The Elliott School of International Affairs

PUBLIC AFFAIRS and EVENT GUIDE

'18-'19
This guide is a resource to anyone who plans, organizes, hosts or co-hosts events for the Elliott School of International Affairs. If you have questions on any of the information contained in this guide, please contact Kelly Pacino at kellypacino@gwu.edu/202.994.9127 or any member of the Public Affairs team.

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Additional Resources

**Deborah Morse**, Executive Associate Dean’s Office, dmarse@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. Deborah is also the power user for events. Contact her for any facilities requests pertaining to events.

**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.

**Events & Venues**, Marvin Center Event Scheduling, venues@gwu.edu, 202.994.7470

Any space requests for Marvin Center venues including City View and State Room are managed through Events & Venues.

**Academic Scheduling**, Classroom Scheduling, registrar@gwu.edu, 202.994.4900

Classroom scheduling is handled by Academic Scheduling through their online system, including classrooms within 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.
All events sponsored by the Elliott School must be hosted by a trained staff member or authorized student group leader. All events must be sponsored through an Elliott School academic program, research institute or approved student organization.

Note: All program assistants, Elliott School staff, faculty and authorized student groups who plan on hosting events in Room 505 or the Lindner Family Commons are required to attend event training every 18 months. When your program, department or faculty members within your program host events in Room 505 or the Commons, the trained person is responsible for managing the event. This includes set-up of the room, AV and clean-up.

Trained staff must be present at the event from set-up through clean-up.

For academic programs and institutes, faculty members will need to have the support of their program director prior to beginning event planning. Trained staff are responsible for managing events for any affiliated faculty member.

Note: Elliott affiliated student organizations are permitted two official schedulers with the ability to reserve rooms. 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.

Trained staff are held responsible for the event clean-up. Note: Any damage, missing items, or clean-up required will be charged to the individual program or organization that held the event. See price list later in the guide for damages to equipment and/or space. This is a new policy approved for implementation fall 2018.
The first thing to do when planning an event is consider to what extent Public Affairs needs to be involved. Any event with an expected attendance of over 100 guests or featuring high-profile speakers should be coordinated with Public Affairs.

After deciding upon the level of involvement from Public Affairs, determine if other programs or institutes should be notified regarding possible collaboration. If the subject matter of the event is of interest to another program/institute, contact the program assistant to cross-promote the event. Collaboration 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). Ensure to book room block for the amount of time required for the event plus set-up and resetting.

Consider required technical needs of the space. Requests for microphones, photography and live stream kits 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!*
Any event with an anticipated attendance of 100+ people should be coordinated with Public Affairs.

Any event featuring a head of state, cabinet level guest or other high level speaker must be coordinated with Public Affairs.

Any panel, symposium or multi-speaker event (three or more speakers) held at the Elliott School should not consist of a single-gender. If a panel consists of a single-gender, please ensure that the moderator is of a different gender.

Any event containing alcohol is required to have University Police Department (UPD) in attendance. The rate for this service is $47.90 per hour with a four hour minimum. A request for UPD officers can be made on the GW Police Department website and requires at least three days notice.

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 to allow access for your guests. The rate for this service is $47.90 per hour with a four hour minimum. Please fill out the form on the university police website to request this service at least three days in advance.

Weekend events also require facilities to be notified via a power user to ensure the HVAC system is turned on. The power user for events is Deborah Morse. This will incur a fee of $100 per hour with a minimum of four hours.

For additional facilities services pertaining to events including trash removal, a power user will need to be notified and incur a charge back to the institute, program or group. The power user for events is Deborah Morse (dmorse@gwu.edu).

Beginning in fall 2018, groups will be charged for damage caused to equipment within the Lindner Family Commons and Room 505. Charges will also be incurred for equipment not being properly put back to the default setup. For pictures on the default setup, please refer to the appendix of this guide.

For groups using the room, please ensure to check the room prior to beginning an event. If the room has not been reset to the default position, or if you find damage, submit immediately to the Public Affairs Complaint Form to ensure you are not charged for another group's damage. We recommend using the checklist on page nine to go through the room pre and post event to prevent being charged for damage that your group was not responsible for.

