This guide is meant to be a resource to anyone who will be planning, organizing, or hosting events for the Elliott School of International Affairs. If you have questions, or would like additional information on any of the information contained in this guide, please contact Kelly Pacino at kellypacino@gwu.edu or 202-994-9127 or any member of the Public Affairs team.

**TABLE OF CONTENTS**

- Hosting an event........3
- Policies to know.........4
- Publicizing your event....5
- Technology needs.........7
- Using PA space...............9
- Catering..................10
- Branding..................11
- Appendix..................13
- Completion page....24
More People to Know

**Deborah Morse**, Executive Associate Dean's Office, dmorse@gwu.edu, 202.994.6240
Assists in booking Elliott School event spaces such as Lindner Family Commons and Room 505. Keys for both of these rooms also can be picked up from her.

**Elaine Garbe**, Senior Associate Director of Alumni Programs, egarbe@gwu.edu, 202.994.2398
Contact if any alumni are to participate or if you’d like to invite alumni to attend school events.

**Kaylie Brassfield**, Program Coordinator, ESIA Research, kbrassfield@gwu.edu, 202.994.7927
Contact regarding any faculty book launches.

**Events & Venues**, Marvin Center Event Scheduling, venues@gwu.edu, 202.994.7470
Any space requests for Marvin Center spaces including City View and State Room are managed through Events & Venues.

**Academic Scheduling**, Classroom Scheduling, registrar@gwu.edu, 202.994.4900
All classroom scheduling is handled by Academic Scheduling through their online system, including classrooms through the Elliott School.

**Academic Technologies**, acadtech.gwu.edu, 202-994-7900
Handles all technological needs for classrooms as well as Lindner Family Commons and Room 505.

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**MEET THE Public Affairs TEAM**

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Who hosts, and what does it mean?

All events sponsored by the Elliott School, as well as all events that occur in Elliott School facilities, must be hosted by an Elliott School staff member or authorized student group leader. All events must be sponsored through an Elliott School academic program, research institute, or approved student organization.

Event hosts and co-hosts must be present at the event from set-up to clean-up. An event host or co-host is an Elliott School staff member or authorized student group leader who reserved the room and has been trained to use the space. A representative from any group co-hosting/sponsoring the event should also be present for setup and clean-up unless otherwise agreed upon in advance. The event host will be responsible for ALL event related activities from scheduling and planning to sending thank you notes and ensuring payments are sent.

For academic programs and institutes, faculty members will need to have the support of their Program Director prior to beginning event planning. The institute Program Assistant will be responsible for hosting events for any affiliated faculty member.

Note: Each student group is permitted two official schedulers with the ability to reserve rooms for its organization. Though we welcome all group members to attend training, at least one of the official schedulers will need to be present at an event. Contact Kelly Pacino (kellypacino@gwu.edu) to ensure your organization’s schedulers are on the Public Affairs approved list.

All event coordinators and event co-hosts/sponsors are held responsible for their own clean-up. Any damage, missing items, or clean-up required will be charged to the individual program or organization that held the event.
**Policies to Know**

Any event with an anticipated attendance of 50+ people, Public Affairs should be been notified.

Any event with a head of state, cabinet level guest, or other high level speaker, Public Affairs MUST be notified as early as possible to assist with coordination.

No panel, symposium, or multi-speaker event (3 or more speakers) held at the Elliott School, should be comprised of a single-gender. If there is no way to avoid a single-gender panel, please ensure the moderator is of another gender.

Any event containing alcohol, is required to have University Police Department (UPD) in attendance. A request for UPD officers can be made on the [GW Police Department website](https://police.gwu.edu).

If you would like to invite Dean Brigety to attend or participate in your event, please contact Kelly Pacino. Kelly serves as the liaison for event requests to Dean Brigety’s office. See a sample of the dean’s briefing documents in the appendix and ensure to send Kelly Pacino appropriate information to complete.

