

PR & EVENTS GUIDE OVERVIEW

Last Updated 9/19/22

Please see the Logo [Toolkit](#) for the WEAI logo.

A full WEAI publicity campaign consists of the following elements.

1. **Website Posts**
2. **Social Media Posts**
3. **Flyers**
4. **Posters**
5. **Digital Sign Posts**
6. **Weekly Events Email (e-blast)**
7. **Press**
8. **Post-event Publicity**
9. **Video and 918 equipment policy**

Publicity Categories

1. **Publicity for events organized by WEAI:** Events that are planned, executed, and staffed by WEAI will be publicized fully by WEAI. If you are co-organizing an event with WEAI, please contact the Events Coordinator and Communications Officer to coordinate publicity strategy; some elements of the publicity campaign may be split between organizers. If you would like to become a publicity cosponsor of an event organized by WEAI, contact the Events Coordinator.

2. **Publicity cosponsorship:** If you are organizing an event through another department/school, or are a WEAI-sponsored student group, but would like WEAI to become a cosponsor, contact the Events Coordinator. WEAI is not responsible for drafting posters or flyers as a publicity cosponsor, but will help promote event materials through the WEAI website, weekly emails, social media, and other channels. Once the Events Coordinator has confirmed WEAI's cosponsorship status, please reference the toolkit to download necessary logo(s) and send all flyers and promotional materials to the Communications Officer.

3. **External requests for WEAI publicity assistance:** If you are organizing an event that is not sponsored by the Institute or have an opportunity on a topic related to East or Southeast Asia that you believe would be of interest to the WEAI community, you may be eligible for promotion in the Weekly Events Email. Please see the Weekly Events Email Policy section. If you are seeking to post a flyer on the 9th floor of the International Affairs Building, see the Flyer Policy section.

WEAI Events Team

General events inquiries should be directed to WEAI Events Coordinator Julie Kwan (jk4371@columbia.edu). For general publicity inquiries and weekly events email requests, contact Communications Coordinator Ariana King (ak4364@columbia.edu). The following individuals may be reached for more specific requests:

For event cosponsorship requests, Room 918 bookings, remote events, and event logistics:

Events Coordinator Julie Kwan: jk4371@columbia.edu

Administrative Assistant Susan Anthony: sa4062@columbia.edu

For workshops and conferences and special projects:

Program Coordinator Sarah Jessup: sj3185@columbia.edu

For questions related to social media, flyers, posters, digital signs, weekly e-blasts, the WEAI website, and post-event coverage:

Communications Coordinator Ariana King: ak4364@columbia.edu

For student group events:

Student Affairs Coordinator Elizabeth Peiffer: ep3021@columbia.edu [until 9/9/22]

WEAI Events Categories

Please inform the Events Coordinator which of these categories your event falls into (these categories also apply to remote webinars) :

1. **Lectures and Panels:** Brown Bags and non-lunchtime lectures, book talks, large-scale lectures featuring prominent speakers, panels and roundtable discussions with up to five speakers including a moderator. These events are on the short end, usually lasting no more than three hours.
2. **Workshops, Conferences, and Symposia:** Longer, all-day, and multi-day workshops, conferences, and symposia. These events usually feature five or more speakers/participants and in some cases may limit participation to speakers only.
3. **Lecture Series:** refers to WEAI's annual lecture series. Lecture series topics are proposed and determined before each academic year and feature a number of events in varying formats.

4. **Asia in Action Events:** Refers to events that are funded through the Asia in Action initiative. See the Asia in Action page for more information.

5. **Arts and Culture Events:** includes film screenings, art exhibitions, and other nontraditional events focused on the arts. WEAI members hosting film screenings should contact the Events Coordinator to discuss scheduling. WEAI affiliates organizing film screenings are encouraged to host events after 4:00 PM.

Website Policy

WEAI-organized and -cosponsored events will be listed on our online [events calendar](#) once the time, date, and working event title are confirmed. To request a change after the event has been added to the website, contact the Events Coordinator.

Social Media Policy

WEAI-organized and -cosponsored events will be posted on WEAI's [Twitter account](#) the day before (or of) the event. WEAI-organized events will be posted on [Facebook](#) at the earliest possible date, once all event information has been confirmed. Promotion of external news, events, and opportunities may also be approved through social media on a case by case basis. Contact the Communications Officer if you would like your event, news, or opportunity to be promoted on our social media channels.

Flyer Policy

A flyer will be drafted for WEAI-organized events using the WEAI template unless an alternative is offered. Flyers will be printed on US Letter size paper and distributed throughout the International Affairs Building and in relevant campus buildings. *Flyers on the 9th floor must be posted in the designated bulletin board areas.* WEAI events and cosponsored events will also be promoted using the digital signs and the glass case for posters.

