

# DIGITAL CONTENT CREATOR BRIEF

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## About.

### A New Opportunity for Women and Nonbinary Technologists

We're excited to welcome you onboard as a registered digital content creator to promote Grace Hopper Celebration (GHC) happening in Philadelphia, PA, and virtually, October 8-11, 2024. We hope that you feel inspired to support women and nonbinary technologists by featuring GHC 24 in your content.

### Post Recommendations

- **Types of Content**

- We encourage you to post on Facebook and Instagram, as these are our most active platforms. However, please post on whichever platform garners the most engagement from your audience.

- **Timing**

- June-October
- The fun of GHC 24 can begin before Philadelphia! Encourage your followers to register and prepare for GHC 24 in the months leading up to the Celebration.

- **Please tag GHC on appropriate platforms:**

- Facebook: <https://www.facebook.com/AnitaB.Org/>
- Instagram: [https://www.instagram.com/anitab\\_org/](https://www.instagram.com/anitab_org/)
- LinkedIn: <https://www.linkedin.com/company/anitab-org>
- YouTube: [https://www.youtube.com/@anitab\\_org](https://www.youtube.com/@anitab_org)

- Use the official hashtag **#GHC24** in all posts

- **Goals:**

- Drive awareness
- Increase registration
- Generate social buzz

[WEBSITE](#)

[AGENDA](#)

[PHOTOS](#)

# Ways to talk about Grace Hopper Celebration.

You can create more engaging content by sharing what is personal to you! Leaning into why YOU support GHC 24 will help grab your audience's attention. So, while we are happy to provide resources and talking points, we hope you feel inspired to speak from your own authentic voice and experience about GHC 24.

## General Talking Points

- GHC 24 is much more than a career fair; it's a place of inspiration, collective empowerment, and change. Conversations at GHC 24 shape the future and culture of tech.
- GHC 24 is an impactful experience where women and nonbinary technologists gather to share triumphs and address challenges in a supportive environment.
- For those balancing demanding schedules, from busy caregivers to dedicated professionals, GHC 24 offers an engaging and interactive virtual option.
- At GHC 24, your voice will be heard and reflected by speakers and peers who understand your journey and share your aspirations – including those from all intersectional identities such as ethnicity, race, sexual orientation, and socio-economic backgrounds.
- At GHC 24, your values, beliefs, and ambitions will find a home as we work together to build a more dynamic and imaginative tech landscape.
- The ME + WE theme embodies the collective power of women and nonbinary technologists. Together, we're propelling toward a future where technology creators reflect the diversity of the people and societies they serve.

## Editorial Guidelines

- GHC 24 is a Celebration, not a conference, event, or show.
- The Celebration must always be referred to as "Grace Hopper Celebration" or "GHC," with no "the" in front. It may also be referred to as "Celebration" and "the Celebration" when grammatically appropriate. Please note "the" is not capitalized; however, the "C" should always be capitalized.
- "Grace Hopper Celebration 2024" and "GHC 24" are the appropriate ways to reference the 2024 event (never "GHC 2024" or "Grace Hopper Celebration 24").

# Safety at GHC.

At Grace Hopper Celebration 2024, we're following industry standards and governmental and facility guidelines/regulations. AnitaB.org has also established new, mandatory identification processes to help ensure event security and the best possible attendee experience. Those measures include:

## Required ID Verification Post-Registration

- ID verification will be required for all attendees. Verification will take place after registration, but before attending GHC 24. On-site badge pickup for in-person attendees will be available.

## On-site Security & Building Access

- Entry to all event facilities will be limited to officially designated secure access points with required metal detector scans and bag checks.
- An official GHC 24 event badge must be worn at all times for access to the facilities, with no exceptions.

## Expo Experience Enhancements

- Fewer attendees will be given access to the Expo Hall at a time, allowing seamless Expo entry and exit, decreased wait times at Sponsor booths, and quality interactions with recruiters.
- All public general, academic general, and academic bulk registrants will have a designated four-hour window to access the Expo Hall each day of GHC, referred to as your "Expo Hall Access Group."
- There will be two Expo Hall Access Groups with different four-hour windows each day.
- Attendees will not be permitted to enter the Expo Hall outside of their designated access window.

## Code of Conduct

- We have updated the [Code of Conduct](#) and [Event Terms & Conditions](#) to outline the behavior requirements in alignment with our mission.
- All attendees must review and consent to these rules before registration purchase so we can fully come together as a community with a shared understanding of the expectations for the celebratory space we create.