Design Guidelines and Best Practices (<https://accessibility.gwu.edu/standards-and-best-practices>) are the best source for detailed information, including the use of alt text, the 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 Ariel.
- Do not embed PDFs with important event information that is 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 strives to host inclusive, accessible events that enable all individuals to engage fully. We will make every effort to accommodate everyone's needs as possible ahead of our event. Please reach out to (contact's name) at (contact's email or telephone) for any questions regarding accommodations."
- 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 dietary restrictions or require any specific accommodations.

Have questions? Contact esiainclusion@gwu.edu



Creating Accessible and Inclusive Events

1. Acknowledge who will and won't be able to attend an event based on the date and time by planning around religious holidays. See the Interfaith calendar [here](#).
2. Ask your speakers how they'd like to be introduced at an event in advance, including preferred pronouns, to be mindful of speakers who may identify as trans* or gender nonconforming. Only disclose information about the speaker they have previously cleared and authorized you to share.
3. Be mindful of those who are hard of hearing by using microphones where and when appropriate. Similarly, use closed-captioning on displayed videos and during virtual events whenever possible.
4. Ask for individuals' pronouns when hosting an event with name cards or nameplates. However, do not make sharing pronouns a mandatory field to protect the self-disclosure rights of participants and audience members. You can also ask for occupation, affiliation, or academic title if needed in registration forms, but refrain from asking for gender-based titles like Mr., Ms., or Mrs.
5. Ensure everyone involved in the planning and execution of an event are aware of any needed accommodations requested by speakers or participants as appropriate. All individuals supporting an event should be prepared to support those with expressed dietary or accessibility needs.
6. Ensure all promotional materials and event content, use easy-to-read fonts that are reasonably sized and compatible with screen readers to be mindful of people that are visually impaired or blind.
7. When speaking, be mindful of the language you and others use, replacing exclusive words with inclusive alternatives. Inclusive language is gender-neutral and often people-first unless otherwise specified. Example words and phrases include: everyone, folks, colleagues, person with a disability, first-year student, etc.
8. When possible, offer sensory-friendly environments, including quiet areas outside of the event space, and give prior notice of changes to schedules to accommodate neurodivergent guests and participants.
9. State the purpose of asking participants to self-disclose information like race, ethnicity, or gender identity on registration forms when needed, and always give individuals the option to keep their identity private.
10. If possible, ask for post-event feedback. Survey after your event to measure its success and 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.

UNIVERSITY POLICE DEPARTMENT (UPD)

UPD are required to be in attendance at an event with alcohol where underage 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 ESIA faculty and staff use. 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](#).

Information on GW's Protected Speech and Free Expression Policies

GW is committed to protecting free speech, freedom of assembly, and the right to lawful expression.

The university also is committed to providing a safe environment for these actions.

For important information about likely permitted and prohibited expressive activities, visit freeexpression.gwu.edu

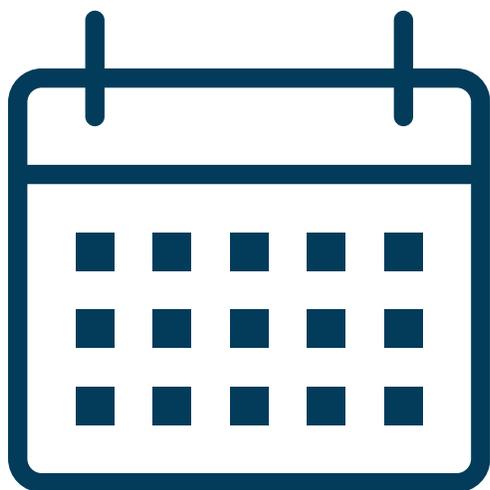


Event Promotion

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

Eventbrite

Eventbrite is an online platform that enables individuals and organizations to create, promote, and manage events of all types and sizes. Elliott School has an institutional account that allows users to advertise events up to 250 pax. Beyond 250, users can pay to expand the size of registrations. Contact robinkhan@gwu.edu to be added to the institutional account.



**Submit Your Event to
the University Calendar**
[https://elliott.gwu.edu/
event-calendar](https://elliott.gwu.edu/event-calendar)

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.

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 contacts the 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 the 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."
- You can use the Elliott School Flickr account to download high-resolution photography 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



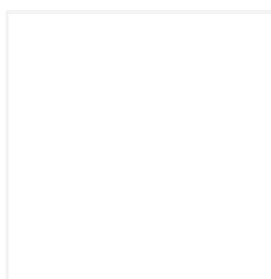
PANTONE 302 CP

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

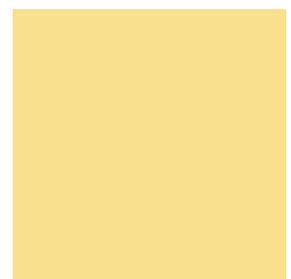
CMYK: 0/0/0/0
 RGB: 255/255/255
 HEX: fffffe

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 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](#)



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.

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

The GW Guest Network has been changed to GWGuest.

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.

Signage

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

Catering

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

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's 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.

10-12 Weeks Out

• Event Host

- Schedule an event kickoff meeting with 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 an 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

- A 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 the 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 RSVPs arrive.
- Identify and assign event volunteers and send reminders 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, and research); the Event Lead will support when available.
- Upload the final RSVP list to Social Tables for registration purposes.

• Executive Event Lead

- Troubleshoot various event elements.
- Confirm vendor orders.

Day of Event

• Event Host

- Onsite staff briefing/walk-through.
- Liaise with the 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, audiovisual, venue, staffing, etc.