Charges will be administered per item. Please refer to list below.

- Broken microphones- $50 per mic
- Broken/chipped tables- $30 per table
- Room not returned to default setup- $25
- Livestream kits not returned as scheduled or with missing equipment- $30
- Microphones moved/not returned- $15 per microphone
- Trash left in room or credenzas- $15
- Keys not returned- $10
- Doors left unlocked - $10
- Room not vacuumed after catering- $10
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.

- Registered users of the Commons are responsible for ensuring that these tasks are completed. Failure to follow these rules will result in charges to the institute, program, or group affiliated. Full room/closet setups for Lindner and 505 can be found in the appendix.
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 commonly used caterers.

Any caterer may be used in Lindner Family Commons, Room 505 and Marvin Center owned spaces. Note that in Marvin Center owned spaces, tablecloths are required on all tables 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 or Room 505, the host is required to vacuum the floor following the event. The vacuum is located in the pantry or in the storage closet for Room 505. All trash cans/recycling brought in for events must then be removed from room following event.

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.

Recommended Caterers

Casual Catering and Lunch Buffets

The following caterers are for popular sandwich trays, light breakfast options, buffets and more.

- Sinplicity
- Roti
- Panera
- Muncheez
- Whole Foods

Reception and Formal Event Catering

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

- Spilled Milk Catering
- Well Dunn Catering
- Good Gracious Catering
- Windows Catering
EVENT CHECKLIST

It is recommended to use this checklist prior to an event beginning as well as immediately following an event. If there is damage or trash left from a previous event, please submit a formal complaint on the Public Affairs Space Complaint Form to avoid being charged.

Trash Removal
- Check all credenzas to ensure no trash is left.
- Place all trash in trashcans and move to hallway (if applicable).

Technology Check
- Ensure microphones are turned off.
- Place all microphones back in podium drawer with cords neatly wrapped.
- Turn off touch screen (Lindner Family Commons only).

Basic Cleaning
- Vacuum floor if catering was provided.
- Wipe down surfaces used with provided Lysol wipes.

Room Configuration
- Ensure room has been reset to theater style default setup. Pictures of setup provided in appendix of this guide.
- Check closet to ensure configuration matches pictures in appendix.

Before Leaving
- Make sure all lights are off in room.
- Ensure all doors to room are locked.

Equipment Return
- Drop keys in Lindner pantry drop box or return to Deborah Morse in suite 401.
- Return computer to Deborah Morse (if applicable).
- Return tabletop microphones to Public Affairs (if applicable).
- Return livestream kit to Colette Kent (if applicable).
The Office of Public Affairs is here to help you promote your event. The Elliott School, Public Affairs, and GW External Relations connect with 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 [form](#) found on the events section of the website for inclusion on the Elliott School events calendar. All submissions will be reviewed, approved and posted by Public Affairs.

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 (one 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 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 the Thursday prior.

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 as soon as possible. Public Affairs will coordinate with GW’s Office of Media Relations to promote the event to the media. Programs should not contact Media Relations directly.

Invitations/Promotions

For invitations, Public Affairs utilizes the free Emma mass marking platform provided by the university. To request a free Emma account, please fill out the form on the Online Strategies web page. Emma training and resources can also be found on the Online Strategies site or you can also attend Online Strategies drop-in sessions to find out tips and tricks. Other email platforms are also able to be used, if preferred.

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 using this form.

Invitations should reflect if the event is on or off the record and open to media. Events open to the media should state on all marketing material “This event is on the record and open to the media”. For events off the record, please ensure all marketing material includes “This event is off the record and closed to media”. If the event is open to media, ensure the RSVP form has a space for media to fill in their affiliation and notify Kelly Pacino of media presence.

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 pg. 10). There is also a large bulletin board in the lobby of the first floor where announcements may be posted. Public Affairs has sign holders that can be reserved by contacting Kelly Pacino at kellypacino@gwu.edu.

