The Elliott School of Interntational Affairs

Public Affairs and Event Guide '21-'22

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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 Robin Khan, **robinkhan@gwu.edu** or 202-994-4040.

Important Contacts

Robin Khan

Director of Communications, Marketing & Public Affairs
robinkhan@gwu.edu **|** 202-994-4040 Office/ 301-538-2155 Cell
In person hours: Mon., Tues., Thurs.

Contact Robin regarding room reservation questions for: Lindner Family Commons, Room 505, and the Harry Harding Auditorium as well as exhibit spaces throughout the building. Trainings: Public Affairs, in conjunction with IT, organizes two training sessions per year on the use of 505 and Lindner including set-up, protocols, and tech training for event spaces. For high profile on-the-record events, Public Affairs can assist with media advisories in conjunction with GW external relations.

Olivia Burke

Web Lead, Social Media Contact
oburke@gwu.edu

Contact Olivia with help getting your event on the university calendar and for help promoting your event via social media.

Elaine Garbe

Senior Associate Director of Alumni Programs
egarbe@gwu.edu **|** 202-994-2398 office/ 202-379-5496 cell
In-person Office hours: Tues., Wed., Thurs.

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

Academic Scheduling

Online Booking Tool: https://gwu.emscloudservice.com/web/

Use Academic Scheduling's online system to reserve classrooms at the Elliott School including 113 and 213.

Questions about scheduling

sched@gwu.edu **|** registrar@gwu.edu **|** 202-994-7900

Deborah Morse

Executive Associate
dmorse@gwu.edu **|** 202-994-6240
In-person office hours: Tues., Wed. ,Fri.

Contact Deborah pick up and drop off the keys to room 505 and Lindner Family Commons. You can also ask her to make facilities requests via a fix-it ticket pertaining to events such as HVAC service for weekend events or schedule additional trash pick up for longer events with catering.

Judy Mannix

jmannix@gwu.edu
In-person office hours: Mon.-Fri.

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

Events & Venues

Natalie Hisczak
Director, Scheduling for GW Events and Venues
schedule@gwu.edu **|** venues@gwu.edu

Cattleya Wongkongkatap
Senior Associate Director, Collegiate Services
cattleya@gwu.edu

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.

Oscar Fuentes

oscar_fuentes@gwu.edu | 202-994-1842
In Office Hours: 7:30-6:30

Contact Oscar for any technology needs for classrooms, Room 505 and the Lindner Family Commons.

Elliott School Meeting and Events Spaces

Harry Harding Auditorium, Room 213, 1957 E Street
Fixed Seating for 297
Elliott School has a dedicated block on this room with the following hours:
Tu/Th - 6pm - 10 pm
F - 2:30 pm - 10pm

For events during these hours, contact robinkhan@gwu.edu or dmorse@gwu.edu. Outside of these hours to book 113, 213, or any other academic classroom space, use the online reservation system: https://gwu.emscloudservice.com/web/

Room 505, 1957 E Street
Moveable seating for 50

Lindner Family Commons, Room 602, 1957 E Street
Moveable seating for 150

2nd Floor Atrium
Open space suitable for exhibitions and standing events, can hold up to 300
All furniture must be rented

City View
Moveable seating for 150
Contact events and venues to reserve
For pricing and reservations, contact Events & Venues venues@gwu.edu

State Room
Fixed seating for 70
Contact events and venues to reserve
For pricing and reservations, contact Events & Venues venues@gwu.edu

Suite Conference Rooms
These rooms are reservable through the department or institute where they are located

6th Floor studio
This is a small soundproofed studio with a green screen and oyster backdrops suitable for recording podcasts, shooting photo/video, and media interviews. Contact robinkhan@gwu.edu to reserve.

Non-reservable Informal Event Spaces
- Basement Student Lounge- moveable seating for 60
- 6th Floor Student Lounge- couches and chairs for up to 40

The Role of Public Affairs

How the Office of Public Affairs Helps Promote Your Event

1. Posts to Events Calendar (https://elliott.gwu.edu/event-calendar)
2. Post to ESIA Flagship Social Media Accounts
3. Distributes Weekly Events Newsletter
4. Takes photos at the event
5. Coordinates a Media Advisory
6. Digital Signage- Public Affairs lists the events and locations throughout the digital signs in the building
7. Plastic sleeves next to elevators- you can contact Public Affairs to place signage here to advertise your event
8. Sign-holders- come by Public Affairs to borrow sign holders to direct your guests the day of your event.

Branding Guidelines

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.

Press

Please note that the university only reaches out to the press for major events and high profile speakers. If you have an event that you feel will garner media attention, contact **robinkhan@gwu.edu**. Invitations and other marketing materials must specify whether an event is "public and open to the media" or "private and closed to the media." If the event is open to the media, ensure that your RSVP form has a space for media to enter their affiliation.

