The Elliott School of International Affairs

PUBLIC AFFAIRS and EVENT GUIDE '19-'20

Elliott School of International Affairs
THE GEORGE WASHINGTON UNIVERSITY
This guide is a resource to anyone who plans, organizes or hosts events for the Elliott School of International Affairs. If you have questions about any of the information in this guide, please contact Anthony DeSantis at adesantis@gwu.edu or 202-994-1893.

### ADDITIONAL RESOURCES

**Deborah Morse**  
Executive Associate  
dmorse@gwu.edu | 202-994-6240  
Contact Deborah to book Room 505 and the Lindner Family Commons. You will pick up and drop off the keys to these rooms with her. You can also rent laptops from Deborah and ask her to make facilities requests pertaining to events.

**Elaine Garbe**  
Senior Associate Director of Alumni Programs  
egarbe@gwu.edu | 202-994-2398  
Contact Elaine and Matt if Elliott School alumni will participate in your event, or if you want to invite alumni to attend your event.

**Matt Donovan**  
Assistant Director of Annual Giving  
mattdonovan@gwu.edu | 202-994-1799  
Contact Elaine and Matt if Elliott School alumni will participate in your event, or if you want to invite alumni to attend your event.

**Events & Venues**  
venues@gwu.edu | 202-994-7470  
Contact Events & Venues to request a reservation for the City View and State Rooms on the seventh floor of Elliott, or for the majority of other spaces around campus.

**Academic Scheduling**  
registrar@gwu.edu | 202-994-4900  
Use Academic Scheduling’s online system to reserve classrooms at the Elliott School.

**Academic Technologies**  
acadtech@gwu.edu | 202-994-7900  
Contact Academic Technologies for any technology needs for classrooms, Room 505 and the Lindner Family Commons.

**Faculty and Staff Resources**  
go.gwu.edu/esiresources  
Use this website to stay up-to-date on best practices for events, websites, emails and social media at the Elliott School.

### THE PUBLIC AFFAIRS TEAM

**Robin Khan**  
Director  
robinkhan@gwu.edu | 202-994-4090

**Anthony DeSantis**  
Senior Communications Associate  
adesantis@gwu.edu | 202-994-1893

**Colette Kent**  
Senior Associate for Digital Content & Multimedia  
ckent@gwu.edu | 202-994-0953
Events 101

When you host an event, you help advance the Elliott School’s mission of educating the next generation of global leaders. Faculty, staff and students leverage our school’s location in the heart of Washington, D.C., to put on more than 350 events each year. These events enrich the Elliott School’s teaching and research by giving our community the opportunity to engage with some of the most influential leaders from the U.S. and around the world.

Who can host an event?

Only trained Elliot School faculty, staff and authorized student group leaders can host events that use our facilities. When you host an event in a classroom, Room 505 or the Commons, it is your responsibility as the trained person to manage the event through its entire life cycle. This includes being present at the event from setup through cleanup. For more on the life cycle of an event, see pages four and five.

Student Groups: Your Elliott-affiliated student group can have up to two official schedulers with the ability to reserve rooms. While we welcome all group members to attend our trainings, at least one of the official schedulers must be present at any event organized by the group. Not sure if your group’s schedulers are on the approved list? Contact Anthony DeSantis at adesantis@gwu.edu.

What types of events can you host?

The possibilities are almost endless: Panel discussions, receptions, seminars—maybe even your own training—and much more. However, please note that all events must be sponsored by the Elliott School's Office of Public Affairs, an Elliott School academic program, research institute or approved student organization.

Can there be alcohol at my event?

Yes, however, any event containing alcohol is required to have a George Washington Police Department (GWPD) presence to ensure those drinking are over 21 years of age. Your department or organization will be charged an hourly rate for each officer working an event. The standard rate is $47.90 with a four-hour minimum. Visit the Division of Safety and Security’s Event Security website safety.gwu.edu/event-security to review all of the policies and request a police presence with at least three days’ notice.

When can you host an event?

The Elliott School’s regular building hours are 7 a.m. – 11 p.m., Monday through Friday. If you’re hosting an event outside of these hours, or on a weekend or school holiday, you must reserve a GWPD officer to unlock and guard the front door and allow access for your guests. The standard rate is $47.90 with a four-hour minimum. Visit the Division of Safety and Security’s Event Security website safety.gwu.edu/event-security to review all of the policies and make a request with at least three days notice.