If you are hosting an event on a weekend or school holiday, you need to reserve a UPD officer to unlock and guard the front door, allowing access to your guests. You can reach UPD by calling their non-emergency number at 202-994-6110 or fill out [the online form](https://police.gwu.edu). Additional fees for A/C or heating may be incurred when hosting weekend events.

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**First steps in planning**

The first thing to do when planning an event is consider if Public Affairs needs to be involved in the event and confirm if the event is on or off the record.

Any event with an expected attendance of over 50 guests or high profile speakers should be coordinated with Public Affairs.

After deciding upon the level of involvement from Public Affairs, it will need to be determined if other programs or institutes should be notified regarding possible collaboration. If the subject matter of the event, for instance, may be of interest to another program/institute, contact the program assistant or event coordinator for that program to discuss. Collaboration only helps when it comes to event participation, discussion, and more!

Next on the to-do list is to book a space! (See the appendix for a list of spaces available in 1957 E. St. building and throughout campus). If space is booked in Lindner Family Commons or Room 505, contact Deborah Morse (dmorse@gwu.edu) to schedule key pickup.

Consider required technical needs of the space. Requests for microphones should be submitted as early as possible. See technology section of this guide for more information on technical support.

See a full timeline for event planning in this guide’s appendix!
The Office of Public Affairs can help to promote your event. The Elliott School, Public Affairs, and GW External Relations connect thousands of people per week through email marketing, website, digital signage, social media, and more.
Website
The Events section of the Elliott School website lists all of the school’s events. Please submit all events to the Google form found on the Events section of Elliott School website. All event submissions will be reviewed and approved by Public Affairs. Please ensure, when submitting an event to use the GWU URL shortener for your RSVP link.

Note: Anything listed on the website is public knowledge and we cannot control who sees this information and/or RSVPs or attends your event.

Digital Signs
The digital signs (two in the lobby, and one each on the 3rd and 6th floors) will display logistical information, the day before and the day of the event, for all public Elliott School and affiliated events held at 1957 E Street and submitted to the website calendar. Large, graphic ads will be displayed for all public Elliott School and affiliated events listed on the website calendar held in the Commons, the City View Room and the Harry Harding Auditorium beginning two to three weeks before the event. Information displayed on the digital signs is included at the discretion of Public Affairs.

Weekly Events Newsletter
Public Affairs sends a weekly email of public events to Elliott School faculty, staff, and students, as well as friends of the GW. The email is sent on Sunday evenings or Monday mornings and announces events for the upcoming three weeks. To have your event included, please ensure you have submitted your event to the Elliott School calendar by COB on Thursday.

Event Advisories
Media advisories are reserved for major events and high profile speakers. If you have an event that you feel will garner media attention, contact Kelly Pacino no later than 2 weeks prior to the event. Public Affairs will coordinate with GW’s Office of Media Relations to promote the event to the media.

Invitations/Promotions
Invitations and promotions sent out about events must adhere to GW Branding Guidelines. The complete branding guidelines can be found on the Marketing and Creative Services website under “Identity Standards and Guidelines”. These guidelines are required in order to maintain consistency for the Elliott School and GW brand. Learn more about branding guidelines in the “The Importance of the Brand” section of this guide. Requests for branded marketing materials for speakers series or annual events can be made to Public Affairs.

Posters/Signage
Do not attach signs to glass doors/windows, or pillars; they will be removed. We have several digital screens throughout the building (including the lobby) for the purpose of directing guests (see Digital Signs above). There is also a large bulletin board in the lobby of the 1st floor where announcements may be posted.

Social Media
Social media is an excellent way to publicize and your events. It is recommended to use a variety of platforms to get the word out on events being held. Public Affairs can also assist with event coverage and promotion using the main Elliott School social media sites to promote events. To request assistance with social media coverage, contact Vic Whitten.