Social Media

Social media is an excellent way to publicize your events. We recommend using a variety of platforms to get the word out on events being held. Public Affairs can assist with event promotion using the flagship Elliott School social media accounts. To request assistance with social media coverage, contact Christina Huynh.

In addition to Facebook and Twitter, Public Affairs recommends promoting events on other platforms such as 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. We recommend setting up for an event 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 four lavalier and two 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 located in front lecterns. If you take the last battery, please notify Kelly Pacino to restock. Please note that lavalier and handheld microphones are not to be moved from their designated event spaces. They will not work in any other room. For table top microphones in these rooms, a microphone request form needs to be submitted no later than three days prior to an event. Microphones are available on a first come, first serve basis.

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

Microphones for academic classrooms must be requested using Academic Scheduling’s online system. These requests must be made in advance. You will be contacted by Academic Technologies after your booking has been confirmed with Academic Scheduling and you will be able to request technology.

Microphones for Marvin Center owned spaces, including City View and State Room, are handled through the Marvin Center upon completion of a 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.

Neither Lindner Family Commons nor Room 505 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. 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 Elliott School classrooms booked through Academic Scheduling, A/V capabilities 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

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

Wireless Internet

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

Alternatively, a member of the GW community can sponsor a visitor by connecting to the GWconnect wireless network and registering their guests. Sponsored guests can be provided access for up to 48 hours. This can be particularly helpful for international guests not able to receive SMS messages.

Instructions on how to connect or sponsor can be found on the [GW IT website](https://it.gwu.edu).

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 will 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 also contact the University’s photographers using [this request form](mailto:ckent@gwu.edu) to see if they have availability to take photos at your event. This service is provided free of charge.

For other events, you may request photography from a Public Affairs team member. Please submit the [Photography Request Form](mailto:ckent@gwu.edu) as early as possible.

Video

For events that are oversubscribed, Facebook Live is a great option to livestream free of charge. Public Affairs has live stream kits available for reserve 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 will just require a login upon setup. To reserve a live stream kit, please submit the equipment request form [here](https://www.gwu.edu/aboutus/services-and-operations/public-affairs/requests). Please see the diagram in the appendix for an example of how to set up a Facebook Live event.

Please note, 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, Twitter or YouTube accounts.

The Web Video Initiative (WVI) has been discontinued and Public Affairs will no longer provide videography. If there is a need to record an event beyond a social media livestream, please first contact Public Affairs. If we are unable to assist, please see the list of videographers available for hire.

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 one to three minutes and can 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 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.
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 creates and maintains a strong “brand” that reinforces who we are, how we define our school, 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 to a wide and/or external audience. This includes invitations, newsletters and more. It is extremely important to brand these items to maintain a consistent look and feel throughout the school and university.

For more key points on messaging for the Elliott School, see fact sheet in the appendix.

Logos

The use of logos is an integral part of branding. Only official logos may be used and are provided by GW’s Marketing and Creative Services department. They can be found on the CMS website.

When sending out invitations or emails that require more than one logo, ensure that the Elliott School logo is in the bottom left corner. The Elliott School logo should be on all Emma emails and invites that are disseminated. Marketing and Creative Services has created logos for each institute at the Elliott School. These brand compliant 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.

• Use the GW free email marketing platform, Emma, for free mass mailings as well as access to GW branded templates.

• Always use the go.gwu.edu website to get shortened URLs that are GW branded. Use these shortened URLs anytime a website is listed on marketing materials.

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

• GW official fonts are not provided to staff. Don't know what font to use to stay close to the brand? Stick with basic sans serif typefaces such as Arial for all correspondence 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. Use the color reference chart below for easy, in-brand primary color selections. More colors, including the GW secondary colors, can be found in the Branding Guidelines document.

• Use the Elliott School Flickr account to download high resolution photography for use on invitations, flyers and marketing materials.