Poster Policy

WEAI offers two poster location options: the vitrines (glass cases) on College Walk and the 9th floor. Please consult the Communications Officer to see if your poster is eligible for these spaces.

For event organizers interested in using the WEAI vitrine on College Walk, priority goes to 1. WEAI events, 2. Workshops or Conferences funded by WEAI, 3. Other cosponsored events on a first-come, first-served basis. Institute promotional materials or event series posters will fill the vitrine during off-season. External events that have not been approved for publicity cosponsorship by WEAI are not eligible.

Depending on schedule, the vitrine may be split in three different formations: A. one full-size poster, B. two half-size posters, or C. four mid-size posters. Option A is the preferred formation, with one poster up at a time for a maximum duration of two weeks in advance of the event date. Due to the high volume of events during the fall and spring terms, usually posters will spend around one week in the vitrine at a time. The Communications Officer will inform you which option is available during your requested time slot. Printing specs are as follows:

- A. Full-size posters should be printed 36" x 52" on paper or foam.
- B. Half-size posters should be printed 36" x 24" on paper.
- C. Mid-size posters (including the 9th floor vitrine) should be printed 18" x 26" on paper.

Digital Sign Policy

Digital Signage by the 9th floor elevator bank is reserved for events that are either hosted by WEAI and affiliates (CKR, NYSEAN and MTSP) or cosponsored by WEAI. Events slides will be added to the screens once the banner design is approved. Signs will be updated every Monday.

Weekly Events Email Policy

The Weekly Events Email (also known as the *e-blast*), highlights weekly news, WEAI events, external events, and opportunities. It is released every Thursday afternoon during the academic year, excepting holidays.

All WEAI-sponsored and cosponsored events will be included in the e-blast unless they are closed to the public. Events will be promoted in the WEAI e-blasts for up to *two weeks in advance of the event date, or one week in advance during busy weeks with more than five WEAI events scheduled. If an event has limited space and requires advance registration, an initial announcement will be included in the first e-blast after the Communications Officer has received

confirmation of the time and location of the event. Subsequent promotion will be put on hold until 1-2 weeks ahead of the event date. Some major events (annual series events or lectures with high-profile speakers) are eligible for additional advance promotion via the mailing list, either as a news item or in a special events email. Please inquire with the Communications Officer to see if your event is eligible for extra promotion.

*During less busy periods, events may be posted up to a month and a half in advance

If you would like your external event, announcement, or opportunity to be included in the e-blast, contact the Communications Officer no later than Thursday, 10 AM, within a week of the event date or registration deadline. For example, for an event on Monday, October 10, please send the information no later than 10 AM on Thursday, October 6.

To join the e-blast mailing list, click [here](#).

Press Policy

Members of the press should direct inquiries regarding public events organized or cosponsored by WEAI to the Communications Officer. As per [Columbia University Press Policy](#), members of the media must sit in a designated press seating area and may not ask questions during events. Students in the audience may not be filmed or photographed without their consent. For special events with pre-planned videography, audience members may be asked to sign a form consenting to be filmed. A physical sign may alternatively be posted at the entrance of an event venue indicating that attendance is an automatic acknowledgement of consent to be filmed.

For members of the press seeking to film and photograph WEAI-organized events in Room 918, you must contact the Communications Officer for approval beforehand. To film on campus outside of the International Affairs Building, media must abide by University press policy and apply for a media pass through the Central Communications office (see the Columbia University Press Policy link above).

Event participants/speakers should set press policy ground rules ahead of each event (i.e. on the record; Chatham House rules; print coverage is OK, but filming is not allowed). Event organizers may consult the Communications Officer for recommendations regarding press policy.

Post-event Publicity

All WEAI events are recorded and uploaded to the WEAI YouTube channel unless otherwise specified. A professional photographer and/or videographer may be hired for special/large in-person events. Event organizers should alert WEAI in advance if speakers do not wish to be recorded, filmed, or photographed.

A post-event publicity campaign may consist of the following elements:

- A. Audio recording
- B. Photos
- C. Write-up/report
- D. Video
- E. Follow-up interview with speaker

There are three main tiers of events which broadly determine the level of post-event publicity an event will receive. WEAI generally determines the amount and type (A-E) of multimedia coverage an event will receive based on its tier, but may need to outsource or adapt the publicity campaign depending on event budget and staffing capacity. WEAI is not responsible for coordinating post-event coverage if WEAI is serving as a publicity cosponsor but is not actively co-organizing the event.