In addition to Facebook and Twitter, Public Affairs also recommends promoting events on a variety of other platforms including LinkedIn, Link Tank (for think tanks in the area), and Eventbrite.
When planning an event, considering what technology needs will be required is an important step. Different rooms offer different technology setups, so advance planning is necessary. Below are some things to consider. It is recommended to set up events at least one hour in advance to ensure there is enough time to troubleshoot problems (dead batteries, faulty cables, etc.)

**Microphones**

Microphones for Lindner Family Commons and Room 505 are free of charge. Rooms have wireless handheld microphones and lavalier (clip-on) microphones located in the front lecterns. Commons has 4 lavalier and 2 handheld, and Room 505 has one lavalier microphone and no handheld microphones. It is important to check these prior to the event for battery life. Extra batteries are also located in front lecterns. If you take the last battery, please notify Kelly Pacino to restock. For table top microphones in these rooms, a **microphone request form** needs to be submitted no later than 3 days prior to an event. Microphones are available on a first come, first serve basis.

Microphones for academic classrooms must be requested using [Academic Scheduling’s online system](#). These requests must be made in advance of event.

Microphones for Marvin Center owned spaces including City View and State Room are handled through the Marvin Center upon completion of booking contract. Contact Events & Venues for pricing.

**Computers/Projection**

Similar to microphones, each room has a different setup for computers. It is important to understand room requirements prior to an event.

Both Lindner Family Commons and Room 505 do not come with computers. A free rental may be provided for these rooms by contacting Deborah Morse (dmorse@gwu.edu) at least 24 hours prior to an event.

Both HDMI and VGA cables are provided in the rooms to provide projection capabilities. Please note, the rental laptop is an older model and does not have an HDMI plug-in, so if sound is required through the HDMI cable, another laptop should be brought.

For classrooms throughout the Elliott School, booked through Academic Scheduling, computers and projectors vary per room. Please confirm specific technology requests with Academic Technologies upon reservation confirmation. All technology booked through Academic Technologies has fees associated.

For spaces owned by the Marvin Center, including City View and State Room, technology is provided for a fee. Technology requirements will be discussed upon booking with Events & Venues.

**Technology Troubleshooting**

For issues with technology in academic classrooms booked through Academic Scheduling as well as for Lindner Family Commons and Room 505, Academic Technology is the point of contact. They can be reached by dialing 202.994.7900 or, in Lindner Family Commons, by picking up the phone and dialing 1. For events that require greater than normal technology needs, contact Academic Technology to discuss strategy.

**Photography**

If you would like high quality photos of your event, we strongly recommend hiring a professional photographer. If you get professional photos, please let Public Affairs know, and we may upload them to the Elliott School’s Flickr page. For a list of photographers, please contact Colette Kent at ckent@gwu.edu.

For high level events, you can [contact the University’s photographers](#) to see if they have availability to take photos at your event. This service is provided free of charge.

For lower level events, you may request photography from a Public Affairs team member. Please email Colette Kent at ckent@gwu.edu for availability. Note: All requests should be submitted at least 2 WEEKS PRIOR to an event.
Video

For events that are oversubscribed, Facebook Live is a great option to livestream free of charge. Public Affairs loans out tripods and phone adapters. Please see the diagram in the appendix for an example for how to set up a Facebook Live event.

Please note that programs are responsible for recording their own events should you choose this option. Public Affairs will be able to share the post of the video once it goes live on your Institute’s facebook page.

Note: Failure to return loaned equipment will result in your program/institute being responsible for replacement.

Web Video Initiative

Requesting an event recording:
The Public Affairs Office has limited resources to devote to recording/posting events to the Web Video Initiative (WVI). Please note that a request to record/post/webcast an event is not guaranteed. **We will provide one recording per program per semester.** Should any WVI request be denied, we will supply contact information for contract hires to record your event. See appendix for videographers for hire.

All requests need to be made at least two weeks in advance, preferably when your event details are finalized. This ensures that we have sufficient time to schedule a videographer.

