

PublishHer.

Publisher Event Guidelines

Founded in 2019, PublishHer is a community of female publishers addressing global publishing's diversity and inclusion challenges. Through thought leadership, programs, and events, PublishHer is catalyzing progress, partnerships, and purposeful action to address the challenges facing female publishers globally.

Over the past few years, PublishHer hosted events, consultations, and listening sessions at global literary events to develop a global perspective on the key diversity and inclusion challenges faced by women in the publishing and creative industries. These events featured solution-focused panel discussions and authoritative expert talks that helped shape PublishHer's agenda and programs.

As a community-driven organization, PublishHer invites interested individuals and organizations to host independently-organized events under its platform. These guidelines aim to assist potential event partners in applying for funding to host a PublishHer event and successfully delivering an event that expands PublishHer's global impact.

Independent Events That Can Turn Inspiration into Global Impact

PublishHer events surface creative and innovative solutions to global publishing's diversity and inclusion challenges. They involve thought leading speakers and panelists focused on expanding the industry dialogue on topics like:

- Supporting career progression and mobility for female publishers
- Addressing gender biases which contribute to gender-based pay differentials
- Creating opportunities to access women mentors and female role models
- Creating platforms for publishers to discuss policies, programs, and best practices
- Balancing life and career including issues like female friendly facilities and flexible work
- Resources for women to learn about employment, board, and speaking opportunities
- Government interventions that can improve labor policies and employer practices

PublishHer events include motivating keynote speeches, provocative solo talks, stimulating panels, and inspiring workshops. To promote active attendee engagement and community building, events provide significant time for audience interaction and networking.

Getting Started: Applying To Host An Event

Individuals and organizations interested in hosting a PublishHer event start by submitting the Event Proposal Form. Upon submission, the PublishHer team conducts an initial proposal review to ensure all required information has been provided and that the proposed event is aligned with PublishHer's objectives.

Proposals aligned with PublishHer's objectives are further evaluated to identify strengths and areas of improvement. Based on this review, PublishHer will approve the proposal, request modifications, or reject the proposal. Approved events must closely follow the proposal with the approval provided for hosting one event.

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What Can PublishHer Funding Be Used for?

PublishHer may decide to fully fund an event or a portion of the costs. Funding can be used for:

- Travel – Expenses related to travel and accommodation for speakers, moderators, panelists
- Venue – Rental fees for event spaces, including conference centers, meeting rooms, exhibition halls
- Audiovisual and Technical Equipment – Equipment, such as microphones, projectors, screens, cameras, lighting, and costs associated with building stands and stages
- Catering – Food and soft beverage expenses
- Event Materials – Printing and production costs for event materials such as programs, name tags, banners, signage
- Marketing and Promotion – Costs associated with advertising, branding, and promotional materials, including flyers and banners
- Networking and Entertainment – Costs for networking activities, social events, or entertainment that enhance the overall attendee experience

PublishHer may choose to provide advanced funding for approved amounts not exceeding 20% of the total amount of its commitment before the event. Expenses will be reimbursed by PublishHer within 30 days of receiving a post event report containing the following information:

- Attendance and Registration – Total number of attendees, including a breakdown by gender, geography, industry, employment profile, number of years of experience, in addition to names, titles, contact information of attendees
- Event Goals and Objectives – A review of the event's goals and objectives and assessment of how well they were achieved
- Program and Speakers – Deviations from the initial program and speakers
- Content and Knowledge Sharing – Highlights of key takeaways and insights
- Feedback and Evaluation – A summary of feedback received from event attendees, including surveys, social media comments
- Budget and Financial Review – A financial summary including unexpected costs and deviations from the budget, invoices, and itemized receipts
- Marketing and Promotion – A review of the engagement and reach of promotional campaigns
- Audiovisual Materials – High quality photos and video of the event and any media coverage generated by the event

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Sponsorship and Ticket Sales

Event partners may seek in-kind and cash sponsorships. PublisHer will support event partners with a sponsorship tool kit that includes a standardized agreement and sponsorship packages. PublisHer event sponsors can receive a number of benefits from affiliation.