The Importance of the Brand

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

Only use official, high-resolution logos in any marketing materials. The university's Department of Marketing and Creative Services has created official logos for the Elliott School and each of its institutes. To access them, contact public affairs.

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

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.

Web Conferencing and Tech in Events Spaces

Lindner Family Commons

2 wireless microphones
4 Lavalier microphones
Podium Computer
HDMI and VGA cables to assist
with projection

Room 505
No wireless microphones
1 Lavalier microphone
B.Y.O.C. (Bring Your Own
Computer)
HDMI and VGA cables to assist
with projection

Important Notes

- The wireless microphones in Linder and 505 are wired for these rooms and will not work outside of these spaces. Do not remove microphones from the room
- If you are using the web conferencing system for the first time, you will need to change the settings application you are using because the default settings will not allow audio to be heard by the remote audience. See below for detailed instruction.

General usage guidelines Lindner/Room 505

1. Refer to the default setup diagrams in the rooms and always return rooms to default.
2. After an event, return all equipment back to the charging stations. Hand-held mics, lavaliers use batteries. Check levels before an event and inform public affairs if batteries are needed.
3. Tables cannot be moved to other floors, such a first-floor registration/check-in table. Tables for that purpose can be found in the "alleys" on the first and second floors at the end of the hallways.
4. Garbage and recycling bins need to be moved in and out of the rooms before and after use in order for facilities to empty them.
5. There are a limited number of sign boards available for use in the hallway near 401Q. Please return when finished.
6. If you find that the room is in unacceptable condition when you go in to set up for an event, please contact robinkhan@gwu.edu. Ensure adequate setup time that accounts for contingencies like this. By contacting public affairs, we can see who had the boom booked before you, not to provide assistance in the moment.
7. For a digital version of this document go to https://blogs.gwu.edu/elliottfacultyandstaff/

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

Logging On to the Computer and Starting a Meeting

1. Touch the screen to start.
2. Touch the computer icon on the left side of the screen.
3. Touch the image of the computer screen to enlarge it to full screen.
4. Using the keyboard, log into your account.
5. Start the meeting, minimize the computer screen, and touch the web conferencing icon.
6. In the audio settings do the following: Speaker: (set to Crestron, Microphone: set to Extron MediaPort 200)
7. The default settings are both set for MediaPort, so this step must be done manually or it is likely that your call-in audience cannot be heard. Instructions are the same for all meeting platforms (zoom, webex, teams, google meet, etc.)

Using a Powerpoint or Slide during Events

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

Using the Controls within a meeting

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

Things to Remember

1. Don't forget to logout of your account after the event.
2. Don't forget to turn the system off after an event (touch system on/off icon at the top of the screen.)
3. Don't forget to return the lights and shades to their default position (off and half-way up, respectively.)
4. Ceiling microphones only pick up sound for the remote audience. For in-person audience, you will still need to use the lavaliers, handhelds (in the cupboard of the lectern), or gooseneck microphones (in the closet)
5. For technical problems, you can still use the phone on the column, but do not expect that a tech support person will be able to come onsite immediately or be familiar enough with the room to help remotely. Test all the technology you plan to use in advance. There is no onsite technical support for this room.

Managing COVID Restrictions During Events

On-campus Activities

The Elliott School follows all guidelines created by the university, and adjusts accordingly should those guidelines change. Effective Saturday, July 31, 2021, until further notice, GW has an indoor mask requirement in university-owned or - operated facilities for all individuals regardless of vaccination status. Guests who do not adhere to this requirement may be asked to leave. GW staff will not be required to enforce mask usage.

Host Responsibilities

Prior to the event the host is responsible for ensuring that all event attendees have a negative COVID test or a proof of vaccination. Additionally, the Event Host should maintain the best list possible of all attendees to include name, email and cell phone number on a printable/emailable form for at least 14 days after the event. If needed, CCST will reach out to the Event Host to discuss next steps. The event host is expected to comply with the new visitor requirements (https://onward.gwu.edu/access#visitors)

On-site registration and attendance tracking

Staff will determine if walk-ins are allowed on a case-by-case basis. If allowed, they will be required to register online using their smartphone, so that they can sign the disclaimer, and there is less sharing of pens and paper. Those staffing events are expected to keep a record of who was in attendance at their events. This will be important for contact tracing should we identify an attendee who tests positive COVID-19.

Food and Beverage

It is understood that alcohol may loosen inhibition and make it more difficult to enforce COVID restrictions; and that many people may be uncomfortable with sharing food and drinks so a la carte dining options are recommended (boxed food, self-purchased, seated dining) and open bars are recommended to be limited.