Before submitting a WVI request, please ensure that all speakers are comfortable with being recorded. Failure to do so may result in future requests being denied. Please submit your request at http://go.gwu.edu/videorequest.

If you have an event longer than 2 hours, please note which portion is your priority for videotaping. Consider videoing panels that feature GW faculty. Alumni around the world are some of the major viewers of the WVI.

You will receive a response from a member of the Public Affairs’ staff once your request has been considered. Please note that the process of scheduling a videographer, capturing video, editing, processing video for streaming, and posting it online is time-intensive and involves all members of the Public Affairs team. There may be times in which we are unable to accommodate your request due to other priorities.

Responsibilities if your WVI request is approved:
Inform your speaker/s that the event will be recorded for the Elliott School’s Web Video Initiative and posted online.

On the day of, make sure that there is a mult box available for the videographer. If your event takes place in Room 213, this means making a special reservation with Academic Technologies. Note on your technology request form that a mult box is needed and that there will be a camera present. Ensure you are present at the event at least 30 minutes prior to the start time to meet the videographer and conduct a sound check.

If your institute/program has a banner, please place it behind the speaker, as this often improves the quality of the video image.

Note: Anything that you want to be heard in the video, must be said into a microphone. Please verify the speaker’s preferred format (i.e. if they want to walk around for a lecture, they must wear a lapel microphone).

Promotional Videos

Public Affairs is currently working with some programs and institutes to create short-form promotional videos that can be used on websites and on social media. These videos typically run 1-3 minutes and include interviews with students, alumni, or faculty, footage from high profile events, and more.

Short promotional videos can increase interest from potential students and media, so we strongly encourage you to reach out and make a plan with Public Affairs to have one created. Please email Colette Kent at ckent@gwu.edu to set up a meeting.
Public Affairs is able to provide trained users access to Lindner Family Commons and Room 505 free of charge for events. To ensure the security of equipment and continued use of Elliott School spaces for all registered users, we would like to remind you of some important guidelines for using these specific spaces.

The Lindner Family Commons may only be used for events sponsored by Elliott School offices, research centers, research programs, and officially approved student groups.

At least one trained event host must be present at the event for both set-up to clean-up.

Only those who have received a/v training are allowed to operate a/v equipment.

Public Affairs may request that you hire a UPD officer if you are hosting an event with potential security concerns. In this case, your program or group is responsible for all costs.

Because the Commons and 505 are in high demand, if you do not intend to use a time slot you have reserved, contact Deborah to cancel your reservations.

If you have technical problems with the a/v equipment, contact Academic Technologies to troubleshoot. Be sure to practice with the technology prior to event.

When leaving each room after an event, the following tasks must be completed:

- Room is reset to default setup (70 chairs in the Commons and 1 table on each side; 49 chairs in 505). Sample pictures are provided in appendices.
- Audio-visual equipment turned off and put away (i.e. microphones, projector, etc.)
- Trash picked up and taken to hallway.
- Room vacuumed (if catering was provided and event is in Lindner). Vacuum located in pantry.
- Surfaces wiped down. Lysol wipes provided in credenzas.
- Lights turned off and doors locked.
- Keys returned to Dean's office or left in drop box in Lindner Family Commons pantry.
- Laptop returned to Dean's office if applicable.

Registered users of the Commons are responsible for ensuring that these tasks are completed. Failure to follow these rules will result in restriction of use to Commons/505. Full room/closet setups for Lindner and 505 can be found in the appendix.

If you find any of these tasks have not been completed upon entering any Public Affairs owned space and would like to submit a complaint, please do so using the Public Affairs Space Complaint Form found on the Events section of the website within 24 hours of your event.
Catering

If you would like to serve food or beverages at your event, there are many options ranging from trays of sandwiches to full catered meals. Below are a list of caterers commonly used.

For catering in Lindner Family Commons and Room 505, any caterer may be used. All catering must be fully cleaned up following events. Do not leave any trash or empty boxes in credenzas or throughout room. If catering is provided in Lindner, the host is required to vacuum the floor following the event. The vacuum is located in the pantry.