Please note that if you’re hosting an event outside of regular building hours, you must also ask our designated power user, Deborah Morse, to notify facilities and ensure the HVAC system is turned on. There is an HVAC fee of $100 per hour with a four-hour minimum.
The Event Life Cycle

ASAP
- Book a venue
  PAGES 6 AND 7
- Reserve any required technology
  PAGES 8 AND 9
- Order catering
  PAGE 11
- Coordinate any photography
  PAGE 13

Two Weeks Out
(or earlier)
- Prepare an online RSVP form
  PAGE 15
- Submit the event to the school’s online calendar
- Send an email invitation with the RSVP link
- Prepare any briefings and remarks for speakers
  PAGE 19
- Promote the event on social media accounts
- Email dmorse@gwu.edu about renting a laptop or obtaining keys to space, if necessary

One Week Out
- Collect any rented equipment and keys from Suite 401
- Test any technology before the event
- Meet caterer and any other vendors

Day of Event
- Return any keys and rented laptops to Deborah Morse
- Return any rented equipment to the Office of Public Affairs
- Turn off A/V tech (using the touch screen in Lindner) and turn off any microphones, placing them back in podium drawer with cords neatly wrapped
- Wipe down surfaces with provided cleaning wipes
- Clean floors with provided broom and/or vacuum
- Remove all trash and trash cans from event space
- Reset space (including any closets) to default setup
  PAGES 20 - 23
- Turn off all lights before leaving
- Ensure all doors are locked, if locked before event

After Event
- Collect any rented equipment and keys from Suite 401
- Test any technology before the event
- Meet caterer and any other vendors
- Return any keys and rented laptops to Deborah Morse
- Return any rented equipment to the Office of Public Affairs
- Turn off A/V tech (using the touch screen in Lindner) and turn off any microphones, placing them back in podium drawer with cords neatly wrapped
- Wipe down surfaces with provided cleaning wipes
- Clean floors with provided broom and/or vacuum
- Remove all trash and trash cans from event space
- Reset space (including any closets) to default setup
  PAGES 20 - 23
- Turn off all lights before leaving
- Ensure all doors are locked, if locked before event
Public Affairs Spaces

The Office of Public Affairs provides trained users with access to the following spaces free of charge for events:

Harry Harding Auditorium, Room 213, 1957 E Street
Fixed seating for 297
Full A/V capabilities (for a fee)
Only available Tuesdays and Thursdays after 6:10 p.m. and Fridays after 2:30 p.m.
To request a reservation, email estariroom@gwu.edu

Lindner Family Commons, Room 602, 1957 E Street
Moveable seating for 150
Flexible furniture arrangements
Full A/V capabilities
To request a reservation, email commons@gwu.edu

Room 505, 1957 E Street
Moveable seating for 50
Flexible furniture arrangements
Full A/V capabilities
To request a reservation, email event505@gwu.edu

Using Public Affairs Spaces

To ensure these spaces remain available to all registered users, you are expected to adhere to the following policies:
1. At least one trained event host must be present at the event for both setup and cleanup.
2. Only those who have received A/V training may operate A/V equipment.
3. The Office of Public Affairs may request that you hire a GWPD officer if you are hosting an event with potential security concerns. In this case, your program or group is responsible for all costs.
4. If you no longer intend to use a time slot that you’ve reserved, contact Deborah Morse (dmorse@gwu.edu) to cancel your reservation.
5. You’re responsible for cleaning up after your event and returning the venue to its default setup. If the event was catered, you’re required to fully clean up and vacuum the floor following the event. Don’t leave any trash or empty boxes in the credenzas or anywhere else in the space. There’s a vacuum in the storage closet in Room 505, and another in the pantry of the Lindner Family Commons. All trash cans/recycling bins brought into the spaces during an event must be removed afterwards.

Failure to follow these rules will result in charges to the institute, program or affiliated group. Please see the Appendix for the schedule of fees, as well as the default setup for 505 and the Commons.