Pantone: 302 C
CMYK: 100/25/0/50
RGB: 0/64/101
HEX: 004065

Pantone: 2925 C
CMYK: 85/24/0/0
RGB: 0/150/214
HEX: 0096d6

Pantone: 7503 C
CMYK: 0/12/35/25
RGB: 200/177/139
HEX: c8b18b

Pantone: 1205 C
CMYK: 0/5/31/0
RGB: 255/238/187
HEX: ffeebb
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, co-sponsor contact information

**Room 505, 1957 E Street**
This space seats up to 50 people, offers flexible seating arrangements, and has full A/V 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 A/V 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 information above.

**The Harry Harding Auditorium, Room 213, 1957 E Street**
This space is a 297 seat classroom with full A/V 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 information above.

**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 A/V capabilities. For pricing and availability, contact Marvin Center/University Conferences at 994-7470. To reserve this space, fill out an online form on the Events & Venues website.

**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 A/V capabilities. For pricing and availability. Call Marvin Center/University Conferences at 994-7470. To reserve this space, fill out an online form on the Events & Venues website.

**Marvin Center, 800 21st Street**
Various spaces are available to rent at this central GW site. They have a number of conference rooms of various sizes that offer flexible furniture arrangements, as well as an amphitheater with fixed, tiered seating for 130. To find out if a space is available, call Marvin Center/University Conferences at 994-7470. To reserve one of these spaces, fill out an online form on the Events & Venues website.

**Marvin Center Amphitheater, 800 21st Street**
This space has fixed, tiered seating for 130 and full A/V capabilities. To find out if this space is available, call Marvin Center/University Conferences at 202-994-7470. To reserve this space, fill out an online form on the Events & Venues website.

**Jack Morton Auditorium, MPA Building, 805 21st Street**
The Jack Morton Auditorium is available to rent. This space is a 244 seat auditorium with green room, reception area, and state-of-the-art A/V equipment. For students, the current rental fee for this space is $300 (the normal fee is $400). Groups may also rent the lobby space for an additional $250. To find out if this space is available, call Marvin Center/University Conferences at 994-7470. To reserve this space, fill out an online form on the Events & Venues website.

**Elliott School Classrooms**
Reservations for classrooms below must be submitted on the Academic Scheduling website.

If the classroom that you are requesting has A/V equipment, you may request a training on the Academic Technologies website.
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<tr>
<th>Room</th>
<th>Seating</th>
<th>Technology</th>
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<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>
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<td>No Computer/ Screen, No Microphone</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. For pricing and availability, contact individual schools.

**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-photograph-event-coverage](https://creativeservices.gwu.edu/request-photograph-event-coverage)

Public Affairs photography request, Collete Kent, cke@gwu.edu

**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

**Catering vendors**

Spilled Milk Catering
info@spilledmilkcatering.com
202.525.6455

Well Dunn Catering
info@welldunn.com
202.543.7878

Occasions Catering
(202) 546-7400
Full Event Planning Timeline

The event planning timeline below can be used as a rough outline for how to plan a successful event. Use as a general guide for when to start certain tasks keeping in mind each event is unique and has different requirements.

Three 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 and give introductory remarks.
- 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.
- 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, consider additional publicity. Public Affairs is happy to assist you with audience development.
- Gather/create all handouts (i.e. event 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.

Day after event
- Return banner, tripod, etc. to Public Affairs by 10:00 a.m., if applicable.
- Return Commons, Room 505 keys or laptop to Deborah Morse in the Dean’s office by 10:00 a.m., 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 insert phone or iPad horizontally and tighten. Ensure lens is facing the subject(s) and you are able to see the screen.

Set up the tripod in the front row or as close as possible (see diagram above).
Dean’s Briefing Document Example

Elliot School of International Affairs
THE GEORGE WASHINGTON UNIVERSITY

Ambassadors’ Forum with Ambassador Martín Lousteau
Event Timeline
March 7th, 2017
5:30 p.m.-7:00 p.m.

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. 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

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).
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
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 - Podium Drawer
1 VGA Cable
1 HDMI Cable
1 Lav Mic
Room 505 - Storage Closet

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