Marvin Center owned spaces in the Elliott School building (City View and State Room) may also be catered by any caterer. Caterers or host for these spaces must supply table clothes on all tables used. Marvin Center owned spaces outside of the Elliott School, are required to use GW Restaurant Associates as the caterer.

No food may be consumed in classrooms rented through Academic Scheduling. If you would like to provide catering, we recommend setting up outside the classroom, though no food or drink may be brought in.

For events held in the Elliott School where alcohol will be served, ensure a request has been submitted to UPD to request an officer be present. You can find the request form on the UPD website.

Casual Catering
The following caterers are popular sandwich trays, light breakfast options, and more.

- Panera
- Au Bon Pain
- Bonmi
- Corner Bakery
- Whole Foods

Hot Buffet Catering
The following caterers are popular for lunch buffet options. Prices are similar to casual catering but offer a different presentation.

- Lebanese Taverna
- Brown Bag
- Roti

Reception Catering
The following caterers are popular for reception style events or sit down dinners. Wait staff can be provided with this options.

- Spilled Milk Catering
- Well Dunn Catering
- Occasions
- GW Restaurant Associates
What is Branding?

Our identity is a powerful asset. Consistent application of the elements of the George Washington University visual identity across all touch points, we create and maintain a strong “brand” that reinforces who we are, how we define our personality and the value we provide to our key audiences.

A full guide on marketing and branding is available through Marketing and Creative Services and may be consulted or more detailed information. The tips below were curated to demonstrate commonly used elements and purposes. Consult the full guide for additional information on the GW identity.

When to Apply Branding

Branding and identity traits for the Elliott School should be considered on all materials disseminated with a special emphasis on those sent out to a wide and/or external audience. This should include invitations, newsletters, Constant Contact emails, etc. It is extremely important to brand these items to maintain a consistent look and feel throughout the school and university.

Messaging

Each school at GW has specific school experience messaging which contribute to the overall GW brand. It is important to keep this messaging in mind when creating marketing materials for events, emails, etc. The Elliott School’s specific messaging is as follows:

The George Washington University’s Elliott School of International Affairs is one of the world’s leading schools of international affairs. Located in the heart of Washington, D.C., its mission is to educate the next generation of international leaders, conduct research that advances understanding of important global issues and engage the policy community in the United States and around the world. In the January/February 2015 issue of Foreign Policy, the Elliott School’s undergraduate and master’s programs were ranked among the top 10 international affairs programs in the United States by the Teaching, Research and International Policy survey.

For more key points on messaging for the Elliott School, see fact sheet in the appendix.
Logos
The use of logo is an integral part of branding. Official logos may only be used and are those provided by GW's central Creative and Marketing Services. These can be found on the CMS website.

When sending out invitations or emails that may require more than one logo, ensure that the Elliott School logo is on the bottom left corner. The Elliott School logo should be on all Constant Contact emails and invites that are disseminated. Creative and Marketing Services has created Institute specific logos for each institute at the Elliott School. These standardized logos should be used in the place of any previously created. It is important when designating a program or institute that it is still referred to as part of the Elliott School to maintain consistency. For access to all variations of the Elliott School logo, please contact Kelly Pacino.

Quick Tips
Below are some quick tips that we have found most helpful in day to day communications.

- If there is a common or regular event series, consider creating a basic header image that can be used on all invitations or correspondences for that series. Public Affairs can help with the creation of these headers and ensure they adhere to appropriate branding guidelines.

- When sending out a link to RSVP forms, always use the [GWU URL shortener](https://shorturl.gwu.edu). This will create a unique URL that will read `www.go.gwu.edu/youruniquetitle`, instead of having a long and garbled link from another site like Google Forms.

- Don’t know what font to use that is within brand? Stick with basic sans serif typefaces such as Ariel for all correspondences and invitations.