Additional COVID Resources: (https://onward.gwu.edu/)

Additional Resources

Resources for Faculty and Staff

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

(https://blogs.gwu.edu/elliottfacultyandstaff/)

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 GWconnnect 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)

Catering & Other Vendors

Catering

Casual Catering & Lunch Spreads

Muncheez
Panera
Roti
Sinplicity
Whole Foods

Reception & Formal Event Catering

Good Gracious Catering (703) 887-2568
Spilled Milk Catering (202) 525-6455
Well Done Catering (202) 543-7878
Windows Catering (703) 519-3500

Other Vendors

Photography

Oxana Minchenko, ominchenko@gmail.com
Rick Reinhard, rickreinhard1910@gmail.com
GW Photography, creativeservices.gwu.edu/request-photo-shoot-event-coverage

Furniture/ Linens

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

GW Single-Use Plastics Policy

At GW, we're envisioning a world where single-use plastics are a thing of the past. Where we can move beyond relying on them to promote a healthier planet and the greater good. As we call on the community to join the collective effort, we will get past plastic.

As part of our goal to move past plastic the university has suspended the use of any single use plastic items with a suitable substitute, such as: single use beverage bottles, single use plastic utensils, single use straws and stirrers, and more. For more information on the GW Single-Use Plastics Policy visit https://sustainability.gwu.edu/past-plastic

Creating Accessible and Inclusive Events

Defining Diversity and Inclusion

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.

The Elliott School also endorses an inclusive environment. Inclusion encompasses an environment where all individuals are treated equally and share an equal amount of involvement and are all treated respectfully and fairly.

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:
   1. 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 gender inclusive bathrooms (https://mssc.gwu.edu/trans-gw)

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 encourages 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, dairy free, and vegan and be labeled as such

For any additional questions regarding diversity and inclusion, please visit the Elliott School's website for diversity, equity, and inclusion (https://elliott.gwu.edu/diversity-and-inclusion)

Creating Accessible and Inclusive Events (cont.)

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 always 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, including preferred pronouns.
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

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

The Day of the Event

Schedule Template

Elliott School of
International Affairs
THE GEORGE WASHINGTON UNIVERSITY

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
	Public Diplomacy Fellow sets up check-in table just outside Lindner
9:00 a.m.	Anthony DeSantis turns on A/V system; connects laptop to control panel via HDMI cord and pulls up PowerPoint slide to display as background for event
	State Department reps arrive and place "Reserved" placards on appropriate seats
9:10 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
	Anthony DeSantis moves trash/recycling bins back into hallway; wipes down surfaces and sweeps floor with cleaning supplies provided in Lindner; returns Lindner to default setup; turns off A/V system; returns laptop and gooseneck microphones to Office of Public Affairs

The Day of the Event

Dean's Briefing Template

Elliott School of International Affairs
THE GEORGE WASHINGTON UNIVERSITY

INTERNATIONAL AFFAIRS SOCIETY

A 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 Institute, 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 Rueben 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
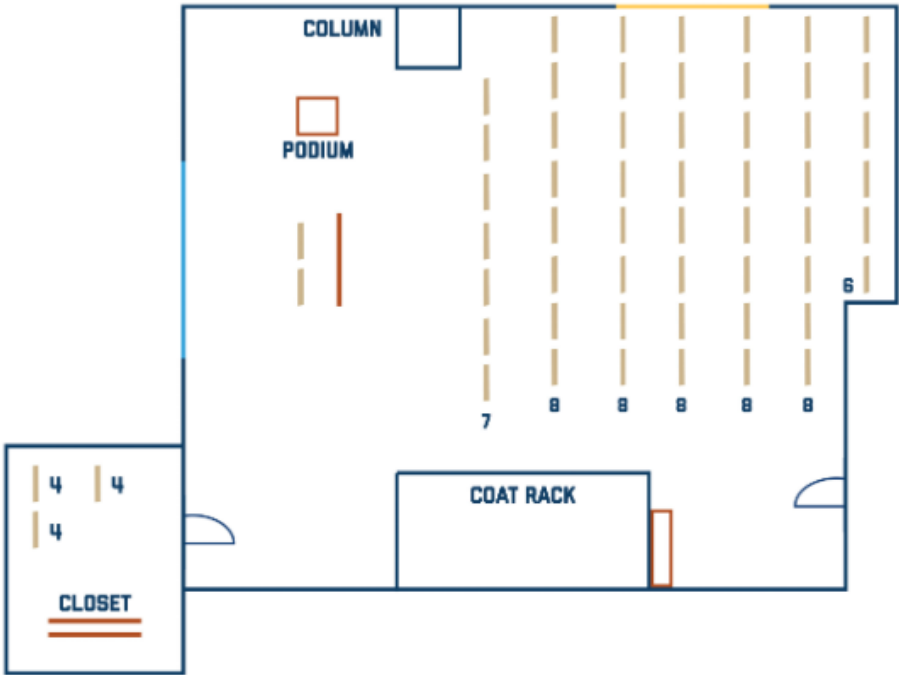
Lindner Family Commons Default Setup