24-48 Hours Post-event

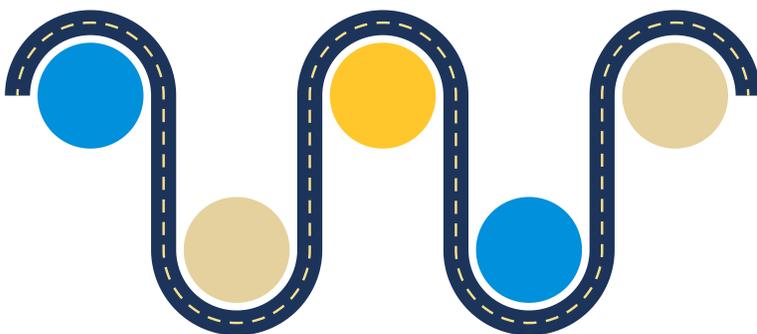
- Pre-approved post-event messages sent, such as Presidential and VP thank you notes.

• 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 a debrief with a 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 the 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.



2024-2025

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 Elliott School's structure, 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 look below at all the Elliott School-wide policies, helpful guidelines, and additional resources that ESIA-Affiliated student organizations must follow while planning an event.

Student Orgs (cont.)

Catering & Food Services

Student organizations may use a catering service of their choice. Some ESIA venues, like the 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. Student organizations must not sign any contracts or formal agreements in this event. 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 beverages are not permitted in academic spaces. The catering set-up and breakdown time must also 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, please send these to Sebastián for revision and Dean approval once you receive the approval from DSA. 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.

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.

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.

Student Orgs (cont.)

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.

Marketing and Communications

Each student organization is responsible for its marketing and communications strategies as it relates 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 highly specialized or specific topics might not be pertinent 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 to [Sebastián](#). If you have any questions, [Sebastián](#) or [Robin](#) can help you navigate the different facets of events communications, marketing, and promotion.



Student Orgs (cont.)

Event Spaces Booking Policy

As a school located in an urban setting that overlooks 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.

Event Spaces Cleaning Fees

Of note is that standard housekeeping and GWPD fees will no longer be charged to internal organizations funded from the central budget.

However:

- Additional housekeeping charges may apply for excessive cleaning or extensive setup/breakdown. The assigned venue manager will assist in assessing these needs and costs.
- No fees will be charged for up to two GWPD officers for building access and crowd control. The assigned venue manager and GWPD will help determine the final number of officers needed for each event. The need for additional GWPD is subject to approval and may be the client's responsibility.
- Standard housekeeping and GWPD fees will appear on itemized invoices but will be waived in total due. Updated Rates and Fee Waivers would like to share two additional Events & Venues updates: The new rates for Specialty Venues managed by Events & Venues ([detailed here](#)) became effective July 1, 2024.
- Internal organizations funded from the central budget (e.g., student organizations, schools, divisions, institutes) will continue to have venue rental fees waived. However, please note that for all events:
 - Lisner Auditorium: Requires technical packages (lighting, sound, graphics) and a minimum number of technical staff and ushers;
 - Jack Morton Auditorium: Requires a minimum number of technical staff.

Academic Calendar

Fall Semester 2024

First Day of Classes	Thursday, August 22, 2024
Labor Day (no classes)	Monday, September 2, 2024
Fall Break (no classes)	Thursday–Friday, October 10–11, 2024
Thanksgiving Break (no classes)	Monday, November 25–Saturday, November 30, 2024
Last Day of Classes	Monday, December 9, 2024
Make-Up/Reading Day	Tuesday, December 10, 2024
Final Examinations	Wednesday, December 11–Tuesday, December 17, 2024
Fall Degree Conferral	Friday, January 10, 2025

Spring Semester 2025

First Day of Classes	Monday, January 13, 2025
Martin Luther King Jr. Day (no classes)	Monday, January 20, 2025
Inauguration Day (no classes)	Monday, January 20, 2025
President's Day (no classes)	Monday, February 17, 2025
Spring Break (no classes)	Monday, March 10–Saturday, March 15, 2025
Last Day of Classes	Monday, April 28, 2025
Make-Up Day	Tuesday, April 29, 2025
Designated Monday	Wednesday, April 30, 2025
Reading Days	Thursday, May 1–Friday, May 2, 2025
Final Examinations	Saturday, May 3–Friday, May 9, 2025
Commencement Weekend	Thursday, May 15–Sunday, May 18, 2025
Spring Degree Conferral	Sunday, May 18, 2025

Summer Sessions 2025

Session I Begins (6-, 8-, 10- and full-term sessions)	Monday, May 19, 2025
Memorial Day (no classes)	Monday, May 26, 2025
Juneteenth (no classes)	Thursday, June 19, 2025
6-Week Session I Ends	Saturday, June 28, 2025
Session II Begins (6-week session)	Monday, June 30, 2025
Independence Day (no classes)	Friday, July 4, 2025
8-Week Session I Ends	Saturday, July 12, 2025
10-Week Session I Ends	Saturday, July 26, 2025
6-Week Session II Ends	Saturday, August 9, 2025
Full-Term Session I Ends	Saturday, August 16, 2025
Summer Degree Conferral	Saturday, August 31, 2025
Law Degree Conferral	Monday, September 1, 2025



For more information pertaining to the observation of religious holidays, visit <https://diversity.gwu.edu/interfaith-calendar>

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, speaks with prompts from the moderator.

12:15 pm Moderator to ask follow-up questions

12:30 pm Audience Q&A

1:00 pm Event concludes; moderators thank panelist and audience

1:00-1:30 Lunch and networking