- The Elliott School should always be referred to as the Elliott School in writing and never ESIA. It should always read as “the Elliott School” as opposed to “The Elliott School” unless at the beginning of a sentence. This is the same when referencing the George Washington University in terms of capitalization. If referencing both together, it should read “the George Washington University’s Elliott School of International Affairs” unless at the beginning of a sentence.

- Never use screenshot or low resolution logos or photos. Ensure only approved high resolution logos for GW and the Elliott School are used at all times. For your program or institutes up-to-date high resolution logos, email Kelly Pacino and she can share Dropbox folder with you.

- Use color reference chart below for easy, in-brand color selections. More colors can be found in the Branding Guidelines document.

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>302 C</td>
<td>100/25/0/50</td>
<td>0/64/101</td>
<td>004065</td>
</tr>
<tr>
<td>2925 C</td>
<td>85/24/0/0</td>
<td>0/150/214</td>
<td>0096d6</td>
</tr>
<tr>
<td>7503 C</td>
<td>0/12/35/25</td>
<td>200/177/139</td>
<td>c8b18b</td>
</tr>
<tr>
<td>1205 C</td>
<td>0/5/31/0</td>
<td>255/238/187</td>
<td>ffeebb</td>
</tr>
</tbody>
</table>
Appendix

Space Listing

Room requests for Public Affairs spaces should include the following. Correct email addresses for reservations can be found in descriptions below.

- Date/time of event
- Title of event
- Speaker(s) name(s)
- Media expectation
- Will speaker be on the record
- Expected attendance
- Name and contact email of event contact who has had Commons training
- If applicable, cosponsor contact information

Room 505, 1957 E Street
This space seats up to 50 people, offers flexible seating arrangements, and has full AV capabilities. This space is free to Elliott School staff, faculty, and authorized student groups who have received Commons Training. To reserve this space, contact Deborah Morse in the Dean’s Office at event505@gwu.edu and include the information above.

The Lindner Family Commons, Room 602, 1957 E Street
This space seats up to 150 people, offers flexible seating arrangements, and has full AV capabilities. This space is free to Elliott School staff, faculty, and authorized student groups who have received Commons Training. To reserve this space, contact Deborah Morse in the Dean’s Office at commons@gwu.edu and include the following information:

The Harry Harding Auditorium, Room 213, 1957 E Street
This space is a 297 seat classroom with full AV capabilities. This space is free and available to Elliott School staff, faculty, and recognized student organizations on Tuesdays and Thursdays starting at 6:10pm, and on Fridays starting at 2:30pm. To reserve this space contact Deborah Morse in the Dean’s Office at esiaroom@gwu.edu and include the following information:

City View Room and Terrace, 1957 E Street, 7th Floor
The City View Room and Terrace is available for rent. This space offers flexible seating for 160 people or standing receptions for 250 people with full AV capabilities. For pricing and availability, contact Marvin Center/University Conferences at 994-7470. To reserve this space, fill out an online form at https://events-venues.gwu.edu/student-organizations.

State Room, 1957 E Street, 7th Floor
The State Room is available for rent. This space has fixed seating for 70 with microphones at each seat and full AV capabilities. For pricing and availability, call Marvin Center/University Conferences at 994-7470. To reserve this space, fill out an online form at https://events-venues.gwu.edu/student-organizations.

Elliott School Classrooms
Reservations for classrooms below must be submitted at https://academicscheduling.gwu.edu/virtualems/.

