

## 2016 Launch Guidelines



From GDIB Co-authors, Julie & Alan, and Managing Director, Jessamine

**Updated: October 10, 2016**

**PLEASE note for quick reference: All CURRENT UPDATES to the guidelines are indicated in BLUE.**

Aligned with our goals of increasing the visibility of the GDIB, we are inviting Expert Panelists (EP) and key Users to plan local, GDIB 10<sup>th</sup> Anniversary Launch Events in communities around the world.

### ***MORE QUICK TIPS (from launch team planners)***

#### **Quick Tip #1- Create an On-Line Registration Site for your Launch Event:**

Planning Teams have successfully used an online event registration site (for example Eventbrite) or a sponsor/partner's website as the registration platform. Remember to:

- Include Name and/or Logos of all Partners, Sponsors, and Speakers on your Registration Site accordingly. In addition to your local sponsors, please also include the following Global Sponsors:
  - GDIB
  - Diversity Collegium
  - Forum on Workplace Inclusion (FWI) Logo
    - Note: Details of the GDIB and Forum on Workplace Inclusion "Collaborative Sponsorship Alliance" also found in below link
    - Global Sponsors logos can be found here <http://diversitycollegium.org/launch.php>

Planning Teams have additionally created programs for day of the event, with additional promotion, value, and inclusion of all Partners, Sponsors, and/or Speakers. Please see LA program for an example of a launch program here <http://diversitycollegium.org/launch.php>

#### **Quick Tip #2- REVISED** How to Handle Permission for Photography and/or Videotaping during your Launch Event:

Include a statement on your registration site and/or in the launch program: For example, if you have an online registration site, include a paragraph regarding use of participants' image for publication purposes. Here is an example of a statement to include for your registration site and/or program:

“Note: The launch event will be photographed and/or videotaped for promotional purposes including, but not limited to Facebook. If you would prefer not to be photographed/videotaped, please inform us when you RSVP **or arrive**. We can then arrange seating to accommodate those who would rather not be photographed/videotaped.”

**Quick Tip #3** Invitations – A note about accessibility needs and concerns should be included on your invitations and/or registration site:

- “Please let us know if you need an accommodation.” And/or
- “Our location is fully accessible.”

**Quick Tip #4** Printed Copies – Consider providing printed copies of the below for your launch:

- A few printed copies of the 2016 GDIB, for reference only
  - GDIB Facts and Features
  - Overview of the GDIB -- download
- Both downloadable from User Tools:  
<http://www.diversitycollegium.org/usertools.php>

### ***Special Question & Answer (frequently asked by launch team planners)***

***(Q) Who should we ask to speak at our event? Which organizations in our launch area are “using” the GDIB? Are Julie and Alan or an Expert Panelist available to speak?***

(A) Anyone engaging in D&I best practices can be a speaker at the launch, not just an author, expert panelist, or a user. In fact, you could have a speaker that may not even be familiar with the GDIB (yet), but is providing D&I best practices in their organization. GDIB launches are designed to improve the quality of D&I work, through convening, highlighting, and building community relations amongst the launch area’s local organizations. Please consider anyone that can share their D&I best practices as a possible speaker. Many launches have a panel of multiple speakers, thereby highlighting the multiple organization’s commitment to D&I.

And, absolutely, Julie, Alan, Jessamine, an Expert Panelist or GDIB user could be asked to speak. And the idea of the launches is to feature local talent, so consider giving priority to those in the area. Some have inferred that Collegium members who are Expert Panelists should have priority to be speakers. We suggest that all EP be considered equally as speakers and those selected in the area or having special expertise that would appeal to your attendees. At the Brazil launch event an Expert Panelist was a speaker via video conference.

Also if there are several Expert Panelists and key users in your local area, please consider a panel or some way to showcase everyone present. The idea of these launch events is that they are collaborative. If anyone person wants to offer a workshop or program on their own, that is fine, but it isn’t what these 2016 Launch Events are about. They are collaborative events of all those in an area who want to be involved.

***(Q) Should we print hard copies of the GDIB for our launch event?***

(A) Professional printing and binding of the GDIB can be costly and unnecessary for the

launch event. We recommend printing 1-3 copies at most, for reference and review. Be sure to follow the guidelines for printing and binding on the website. And there is an Overview flyer (one-page) on the GDIB that we recommend giving everyone. There are other one-page handouts as well. And you might consider giving participants a copy of those. However, if they just have the Overview handout, that is likely enough. In today's times, people are usually quite adept at using Internet to search and download.