How to Reserve Public Affairs Spaces

Reservation requests for the Public Affairs maintained spaces must include the following:

- Name and email of trained event contact
- Title of event
- Date and time of event
- Sponsor and co-sponsor (if applicable)
- Speaker(s)
- Media expectations: Public and open to the media or private and closed to the media
- Will speaker(s) be on record
- Attendance expectations

Other Venue Options (fees apply)

City View Room and Terrace, 1957 E Street
Max capacity: 160 seated, 250 standing
Flexible furniture arrangements
Full A/V capabilities
For pricing and reservations, contact Events & Venues venues@gwu.edu

State Room, 1957 E Street
Fixed seating for 70
Full A/V capabilities
Microphones at each seat
For pricing and reservations, contact Events & Venues venues@gwu.edu

Marvin Center, 800 21st Street
Various spaces
Flexible furniture arrangements
For pricing and reservations, contact Events & Venues venues@gwu.edu

Marvin Center Amphitheater, 800 21st Street
Fixed seating for 130
Full A/V capabilities
For pricing and reservations, contact Events & Venues venues@gwu.edu

Jack Morton Auditorium, 805 21st Street
Fixed seating for 244
State-of-the-art A/V equipment
Green room
Reception area
Lobby rental for additional charge
For pricing and reservations, contact Events & Venues venues@gwu.edu

Textile Museum, 701 21st Street
Max capacity: 90 seated for lecture, 45 seated at tables
Full A/V capabilities
Encouraged to include museum tour
For pricing and reservations, contact Lori Kartchner at loriak@gwu.edu

Elliot School Classrooms

All classrooms reserved through the online system are managed by the university’s Academic Scheduling Office (ASO), available at academicscheduling.gwu.edu/virtualems. After ASO has confirmed your reservation, the university’s Academic Technologies division will contact you in order to coordinate technology needs (for a fee). If the classroom you’re requesting has A/V equipment, you may request a training on their site, as well.

Please note there are several other event spaces located throughout campus, including Gelman Library, Lisner Auditorium, and spaces in the Milken School. For pricing and availability, contact the individual schools.

<table>
<thead>
<tr>
<th>Room</th>
<th>Seating</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>B12</td>
<td>136</td>
<td>Full A/V</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 A/V</td>
</tr>
<tr>
<td>111</td>
<td>38</td>
<td>Full A/V</td>
</tr>
<tr>
<td>112</td>
<td>46</td>
<td>Full A/V</td>
</tr>
<tr>
<td>113</td>
<td>296</td>
<td>Full A/V</td>
</tr>
<tr>
<td>211</td>
<td>58</td>
<td>Full A/V</td>
</tr>
<tr>
<td>212</td>
<td>58</td>
<td>Full A/V</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Room</th>
<th>Seating</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>213</td>
<td>293</td>
<td>Full A/V</td>
</tr>
<tr>
<td>214</td>
<td>60</td>
<td>Full A/V</td>
</tr>
<tr>
<td>308</td>
<td>20</td>
<td>No computer/screen, no microphone</td>
</tr>
<tr>
<td>309</td>
<td>20</td>
<td>No computer/screen, no microphone</td>
</tr>
<tr>
<td>310</td>
<td>20</td>
<td>No computer/screen, no microphone</td>
</tr>
<tr>
<td>31</td>
<td>18</td>
<td>No computer/screen, no microphone</td>
</tr>
<tr>
<td>313</td>
<td>20</td>
<td>No computer/screen, no microphone</td>
</tr>
<tr>
<td>314</td>
<td>20</td>
<td>No computer/screen, no microphone</td>
</tr>
</tbody>
</table>
Technology

Public Affairs Spaces

Microphones: There are wireless and lavalier (clip-on) microphones available for use free of charge in Room 505 and the Lindner Family Commons (Room 602). These microphones and additional batteries are located in the lecterns of each room. Check the battery life on these microphones prior to your event. If you take the last battery, notify Anthony DeSantis at adesantis@gwu.edu so he can restock. DO NOT remove these microphones from their respective rooms, they will not function and you will be assessed a fee according to the schedule found in the appendix.

Computers and Projectors: In both Room 505 and the Lindner Family Commons (Room 602), it is B.Y.O.C. (Bring Your Own Computer). You can rent a laptop for either room for free by contacting Deborah Morse at least 24 hours prior to an event. Each room is equipped with both HDMI and VGA cables to assist with projection. However, the rental laptop is an older model that does not have an HDMI plug-in. So, if sound is required through the HDMI cable, you’ll need to provide a different laptop.

Reserving Equipment: The Office of Public Affairs can lend additional equipment to faculty, staff and students who are up to date on events training. This equipment includes sign holders (useful for wayfinding), livestream kits, and gooseneck microphones. These microphones will only work in Room 505 and the Lindner Family Commons—with only two outlets in Room 505 and four outlets in Lindner Family Commons. You can request to reserve this equipment via elliott.gwu.edu/news-events. Please note that requests are on a first come, first-serve basis and must be made at least three days in advance. Late returns and damaged equipment will result in fees according to the schedule in the appendix.