<table>
<thead>
<tr>
<th>Room</th>
<th>Seating</th>
<th>Technology</th>
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</thead>
<tbody>
<tr>
<td>B12</td>
<td>136</td>
<td>Full AV</td>
</tr>
<tr>
<td>B14</td>
<td>17</td>
<td>No Computer/ Screen, No Microphone</td>
</tr>
<tr>
<td>B16</td>
<td>29</td>
<td>No Computer/ Screen, No Microphone</td>
</tr>
<tr>
<td>B17</td>
<td>86</td>
<td>Full AV</td>
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<tr>
<td>111</td>
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<td>Full AV</td>
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<tr>
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<tr>
<td>314</td>
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There are several other event spaces located throughout campus including Gelman Library, The Textile Museum, Lisner Auditorium, and spaces in the Milken School. There is also a more comprehensive list provided on the Events section of the website. Below are spaces we recommend for events. Prices and availability may vary.

<table>
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<th>Room</th>
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<th>Reservation Information</th>
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<td>District House B132</td>
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<td>Marvin Betts Ampitheater</td>
<td>325</td>
<td>Events &amp; Venues</td>
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<tr>
<td>Marvin Continental Ballroom</td>
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<td>Marvin Grand Ballroom</td>
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</tr>
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<td>Marvin Grand Ballroom Terrace</td>
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<td>Textile Museum Myers Room</td>
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Appendix

Full Event Planning Timeline

The event planning timeline below can be used as a rough outline for how to plan a successful event. Understanding each event is unique and requires different needs, use this only as a guide and ensure to think about the needs of each particular event.

3 weeks out, or earlier
• Confirm with speaker – ask about AV needs, if event is open to media/on the record.
• Fill out Google form calendar w/ all event info
• Line up a faculty member to introduce speaker
• Double check all reservations – location, as well as any vendors
• Make sure event is listed on the Elliott School website and that all info is accurate
• Contact Public Affairs about media advisory, if applicable
• Make video request via Google form, if applicable
• Hire photographer, if applicable

2 weeks out
• Check RSVPs and make sure reservations are coming in – if not, think about additional publicity. Public Affairs is happy to assist you with audience development.

1 week out
• Check RSVPs and make sure reservations are coming in – if not, think about additional publicity. Public Affairs is happy to assist you with audience development.
• Gather/create all handouts (i.e. events program with speaker bios, additional promotional materials)
• Print speaker tent cards, if applicable
• If using technology, test your set-up before hand to identify any potential problems
• Promote live webcast of event, if applicable
• Confirm arrival/event logistics with speakers

Day of event
• Provide water for speaker
• Set up room and check-in table
• Put up Elliott School/institute banner, if applicable
• Pick up tripod and/or adapter, if applicable
• Print out RSVP list
• Pick up Commons or Room 505 keys from Deborah Morse in the Dean’s office before 4:00pm, if applicable

Day after event
• Return banner, tripod, etc. to Public Affairs by 10:00am, if applicable
• Return Commons, Room 505 keys, or laptop to Deborah Morse in the Dean’s office by 10:00am, if applicable
• Send thank you note to speaker. If you have a high level speaker (Ambassador, Member of Congress, etc) please check with Kelly Pacino to see if Dean Brigety would also like to send a thank you note.

Tripod Guide
When borrowing the tripod from Public Affairs with adapter for phones, follow directions below.

Unscrew top of adapter to fit phone in horizontally - tighten. Make sure the camera is facing the subject(s) and you are looking at the screen.

Set up the tripod in the front row or as close as you can get as shown in diagram above.
Dean’s briefing documents will be created by Kelly Pacino upon confirmation of the dean’s attendance. Key information to provide includes, title, date, time, role in the event, and VIPs in attendance (including pictures and bio).

**Ambassadors’ Forum with Ambassador Martín Lousteau**

**Event**
Ambassador Martín Lousteau, ambassador of Argentina to the U.S will be the speaker at this event as part of The Ambassadors’ Forum. This series hosts ambassadors from around the world to discuss issues of bilateral and global importance with Elliott School audiences. This discussion will focus upon the state of Argentina today and its bilateral relations with the United States.