**(Q) We are thinking about trying to find sponsors, how many should we consider?**

(A) Find all willing sponsors to share the multiple responsibilities! Organizations can sponsor financially or via in-kind services. You can have one organization sponsor through providing the venue, one to sponsor the refreshments, yet another one to sponsor through providing the public relations activities (invitation process, social media, and so forth). Remember, in providing sponsorship for the launch, sponsor organizations contribute to the GDIB's mission in advancing the field of D&I, and are recognized as such. Just be sure to clearly communicate and then deliver on what they receive for sponsoring.

Additionally, given our GDIB Agreement with the Forum on Workplace Inclusion (FWI), we ask that you:

- 1) Include FWI as a sponsor (FWI Logo Downloadable on GDIB Launch website);
- 2) Distribute a FWI flyer at your GDIB Launch Event;
- 3) Mention FWI to participants

**(Q) We are hoping to serve alcohol during the event – is this permissible?**

(A) Absolutely, but be sure you check the venue's policy and local laws. For instance, some of our planners have found that a professional bartender would need to be secured. Also check about insurance – usually the contract with a venue will include these details.

**(Q) What will you do with the contact information we provide you on the participants?**

(A) Launch event participants' names and complete contact information will be added to our data base to receive the GDIB newsletter and other GDIB information to help meet our 3 goals—visibility, usability, and relevance. Lists will be kept secure and not shared with others. Participants have ability to opt-out of newsletter distribution at any time. We realize that sharing information of this nature might be concerning especially for consultants who want to assure that their clients will be protected. We are not in the consulting business and so that isn't our motive. We are striving to advance the field of D&I and share GDIB news with as many people as possible.

**(Q) If we take photos during our event, are we able to post them on social media, our website and other platforms?**

(A) Here are 2 options to handle photography permissions:

1. Include it in your registration for the event: For example, if you're hosting a workshop, when people sign up to register, include a paragraph regarding use of participants' image for publication purposes. Here are a few examples of consent statements you may consider adding to your upcoming registration materials:
  - Note: The launch event will be photographed for promotional purposes including, but not limited to Facebook. If you would prefer not to be photographed, please inform us when you RSVP. We can then arrange seating to accommodate those who would rather not be photographed.
  - By signing up, the attendee grants your organization permission to use his/her

- likeness in a photograph in any and all publications and materials without payment or consideration made to them.
- The attendee realizes these photos become the property of your organization and will not be returned.
  - The attendee authorizes your organization to use, edit, copy, publish or exhibit any photo for any lawful purpose.
  - The attendee waives the right to review any photo or to obtain royalties from the photo.
2. If you are not able to secure permission through the registration option, then you may give your event attendees an option to opt-out by posting sign(s) at the event. You may consider using the following example:
- Please Note: Photos will be taken throughout the day and some photographs will be posted on our web site and newsletter. Please let \_\_\_\_\_ know during the event if you do not wish to have your picture made public.

An opt-out provision gives attendees the ability to withhold their permission. However, if you are able, getting written permission from each attendee is by far the best way to go.

PLEASE continue to ask us questions and assistance as you plan your events.

### **Why Launch Locally?**

- 1) To promote D&I best practices;
- 2) To build D&I community relations with other local organizations, in all sectors;
- 3) To showcase your organization's commitment to world-class performance in diversity & inclusion;
- 4) To improve the quality of D&I work around the world.

### **What is a GDIB Launch?**

The GDIB Local Launches are local, community celebrations of the 10<sup>th</sup> Anniversary 2016 edition. At least part of the event needs to be provided to participants at no charge. Your planning team may decide to combine this free celebration with a for-fee learning session as part of the GDIB Launch (see below section on charging fee/registration). Participants would be able to choose to attend only the free event, only the fee event, or both.

**Program Ideas:** GDIB Launches can be provided in a variety of (small or large) ways, and can be as creative as you would like. We've provided a few ideas here, but encourage you to consider what may work best for *your* marketplace and community. For the GDIB initial launch, we connected with the annual Forum on Workplace Inclusion Conference and set up a GDIB booth display; held a party in a suite for all conference attendees; were presenters at plenary, concurrent, and spotlight sessions; provided GDIB literature; while highlighting Julie, Alan and our Expert Panelists and Users who were present.