Using Lavalier Mics

Be sure to clip lavalier microphones at the top of a speaker’s shirt, close to the mouth, to ensure the best sound. Also, consider placement of microphone based on the seating of the speaker(s). For instance, if there are two speakers using lavalier microphones, place them on the shoulders facing inside for best sound quality.

Elliott School Classrooms

All technology needs in Elliott School classrooms are handled by the university’s Academic Technologies division. After the university’s Academic Scheduling Office (ASO) has confirmed your reservation, Academic Technologies division will contact you in order to coordinate any technology needs. Note: Any technology booked through Academic Technologies has associated fees. You may also request that Academic Technologies train you on any space’s A/V equipment.

Other Venues Around Campus

Technology needs for City View, State Room and any other spaces around campus must be coordinated through Events & Venues or through whichever university office is responsible for the space. Cost will vary according to the technology needs and the venue.

Troubleshooting

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

Wi-Fi

Guests can connect their mobile device or laptop to the GWconnect wireless network. They will be prompted to register for an account, and upon registering can receive either an SMS text message or email with account credentials.

Alternatively, a member of the university community can sponsor a visitor by connecting to the GWconnect wireless network and registering their guests. Sponsored guests have access for 48 hours. This option is especially helpful for international guests who aren’t able to receive SMS messages.

Connection and account sponsorship instructions are available at it.gwu.edu/internet-access.

Live Streaming

The Office of Public Affairs recommends using Facebook Live as a free-of-charge live streaming service. Public Affairs has live stream kits available for reservation free of charge. These kits include a tripod, iPad, iPad adapter for tripod, power cord and wall plug. Facebook, Twitter and YouTube are preprogrammed on the iPads in these kits so it will just require a login upon a setup. To reserve a live stream kit, use the equipment reservation form found at elliott.gwu.edu/news-events.

Note: You are not allowed to record/save your event on any of the equipment belonging to the Office of Public Affairs. Doing so can result in a suspension of equipment borrowing privileges. If you wish to have your event recorded, you’re welcome to review the list of suggested contractors on page 10.
Catering & Other Vendors

Catering
From breakfast pastries to cocktail hours and multi-course meals, catering not only adds a nice touch, it can be a critical part of your event. If alcohol will be served at your event, you’re required to request a George Washington Police Department (GWPD) presence with at least three day’s advance notice. Your department or organization will be charged an hourly rate for each officer working an event. The standard rate is $47.90 with a four-hour minimum. Remember: Food and drinks are not allowed in any classroom booked through Academic Scheduling. If you’d like to cater a program taking place in one of these classrooms, you’ll have to set it up outside of the classroom and ensure that no one brings food or drink into the classroom itself. Be sure to clean up after yourself, and review the specific policies for cleaning up after catering in Room 505 and the Lindner Family Commons on page six.

You can use a caterer of your choice in most venues across campus. While variety is the spice of life, here are some recommendations from the Office of Public Affairs:

**Casual Catering & Lunch Spreads**
- Muncheez
- Panera
- Roti
- Simplicity
- Whole Foods

**Reception & Formal Event Catering**
- Good Gracious Catering
- Spilled Milk Catering
- Well Dunn Catering
- Windows Catering

Other Vendors
**Photography**
- Oxana Minchenko, ominchenko@gmail.com
- Rick Reinhard, rickreinhard1191@gmail.com
- GW Photography, creativeservices.gwu.edu/request-photo-shoot-event-coverage

**Videography**
- Cyp Bowling, 301-938-0468, cypav@yahoo.com
- Justin Dent, 804-239-2243, justin@dentdigital.com
- Aiden Korotkin, aiden@aidenkorotkin.com