**Timeline**

5:30 p.m. - 5:40 p.m. | Beverage reception in the Lindner Family Commons lobby
5:40 p.m. - 5:55 p.m. | Ambassador Lousteau to arrive at the Elliott School and is escorted to Dean Brigety’s office by Kelly Pacino for photographs and meet-and-greet
5:55 p.m. - 6:00 p.m. | Dean Brigety and Ambassador Lousteau to be escorted to Lindner Family Commons by Kelly Pacino
6:00 p.m. - 6:05 p.m. | Dean Brigety proceeds to podium while Ambassador Lousteau takes reserved seat in front row alongside Professor Paula Alonso, Director of Latin American and Hemispheric Studies, Associate Professor of History and International Affairs. Dean Brigety welcomes audience and introduces Professor Alonso
6:05 p.m. | Professor Alonso takes the podium and introduces Ambassador Lousteau
6:07-6:30 p.m. | Ambassador Lousteau will deliver prepared remarks from the podium. At the conclusion of the remarks, Ambassador Lousteau and Dean Brigety will proceed to the armchairs at the front of the room for the moderated conversation portion of the program
6:30 p.m. - 7:00 p.m. | Dean Brigety will open the moderated Q&A with a question or two for Ambassador Lousteau, then turn to questions from the audience. Members of the Public Affairs team will be roaming the room with handheld mics for audience questions
7:00 p.m. | Dean Brigety thanks Ambassador Lousteau and presents him with wrapped gift. Program concludes. Dean Brigety and Professor Alonso escort Ambassador Lousteau to lobby for exit

**Vendor Resources**

**Photography vendors**
Oxana Minchenko, ominchenko@gmail.com
Rick Reinhard, rickreinhard1910@gmail.com

GW Photography
Submit a photography request for External relations to cover event:
https://creativeservices.gwu.edu/request-photo-shoot-event-coverage

**Videography contractors**
Aiden Korotkin
Phone: (248) 721-2379
Email: aiden@aidenkorotkin.com
Website: www.aidenkorotkin.com

Justin Dent (Dent Digital)
Phone: (804) 239-2243
Email: justin@dentdigital.com
Website: www.dentdigital.com

Cyp Bowlding
Phone: (301) 938-0468
Email: cypavs@yahoo.com

Roxanne Russell (with SMPA)
contact students
Josh Lee
Email: joshlee@mindspring.com

**Catering vendors**
Spilled Milk Catering
info@spilledmilkcatering.com
202.525.6455

Well Dunn Catering
info@welldunn.com
202.543.7878

Occassions Catering
(202) 546-7400

GW Restaurant Associates
Jennifer.Lilyquist@compass-usa.com
202-994-6850
Public Affairs Default Room Setups

Commons: Left wing (when facing chairs)- Row 1- 4 chairs, R2, 4 chairs, R3, 4 chairs, R4, 3 chairs
Center section- R1, 7 chairs, R2, 7 chairs, R3, 7 chairs, R4, 7 chairs, R5, 7 chairs
Right section (when facing chairs)- R1, 6 chairs, R2, 6 chairs, R3, 6 chairs, R4, 6 chairs, R5, 6 chairs
80 chairs total
Commons - Chair Setup Left Wing

Commons - Storage Closet with 2 dollies (10 chairs each)
Room 505 chair setup
R1, 8 chairs, R2, 8 chairs, R3, 8 chairs, R4, 8 chairs, R5, 7 chairs, R6, 6 chairs, R7 6 chairs
50 chairs total
Room 505 - Storage Closet

- 2 Podium Stands
- 3 Extra Tables
- 1 Broom
- 2 Extra Chairs
Training Complete

This page shows that I, ______________________, have completed the Public Affairs and Events mandatory training in full. I acknowledge the Public Affairs event policies and recognize that if I do not adhere to them, my events are subject to cancellation as well as my booking rights to Public Affairs spaces, including Room 505 and Lindner Family Commons, may be revoked.

This training completion enables me to book Public Affairs owned spaces for a period of 18 months at which point I will be required to complete another training in order to stay advised of changing policies.

Trainee Name

Trainee Signature       Date