- 1) Connect the GDIB Launch to an existing, planned (organization or community) event:
  - a. And set up a GDIB display and literature table;
  - b. Provide a presentation on the GDIB;
  - c. For an upcoming conference, you can provide a GDIB overview workshop;
  - d. For a regularly, scheduled meeting, you can request the GDIB to be placed as "the" agenda item.
- 2) Plan a one hour, ½ day, or full day learning & sharing meeting:
  - a. Possibly include a breakfast, lunch or dessert or "wine and cheese" reception;

- b. Recognize your local expert panelists and GDIB users;
  - c. Identify a "Key Note Speaker," possibly a local celebrity – CEO, D&I practitioner, Community Organizer – and ask him/her to speak on D&I Best Practices, another relevant topic, and possibly say a few words about the GDIB.
- 3) Schedule an "interview" with your local and organization's media reporters (newspaper, television, radio):
- a. Can be a structured Q&A about your D&I work, with a GDIB mention/promotion;
  - b. Highlight your organization as a User and/or Expert Panelist.
- 4) If a live event doesn't work and/or to connect with interested persons in other cities:
- a. Host a launch via a webinar;
  - b. Or host a GoToMeeting.
- 5) Other ideas?

## How Do We Begin?

- 1) Listen to our GoToMeeting Recording(s) for information, support, and sharing. Note the meeting agenda was the same for both meetings, though questions and engagement differed by participants accordingly:
- a. GoToMeeting Option A: Wednesday, April 27, with presentation by Cris Carvalho's Brazil Launch Planning.
  - GoToMeeting Option B: Monday, May 2/Tuesday, May 3, with summary of Cris Carvalho's Brazil Launch Planning presentation.
- 2) Organize with other GDIB Expert Panelists and Users in your area to create a planning team. We have already identified some who may be interested – [EP Users by Launch Area Planning Teams](#) (<http://diversitycollegium.org/launch.php>)
- 3) The idea is that several EP & Users in an area team together to orchestrate the launch sessions. Everyone who has expressed interest or who we think might be interested is on the list you received with these Guidelines. There may be others. We will provide each team a complete "ROSTER" of EPs, Users, GDIB Interests, and other Julie and Alan contacts, specific to your launch location. Teams are asked to connect with everyone on your roster for launch planning (possibility for sponsorships and/or in-kind services) as well as for invitations to the launch event, itself.
- 4) Identify your Launch Site (conference room, reception hall, local college/university, or hotel)
- a. Please remember accessibility considerations – building, translations, interpreters, food, and other;
  - b. Please be sure that the venue is in a convenient location with public transportation, inexpensive parking for attendees, and is known to have a credible reputation in D&I.
- 5) Identify the Date & Time (preferably in 2016, but can be extended through 2017).
- 6) Identify your Invitation Process. This can often times be an overlooked and somewhat tricky process, so we offer you a few suggestions for consideration:
- a. Organizations can mail/send out invitations to own client list rather than sharing one master list; however, there will likely be duplications of invitations. The planning team will want to discuss "client ownership" issues in advance to avoid conflicts;
  - b. If the planning team desires an RSVP/headcount prior to the event, one planning team member may serve as the Launch Event RSVP Contact (and organizations can still mail to own client lists);
  - c. Please again consider any special needs and accommodations – dietary, low vision or blind attendees, mobility considerations, sign language interpreter, and closed captioning.

**On (7) I'm not sure why the (7) is in the blue... also please update this to also include the LA invitation as that is more relevant and write something about it.**

- 7) [SAMPLE LAUNCH INVITATION \(http://diversitycollegium.org/launch.php\)](http://diversitycollegium.org/launch.php) The invitation from our 2016 GDIB Launch at the Forum on Workplace Inclusion (FWI) Conference is now available for your reference. This invitation was created for both electronic and print versions. Please use it as a guide for ideas when creating your invitation. Remember, too, our various [Logos and Graphics](#) page <http://www.diversitycollegium.org/mediatipstools.php>.
- 8) **CONTENT SUGGESTIONS FOR YOUR LAUNCH INVITATION.** Your planning team is best to determine the layout and content of your launch invitation. We do, however, ask you to consider inclusion of the following key messages:
- "We are celebrating the 10<sup>th</sup> Anniversary 2016 Edition of the *Global Diversity & Inclusion Benchmarks: Standards for Organizations Around the World*"
  - "The GDIB is free, with permission, and downloadable at <http://diversitycollegium.org/globalbenchmarks.php>"
  - We have been getting a good bit of mileage from our tagline "We've Learned What Works". Feel free to use it as well.
  - "Please let us know if you need an accommodation."
  - "Our location is fully accessible."
  - Your Local Sponsor(s) Logo should be included in your invitation and other launch materials
  - The following Global Sponsor(s) Logo should also be included:
    - GDIB Logo
    - Diversity Collegium Logo
    - Forum on Workplace Inclusion (FWI) Logo
      - Note: Details of the GDIB and Forum on Workplace Inclusion "Collaborative Sponsorship Arrangement" can be found here <http://diversitycollegium.org/launch.php>
  - We are in the process of identifying additional Global Launch Sponsors. Please contact us when you are in the process of producing your invitations, and we will provide Global Launch Sponsor logos accordingly.