**Furniture**
- Party Rental Ltd., 1-844-GO-HIPPO (464-4776), partyrentalltd.com

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**Schedule of Fees**

<table>
<thead>
<tr>
<th>Violation</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broken microphones</td>
<td>$50/mic</td>
</tr>
<tr>
<td>Broken/chipped tables</td>
<td>$30/table</td>
</tr>
<tr>
<td>Livestream kits missing equipment or not returned on time</td>
<td>$30</td>
</tr>
<tr>
<td>Room not returned to default set up</td>
<td>$25</td>
</tr>
<tr>
<td>Scratches on the floor</td>
<td>$25</td>
</tr>
<tr>
<td>Microphones removed from 505 or 602, or other mics not returned</td>
<td>$15/mic</td>
</tr>
<tr>
<td>Trash left in room or on credenzas</td>
<td>$15</td>
</tr>
<tr>
<td>Keys not returned</td>
<td>$10</td>
</tr>
<tr>
<td>Doors left unlocked</td>
<td>$10</td>
</tr>
<tr>
<td>Room not vacuumed/swept after catering</td>
<td>$10</td>
</tr>
</tbody>
</table>

DO YOU NEED A TABLECLOTH?
If you’re using a space owned by Events & Venues, you’re required to cover any tables with tablecloths or skirts. You can rent these linens from the university, as well as meet other event-related needs, by visiting facilities.gwu.edu/eventsupport.
Getting the Word Out

How You Can Promote Your Event
How the Office of Public Affairs Helps Promote Your Event
How the University's Division of External Relations Can Help Promote Your Event (If High-Profile)

Post to your institute/organization's web page
Posts to events calendar at elliott.gwu.edu/news-events
Media Advisories

Post to your institute/organization's social media accounts
Posts to the Elliott School's flagship social media accounts
University Social Media

Send emails, invitations and other correspondence
Sends Weekly Events Newsletter to GW community
Provides ongoing training for sending mass-marketing emails on Emma

Record or live stream your event
Takes photos during the event, or can recommend a contractor (per availability)
Provides equipment for live streaming only (no recording)

The Elliott School's Office of Public Affairs and the university's Division of External Relations work together to connect with thousands of people each week through email marketing, websites, digital signage, social media and more. We're here to help you do the same. Here's how:

Events Calendar: Public Affairs maintains an online calendar of Elliott School events at elliott.gwu.edu/news-events. Requests to add programs to that calendar can be made on the same web page. Public Affairs will review, approve and post submissions—but you may be asked to make revisions first. Please note that anything listed on the website is public knowledge, and that we can’t control who sees that information, RSVPs and/or attends your event.

Weekly Events Newsletter: Public Affairs sends a weekly email that highlights the school’s upcoming public events to faculty, staff and students, as well as to other friends of the university. The newsletter is sent on Sunday evenings or Monday mornings, and announces events coming up within the next three weeks. To have your event included, be sure to submit it to the online calendar by close of business on the Thursday prior.

Digital Signage: There are digital signs in the main lobby and on the third and sixth floors. These signs will display logistics information the day before and the day of any public Elliott School event held at 1957 E Street and submitted to the online calendar. These signs will also display large, graphic ads up to three weeks in advance of any public Elliott School event that’s held in Lindner Family Commons, the City View Room or the Harry Harding Auditorium. The information displayed is up to the discretion of Public Affairs.

Non-Digital Signage: Don’t attach any signs or posters to glass doors, pillars or windows. They will be removed. You can post announcements on the two large bulletin boards in the main lobby. Public Affairs also has sign holders that can be reserved along with other equipment at elliott.gwu.edu/news-events.

Emails and Invitations: Both the university and the Elliott School rely on Emma for their mass marketing email needs. You can use another mass email platform, if preferred. To request a free Emma account, please fill out the form at creativeservices.gwu.edu/informal-mass-email. The university’s Online Strategies team also provides training and resources on their website, as well as drop-in sessions to learn other mass marketing tips and tricks.

Please note that all communications about programs and events must adhere to the university’s branding guidelines. You can find these guidelines, known as the “Identity Standards and Guidelines,” on the Marketing and Creative Services website at creativeservices.gwu.edu/visual-identity.

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:

• Use an easy-to-read sans serif font like Arial in 12 point on emails and other event correspondence.
• The Elliott School should always be referred to as “the Elliott School” and not “The Elliott School,” unless at the beginning of a sentence. The same goes for “the George Washington University.” If referencing them together, it’s “the George Washington University’s Elliott School of International Affairs.”

• Use the 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” on page 38 or visit the Color Palette page on the Marketing and Creative Services site, creativeservices.gwu.edu/color-palette.

