2015 Sponsor Communications Playbook

We are very excited to be hosting another amazing Grace Hopper Celebration (GHC) thanks to support from all of you, our speakers and event attendees. We expect 12,000 participants this year, clear evidence that interest in increasing the number of women in computing is growing.

We have created this document to help you prepare and leverage communications opportunities for your participation in GHC.

In this guide you will find suggestions on how to publicize and leverage your presence at the event, social media guidelines and an FAQ to support your marketing efforts.

Content Themes for GHC15

In order to maximize the impact of GHC, we are sharing the key storylines around GHC 2015 with our community. As a sponsor, we encourage you to join in the conversation by developing your own communication plans based on these topics.

OUR TIME TO LEAD STORYLINES
CONVENE   • CEOs On the Sidelines of Diversity: How to Coach Leaders to Change   • Why I Come Back: Returning to The GHC Community   • The Change Alliance: Leadership and Tech Talent   • How Grassroots Efforts Can Change Company Culture
RECOGNIZE   • Unconscious Bias? Never Seen It   • Factors that Undermine Women and What Companies Must Do to Prevent Them   • The Women You Need to Know (#WomenYouNeedtoKnow)   • What To Do With a Bad Reputation   • What It Means To Be a Partner

DISCOVER

- #OurTimeToLead:
  - Leaders that Break the Status Quo
  - The Leadership Index Reprise: Why Measurement Matters
  - Finding the Right Match: What to Look for in a Company, Leadership and Culture
  - Why Diversifying Tech Benefits the Country: The Digital Transformation of the U.S. Government

We encourage you to engage in communication activities that integrate these storylines and champion your company and its leaders. Here are our top recommendations on how to do this:

1. Write a blog post.

We encourage our sponsors to post about their experiences at GHC.

Content ideas include:

- Motivations behind your company's participation at GHC
- Why your company supports increasing the participation of women in technology and the banner campaign, #OurTimeToLead
- Describing employee experiences and top takeaways from GHC in previous years, and what to look forward to this year
- Highlight a #WomenYouNeedToKnow in the technical or computing field, which is a great way to showcase your talent and contribute to the GHC15 campaign
  - Note: Be sure to have a call to action in these blog posts, ask your community to share the news, or contribute to the social momentum by tagging #OurTimeToLead, #WomenYouNeedToKnow and/or @anitaborg_org, @ghc on Twitter, Facebook and other social media channels. Also provide a link to the Grace Hopper Celebration website http://gracehopper.org/.

2. Share via social media.

If your company is active on Facebook, Twitter or LinkedIn, these are perfect outlets to share the news. Anita Borg Institute is using #GHC15, #OurTimeToLead and #WomenYouNeedToKnow to grow awareness leading up to and during the event on social channels.

Consider some of the following social media strategies that have been successful in the past:

Post lots of photos

GHC attendees love taking photos. Make sure to share photos of your team's journey to GHC and of their experience at the conference. We've found that highlighting specific employees ("This is Betty, and she is an intern who attended GHC," or "Dave is here interviewing candidates for [company]") makes attendees more familiar with and interested in your organization. Be sure to take photos of your booth as well.

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Be smart about swag and your booth

GHC is a magical time for attendees because they are surrounded by so many other women who are passionate about technology. We recommend having something in your booth that attendees can take photos of or with (like Google's self-driving car or Intuit's Unicorn Spotting campaign). If you don't have a booth, share photos of your company's T-shirt, swag and other events (such as dinners) on social media.

Use Executive Accounts

A fantastic way to show your company truly cares about women in tech is to have executives using their own social media accounts at the conference. Telle Whitney (CEO of the Anita Borg Institute) will be active on Twitter at GHC. Executives have enormous pull (attendees often ask for photos), and their thought leadership is what women in tech look for as jobseekers and employees. Blake Irving, CEO of GoDaddy, and Penny Herscher, CEO of FirstRain, are good examples of executives using social media to engage with GHC attendees.

Buffer Posts

GHC is insanely busy, and it can be difficult to remember to pull out your device and share an update. We recommend compiling a list of tweets (about your booth location, sessions your staff are leading, etc.) and scheduling them, using a service like Hootsuite. Be sure to create a strategy with your marketing team for the larger conference as well.

See more information below on ABI's social media channels and guidelines.

3. Celebrate with your employees.

I'm sure your employees will appreciate celebrating your sponsorship and commitment to advancing women in computing. Ideas include:

- Making the announcement in a company meeting/webcast.
- Writing an article in the company newsletter.
- Highlighting your female technologists via a blog, byline or social post under the theme of #WomenYouNeedToKnow.

4. Photography

Photography in the career fair area is allowed but please keep in mind the following common sense guidelines:
- Be aware of whether people are open to being photographed or not. Be respectful of their wishes.
- Do not photograph other sponsors booths or booth areas.
- Do not block aisles or impede the flow of traffic.
- Do not create a nuisance to conference attendees or other sponsors.

Photography is not allowed in other areas of the conference including sessions, main stage, or hallways around the convention center. Due to privacy and licensing regulations at GHC, videotaping is not allowed in any conference areas.