## **Do We Need Sponsors?**

Although not necessary, we encourage securing sponsors for sharing of responsibilities and funding:

- 1) Sponsors could provide via funds (monetarily);
- 2) Sponsors could provide via in-kind services (launch site, food/refreshments, PR/communications).
- 3) A few sample ideas of Launch Sponsorships suggested:
  - a. Local university provides the launch site, Expert Panelist provides public relations/media communications oversight, and Users provides food/refreshments
  - b. Local restaurant/caterer donates refreshments, Community Partner/Potential Client provides launch event signage, and local non-profit or government agency provides a Keynote Speaker

- 4) Take care to provide value to sponsors, such as their names on the program, signage or whatever seems to be a good return for their sponsorship.
- 5) Please consider all contacts on respective launch location Rosters for possible financial and in-kind sponsorships, in addition to organizations you have already considered.

## **Can We Charge a Fee or Registration for The Launch Event?**

### **Yes, BUT ....**

Any event oftentimes requires financial resources, so we encourage securing sponsorships. As stated previously, the GDIB Launch celebration part of the event is to be free, but you may charge a fee for the learning/seminar portion.

If your planning team decides to provide an additional, for-fee learning session (based on reasonable, marketplace costs), advertisements are to explicitly offer the additional, for-fee program or registration as a separate cost portion of the event. Invited participants will have the opportunity to participate in one or both launch portions offered.

If an additional, for-fee service, learning session or registration is offered, we would like you to consider these suggestions as a planning team:

- 1) Determine how monies are allocated for event costs and or profits (We suggest that you decide in advance how any profits from the event will be distributed – amongst planning team members, donation to the GDIB, or other.)
- 2) As per the GDIB Permissions Agreement, a consultant/organization can choose to offer additional, for-fee services (*consultation or trainings*);
- 3) Explicitly state that the GDIB itself is free and the client or end user is fully aware that the GDIB is available for no charge, and does not require consultant services;
- 4) Discounts for Groups. The planning team may want to offer discounts;
- 5) Scholarships. The planning team may want to offer several scholarships to attend.

## **MISCELLANEOUS**

Be aware of necessary insurance coverage (for example, bartender fees) and or contract needs.

## **Should We Translate the English Materials into our Local Language?**

This is up to you. If you want to do this, please contact Jessamine as we have some experience in doing this.

## **How We Support You**

Please keep us posted on your plans. Although we do not have financial resources to assist you in your launch, we offer the following:

- 1) Consultation and Planning
  - a. These guidelines;
  - b. GoToMeetings scheduled for initial planning;
  - c. Additional email and or phone meetings (individual or group) for clarification and ideas.

- 2) The [GDIB, materials](#) and [user tools](#) are downloadable and ready for your use:
  - a. 2016 edition GDIB;
  - b. Press Release;
  - c. Tips for Spreading the GDIB Word, including Social Media;
  - d. Facts and Features;
  - e. GDIB Overview, Benchmarks Sampler, and Best Practices & Applications Examples;
  - f. [GDIB General Purpose Slides \(http://www.diversitycollegium.org/usertools.php\)](http://www.diversitycollegium.org/usertools.php)
  - g. So Where Are You? GDIB Activity.
- 3) Publicize and share your launch event on our [GDIB 10<sup>th</sup> Anniversary Launch Events site](#):
  - a. We can place you on our launch events calendar;
  - b. Provide details about your upcoming event.

We request teams to send launch Flyers and PR documents to us, so that we are able to post on our website, social media platforms, and send out through our GDIB database accordingly.

- 4) Promote pictures and commentary on our [GDIB Facebook](#) or [Twitter](#) accounts. GDIB [LinkedIn Account](#):
  - a. Please post and tweet photos from your own smart phones – this provides great social media coverage during your launch event. Include candid, individual, group and close-up photos.
  - b. Please remember to secure permission, if applicable, prior to sharing and posting of pictures.

We request teams to send all photos to us at the conclusion of your launch event, for our website and for other GDIB purposes as well.

- 5) Request of Julie, Alan or Expert Panelists as Key-Note Speakers or Invited Guests: Although we believe that your local launch events are purposeful in convening and promoting your area experts and practitioners, we have been getting requests for our Authors and/or Expert Panelists to participate in some launch events.
  - a. If you feel your marketplace needs would benefit from Julie, Alan, or other Expert Panelist's participation, please contact us;
  - b. Travel expenses, at a minimum, will likely be necessary (with

sponsorship/financial backing on the local, planning team's part).

## **GDIB Contact Information**

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