The Elliott School of International Affairs Event Guide
Email Invite Template

EVENT BANNER GOES HERE
(DELETE if no event banner)

SIZE: Best Fit

FONT: Arial Black, bold, 18pt
COLOR: #0096d6
Center justified
PADDING: 10, 20, 0, 20

1

TITLE OF EVENT
Weekday, Month Date | Time a.m./p.m.
Location Name
Address

2

FONT: Arial, 18pt
COLOR: #004065
Center justified
PADDING: 0, 20, 0, 20

3

SUBTITLE (DELETE subtitle if N/A)
Event description goes here. Include links to any bios.

4

Relevant images can go to the side of this text. Don’t make images any larger than medium.

SUBTITLE (DELETE subtitle if N/A)
Include additional information here. Delete body text if N/A.

This event is public and open to the media. OR This event is private and closed to the media.

NEWS & EVENTS
The Elliott School hosts over 350 events each year on a wide range of topics of interest to international affairs practitioners. See our upcoming events here and subscribe to our blog to stay up to date on the latest news from the Elliott School.

RSVP Form Template

RSVP: Name of Event

Sponsored by (Organization name)
(Delegated by (Name, Title))
NOTE: This event is public and open to the media. OR This event is private and closed to the media.

Weekday, Month Date, Year
Time a.m./p.m. — Time a.m./p.m.
Location Name
Add 600

First Name *

Short answer text

4

Last Name *

Short answer text

5

Email *

Short answer text

6

Affiliation *

- GSE Faculty
- Academic
- No Student
- GSE Alumni
- Other

If media, please name outlet:

Short answer text

7
Creating Accessible and Inclusive Events

Defining Diversity
At the Elliott School, our best work reflects and embraces our diversity. Diversity encompasses a range of human experiences, including but not limited to race, ethnicity, gender identity, sexual orientation, age, ability, religious and/or ethical values, political beliefs and social class. When our programs are accessible, everyone has equitable access. When our events are inclusive, everyone is empowered to fully participate in our programs.

Below are need-to-know, school-wide policies, helpful guidelines and additional resources for ensuring your events are both accessible and inclusive. This list is not exhaustive and there is always more we can do to advance this important goal.

Policies to Know
1. The person organizing a program is responsible for coordinating with the university's Disability Support Services (DSS) to provide reasonable accommodations to students with disabilities and to support non-students access and inclusion to the best of our abilities.
2. RSVP forms should include the following:
   a. Contact information of the person organizing the program, along with a message that says: “The Elliott School can coordinate with the university to reasonably accommodate most disabilities. If you need specific accommodations, please contact (contact’s name) at (telephone number and TTY, if possible). Requests should be made as soon as possible, but at least three days prior to the program to ensure accommodation.”
   b. Link to information about the university's Disability Support Services (disabilitysupport.gwu.edu)
   c. Links to the locations of the university's motherhood rooms and gender inclusive bathrooms (benefits.gwu.edu/motherhood-rooms and mssc.gwu.edu/bathrooms)
3. Any event with three or more speakers must consist of more than one gender. If a panel, symposium or other event with three or more speakers consists of a single gender, the moderator must be of a different gender. This is part of the Elliott School’s commitment to diversity and inclusion. To this end, we support events and speakers that reflect our community’s diverse backgrounds and experiences including but not limited to race and ethnicity, gender identity and expression, age, sexual orientation and identity, religion, nationality, culture, and ideologies. We believe this diversity enriches the educational experience for all and encourage members of our community to strive towards achieving this goal when planning for events.
4. 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 and be labeled as such.

The Golden Guideline: Be Mindful
1. When scheduling an event, be mindful of who will and won’t be able to attend, based on the date and time.
2. When creating promotional materials, be mindful of people who may use screen reading software that turns text to speech, and create online materials accordingly. For instance, PDF’s are not screen reader-friendly.
   a. Be mindful of participants who may not be able to read small fonts, and ensure all print materials use a sans-serif font (like Arial) in a reasonably sized font.
3. When creating an RSVP form, be mindful of participants who may identify as gender nonconforming or otherwise gender diverse. You can ask for occupation and/or affiliation, but don’t ask for gender-based titles like Mr. and Mrs.
4. When doing introductions, be mindful of speakers who may identify as gender nonconforming or otherwise gender diverse. Ask your speakers how they’d like to be introduced in advance.
5. At the event, be mindful of those with hearing problems and use microphones where and when it’s appropriate.
6. When showing videos, be mindful and use closed-captioning whenever possible. (Click the CC/Closed Captioning icon on the bottom bar of the video. If the video supports closed captioning, a pop-up window will appear with language options.)
7. When speaking, be mindful of the language you and others use, replacing exclusive words with inclusive alternatives.