The three tiers are as follows:

1. **High-profile events:** This includes major special events such as series lectures and lectures with high-profile speakers. These events will generally be promoted via news posts on the WEAI website. The write-up will be drafted either by WEAI or an event cosponsor and promoted through WEAI's website, social media channels, and weekly e-blast. In rare cases, the article may also be featured on Columbia News. If the event is on the record (and budget permitting), high-profile events will be filmed and/or photographed professionally*. Videos will be uploaded to the WEAI YouTube page and short clips may be shared through social media to encourage visits to the news post on the website.
2. **Timely events/Asia in Action events:** Events of any format which WEAI deem to be timely and likely to attract significant public interest, or are part of an Institute-led campaign such as the Asia in Action series may receive extra promotion through a write-up and news post on the website, or a follow-up interview with the speaker(s) of the event.
3. **Standard events:** Hybrid events will be recorded via Zoom within 3 weeks after the event has passed. In-person events

Event organizers will be given the opportunity to review write-ups and reports before they are publicly posted to the website. In order to maintain momentum following a successful event, event organizers should review this material in a timely manner. Publicity materials from tier 1 events and some tier 2 events may be shared with the University's Central Communications

office for additional promotion. Please inform the Communications Officer if you wish to limit the publicity campaign.

Event participants/co-organizers from any tier may provide their own photos, video, and write-ups, which WEAI can help promote through the website and social media channels.

In line with WEAI's mission to advance the general understanding and knowledge of East and Southeast Asia, both inside and outside the University, the Institute endeavors to make as much of the contents of public events as widely accessible as possible. Participants/speakers are therefore encouraged to share materials used during lectures (such as images or PowerPoint slides), which may be posted to the WEAI website.

Remote Events and 918 Policy

918 Room Use:

Event organizers must reserve use of 918 with the WEAI Event Coordinator. For COVID safety reasons, as of Fall 2022, WEAI advises limiting in-person events in 918 to a capacity of 40 attendees. An Eventbrite page will be made for Quota events to manage registration. Due to building access restrictions for non-CUID holders, events welcoming non-CUID participants must be coordinated in advance to arrange for building access and may require extra logistical support (i.e. from students). Event organizers are encouraged to host hybrid events to allow for virtual participation of non-CUID holders.

Book Sales Policy:

Event organizers/speakers may invite a representative from a publisher's office or sell books. WEAI will not be responsible for collecting money or handling inventory from an outside guest.

Video Recording for In-Person, Virtual, and Hybrid Events

With event organizers' permission, WEAI will record a video of the discussion and post the recording to the WEAI website after the event has ended. Quota events automatically receive WEAI staff assistance, including moderation and tech support, and will be recorded unless the event speakers indicate otherwise. Zoom hosting and recording for non-quota events is generally handled by the event organizer (the departmental organizer or faculty sponsor) but may be led by WEAI in certain circumstances. In-person events held in 918 that do not contain a Zoom component may be recorded using the in-room camera and Panopto software.

Zoom Webinar:

Zoom may be used to hold meetings, webinars, and/or record WEAI-organized events. Affiliates should coordinate with a WEAI staff member to set up the event, which includes creating a registration page. WEAI recommends webinar format for security reasons, but can set up meetings (in which participants may turn on their cameras) for smaller events. Non-affiliate external event organizers must register and use their own Zoom accounts. (Please note, a pro account is highly recommended as there is a 40 minute cap for meetings on basic accounts.)

Panopto:

Non-hybrid (in-person only) events hosted in 918 may be recorded using Panopto software. Videos are stored on the WEAI Panopto site hosted by Columbia University IT. Videos may be downloaded to share as determined by event organizers.

Recording Policy for WEAI-organized Events

High-profile events:

Large events held outside of the Institute may be eligible for professional video recording. Contact the Events Coordinator for more details.

Timely events/Asia in Action events:

Timely/Asia in Action events organized by WEAI and held in IAB Room 918 may be selected and/or eligible for video recording using the camera equipment installed in the room and WEAI post-production assistance.

Standard events:

Organizers of standard events held in 918 may request use of the camera equipment, but are responsible for post-production and storage of video content. Users may store video on WEAI's hard drive in the short term, but video files must be transferred onto a personal storage device/uploaded to individual video hosting platform and will be deleted from WEAI's harddrive one week following the date of the event.

Recording Policy for Externally organized events

WEAI affiliates using 918 for events may request use of the camera equipment. Affiliates are responsible for their own post-production. Video files must be transferred onto a personal storage device/uploaded to individual video hosting platform and will be deleted from WEAI's hard drive one week following the date of the event. Affiliates must turn off all camera equipment and return the room to its original state. Failure to do so may result in future restrictions regarding the use of camera equipment. Please contact the Communications Officer for more information.

Non-affiliates who have requested the use of Room 918 may request the use of camera equipment for a flat rate of \$50 per event. WEAI is not responsible for post-production assistance. Video files must be transferred onto a personal storage device/uploaded to an

individual video hosting platform and will be deleted from WEAI's hard drive one week following the date of the event. Users must turn off all camera equipment and return the room to its original state. Failure to do so will incur an additional \$50 charge.