ABI Social Media Information

ABI is active on a wide variety of social media platforms. A complete list of the social media networks ABI uses can be viewed here. For the conference, we will primarily post from these accounts:

1. Grace Hopper Celebration Twitter
2. Systers Twitter
3. Grace Hopper Celebration Facebook
4. Anita Borg Institute Instagram

Media efforts will be supported on these social networks:

5. Anita Borg Institute Facebook
6. Anita Borg Institute Twitter
7. Telle Whitney's Twitter

We will post community members blog posts, news articles and other press on:

8. Anita Borg Institute LinkedIn
9. Anita Borg Institute Tumblr

Hashtags

The main hashtag for the conference is #GHC15, which will be used on all social media communications. Other hashtags:

- Open Source Day will use #GHCOSD15
- Plenaries and sessions may also use a specific hashtag (ex: #TopCompany) to connect smaller groups of attendees. These hashtags are listed on the program and in the GHC Mobile App.
- We will also be announcing new ABIdotLocal cities (#ABIdotLocal), and attendees will likely use that hashtag after the conference to connect.
- Many attendees regularly use #WomenInTech to discuss issues and triumphs of women in technology.

Engaging with Our Community

We primarily use our social media channels to connect women technologists with opportunities (e.g., session, speaker meet and greet or meetup). Our community is very active on Twitter, Facebook, and Instagram as well as on the GHC Mobile App. They use social media to find mentors/mentees, find old friends and make new connections.

Customer Service, Complaints and Criticism

Social media is used for a variety of things, including customer service, a way to connect and a way to leave feedback. Our social media channels are monitored to answer attendee questions and to also engage with our community members and attendees when they have (positive or negative) feedback. Because GHC brings together people from diverse backgrounds, conflict can occur. We make sure to thank community members for sharing their feedback on social, document it and take necessary steps to solve whatever issue they may be having. Please take a moment to familiarize yourself with our Code of Conduct to learn how issues are dealt with.

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Preparing Employees for Social Media

Before discussing the use of social media with your employees, we recommend checking with your legal team.

We know that your employees are excited to attend GHC to learn, help with recruiting efforts and connect with other women in technology (or learn how to better support women in technology (like Matt Wallaert). Chances are your employees have reached out asking about social media guidelines at GHC, and if they use it right they can amplify the presence of your organization at the conference.

Before GHC, send an email letting your employees know that you would love to repost photos, blog posts and other media from GHC on your social media accounts. Encourage them to take selfies at sessions, dinners and the like. Let your employees know what accounts you'll be using at GHC and the hashtags you'll be using. (If you have enough employees, you may even want to create a special hashtag such as #ABIatGHC or #CompanyAtGHC.)

Social media is a great way to recruit attendees. Chances are, your hiring team already uses social media. Interacting one-on-one with attendees (who will be using #GHC15) is a great way for recruiters to develop relationships with potential candidates. @GeeketteBits is a great example.

Conclusion

Using social media is the best way to create relationships with GHC attendees (followed closely by using the GHC app). You can use #GHC14 to see what attendees and organizations shared last year, and use it to inform your strategy for October. If you have questions about press at GHC, please email abi@eastwick.com.

ABI Integrated Communications Team

Eastwick – ABI team – abi@eastwick.com

Anita Borg Institute – Marketing - Preeti Upadhyaya – preetiu@anitaborg.org

Frequently Asked Questions

Which media are coming to the event?
We have invited hundreds of influential media across business and technology to attend this year's GHC. To date we have journalists from CIO, CNET, The Christian Science Monitor, Fortune, Diversity in Action and EnterpriseTech officially RSVP'd. The media list is available via the Google doc here. We will be continually updating it leading up to the conference.

Can we invite additional media?
If you have specific reporters you are interested in inviting, please let us know and if they haven't already been extended an invitation, we will invite them.

Can we set up meetings with our executives and media attending the event?
We will certainly support your efforts in garnering interviews for your executives and relevant media attending GHC. If there are media you are interested in pursuing, we ask that you coordinate outreach with our integrated communications team. Please feel free to reach our agency Eastwick at ABI@Eastwick.com.

Is there interview/meeting space at the convention hall?
Yes, we do have media interview space available. Please coordinate any requests through Eastwick, our integrated communications team.

What news is Anita Borg Institute announcing leading up to and at the event?
We have several news stories we are announcing and content we are publishing as we head into the GHC. We will be using the #OurTimeToLead hashtag in our content. We encourage you to follow the news and repost as you wish.

Previous and Upcoming News:
- 7/28: "Anita Borg Institute Recognizes Excellence: Scholarship Honorees Convene at GHC15" – Press Release
- 8/11: "Women You Need to Know: Manuela Veloso and Clara Shih Speak at Grace Hopper Celebration 2015" – Press Release
- 8/18: "Susan Wojckicki, Industry Luminary, Keynotes Grace Hopper Celebration 2015 with Moira Forbes" – Press Release
- 9/1: "Grace Hopper Celebration 2015 Announces Award Winners" – Press Release
- 9/15: "Industry Luminaries, Sheryl Sandberg and Megan Smith, Speak at Grace Hopper Celebration 2015" – Press Release
- 9/22: "Men Supporting Women in Computing: Leaders Participate in Grace Hopper Celebration" – Press Release
- Mid-September: "What It Means to be a Partner" – Anita Borg Institute Blog
- Late September: "Why I Come Back: Returning to the GHC Community" – Anita Borg Institute Blog
- Early October: "What Do You Do With a Bad Reputation" – Byline
- Early October: "How Grassroots Efforts Can Change Company Culture" – Byline
- 10/13: "Grace Hopper Celebration By the Numbers: World's Largest Tech Conference for Women" – Press Release

Who is the on-site PR contact during the event?
We will have an integrated communications team supporting GHC on-site. If PR needs arise during event, please reach out to Carol Hickins from Eastwick at 646-345-3954.

Email: abi@eastwick.com. Carol or one of the team members will be able to help you.

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