Inclusive Alternatives to Exclusive Language

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<thead>
<tr>
<th>Exclusive Words</th>
<th>Inclusive Alternatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>You guys</td>
<td>You All, Y’All, Folks</td>
</tr>
<tr>
<td>Ladies and Gentlemen</td>
<td>Everyone/Colleagues</td>
</tr>
<tr>
<td>Freshman</td>
<td>First-Year Student</td>
</tr>
<tr>
<td>Mankind</td>
<td>People</td>
</tr>
<tr>
<td>Chairman</td>
<td>Chair/Chairperson</td>
</tr>
<tr>
<td>Congressman</td>
<td>Congressional Representative</td>
</tr>
<tr>
<td>Disabled Person</td>
<td>Person With a Disability</td>
</tr>
</tbody>
</table>

Additional Resources
The Office for Diversity, Equity and Community Engagement (ODECE) provides leadership, resources, and support to advance and sustain inclusive environments for our faculty, staff and students across the university. To learn more, visit diversity.gwu.edu/about-our-office, call 202.994.7434 or email diverse@gwu.edu.
The Day of the Event

The Elliott School of International Affairs

RUN OF SHOW
Public Forum with Assistant Secretary of State Michelle Giuda
Wednesday, September 4, 2019
10:00 a.m. - 11:00 a.m.
Lindner Family Commons

Timeline

8:30 a.m.
Anthony DeSantis unlocks Lindner for event partners, greets members of the press and assists with their setup

8:45 a.m.
Anthony DeSantis brings bottled water and four gooseneck microphones to Lindner, sets up table for panelists

9:00 a.m.
Anthony DeSantis turns on AV system, connects laptop to control panel via HDMI cord and pulls up PowerPoint slide to display as background for event

9:10 a.m.
State Department reps arrive and place “Reserved” placards on appropriate seats

9:15 a.m.
Anthony DeSantis receives coffee and refreshments from caterer; brings in trash/recycling bins from hallway and sets catering up on credenza in back of room

9:20 a.m.
Anthony DeSantis places wayfinding signage on first and sixth floors

9:30 a.m.
Public Diplomacy Fellow checks guests in as they begin to arrive

10:00 a.m.
Event begins; Assistant Secretary Giuda and other panelists provide remarks

10:40 a.m.
Public Diplomacy Fellow runs wireless microphone to guests for Q&A session

11:00 a.m.
Event ends and guests depart

Dean’s Briefing Template

Elliott School of International Affairs

CONVERSATION WITH GENERAL JOHN ALLEN
President of the Brookings Institution
Thursday, August 29, 2019
6:00 - 7:00 p.m.
Betts Theatre at the Marvin Center

Event Description

As part of the First Week Focus, a welcome week speaker series co-sponsored by the Elliott School of International Affairs, the GW International Affairs Society is proud to welcome General John Allen, President of the Brookings Institution, to speak to the students and faculty of The George Washington University.

General Allen is a retired U.S. Marine Corps four-star general, former commander of the NATO International Security Assistance Force and U.S. Forces in Afghanistan and former special presidential envoy to the Global Coalition to Counter ISIL. His prolific career in security and diplomacy makes General Allen an invaluable expert in the field of international affairs. In a talk moderated by Elliott School Dean Ruben E. Brigety II, General Allen will give his analysis of the present state of the world order and discuss what challenges we as the next generation of leaders in international affairs should be equipped to take on.

Timeline

5:30 p.m.
Doors open at Betts Theatre

5:40 p.m.
General Allen and Dean Brigety arrive outside Betts and are greeted by Cyrena Kokolis, IAS Academic Programming Director, and Anthony DeSantis, Elliott School Senior Communications Associate

5:55 p.m.
Cyrena and Anthony escort General Allen and Dean Brigety to the theatre’s green room for conversation and a photo opportunity

6:00 p.m.
Cyrena Kokolis welcomes audience; provides background on the IAS, describes the event format, and introduces Dean Brigety

Dean Brigety provides brief welcome remarks and introduces General Allen

6:10 - 6:35 p.m.
Moderated discussion between General Allen and Dean Brigety

6:35 - 7:00 p.m.
Audience Q&A moderated by Dean Brigety

7:00 p.m.
Cyrena presents General Allen with gift, thanks all for attending
Room 505
Default Setup
Lindner Family Commons
Default Setup