- Recognition on the PublisHer website and in event promotional materials
- Branding and verbal recognition at PublisHer events
- Publicity through event press releases and post-event media coverage

Event partners may not approach existing PublisHer sponsors. PublisHer will not consider funding for events which are also sponsored by organizations and individuals involved in adult-oriented products and services, tobacco, alcohol, and defense.

In the event that PublisHer does not cover the full event costs, event partners will be permitted to charge ticket or entrance fees. In such cases, event partners must ensure the event remains affordable to attract a broad and diverse audience and fees are transparent.

Branding and Naming

Event Naming: PublisHer events are named after the communities they serve. All PublisHer event names follow the format “PublisHer” followed by a community-based descriptor such as the name of a country, region, book fair etc. (e.g., PublisHer Nigeria). If you would like to host an event at a book fair or a company event, you must have permission to use the entity name before applying to host an event. Event names are granted at the discretion of PublisHer.

Event Name Usage: Event partners must always refer to their events with the full name approved by PublisHer. For example, if your approved event name is “PublisHer Korea,” you cannot refer to your event as “PublisHer KR” or any other variation. You should always refer to your event as PublisHer Event Name not just “PublisHer” in all copy, messaging, logos, and marketing. PublisHer must always be stylized with the P and H capitalized.

PublisHer and PublisHer Event Name Brand Positioning: Make clear in all communications that the event is independently organized under PublisHer. It must be clear that the event partner is a PublisHer Event Name partner and not a PublisHer employee. Event partners should never use PublisHer’s logo without approval. The PublisHer logo, identity, and name cannot be connected to the name of another organization, non-profit, corporation, or other entity without approval. Independently organized PublisHer events may not be presented as being organized by other entities or positioned as offerings of other entities.

Event Promotion, Media, Distribution, and Content

Event Promotion: Event partners can only develop and distribute promotional content specific to their approved PublishHer event and only use the approved event logo. PublishHer will provide event partners with an event landing page on its website in the form of womeninpublishing.org/event name (e.g., www.womeninpublishing.org/nigeria). Social media accounts for events are owned and managed by PublishHer.

Press Releases: All press releases must be approved by PublishHer. Press releases must contain approved boiler plate text about PublishHer and the PublishHer Event Name.

News Media and Interviews: If an event partner is interviewed by the media, she must clearly state that the event is a PublishHer event. Members of the press are not allowed to film or videotape PublishHer events. With PublishHer approval, event partners can share approved photos and video with the media.

Rights to Distribute Event Photos, Videos, and Audio Content: Event partners can only distribute PublishHer approved event photos, video, and or audio content. When sharing on social media, the event partner must tag the official PublishHer social media account. All event photos, video, and or audio content must be used with proper attribution.

Content Red Lines: PublishHer is a platform to exchange meaningful ideas. It is built on the foundation of careful curation. On occasion, this may mean that events, topics, or speakers focused on political agendas, inflammatory rhetoric, religion, and other divisive debates may not be suitable for the PublishHer platform.

Event Planning Timeline

Ahead of completing an Event Proposal Form, contact the PublishHer team to discuss preliminary details about your proposed event. Below is a suggested timeline for gaining approval and successfully hosting your PublishHer event.

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Six Months Before

Six months before the event, schedule a meeting with the PublishHer team. The PublishHer team will support you in thinking through event considerations in preparation for developing a full proposal. For the preliminary discussion, you should come prepared to discuss basic event details including event goals, audience, communication needs, date, time, and venue. Based on this preliminary discussion, the PublishHer team will assign a liaison to support you in the proposal development process.



Four to Five Months Before

You should aim to submit the Event Proposal Form four to five months before your event to ensure sufficient time for review. Once your Event Proposal Form has been completed, it should be submitted to the PublisHer team. If PublisHer is interested in supporting your event, you will receive either an approval or a request for change / additional information within 30 days of submitting the proposal. If your proposed event is not approved, you can resubmit the proposal, making changes that address PublisHer's concerns, or submit a new proposal.

Three Months Before

Using the approved event program from your proposal, identify, invite, and confirm speakers. With the support of the PublisHer team, you should develop event collateral like save-the-date emails, social media posts, reminders, presentation templates, and print materials. PublisHer will rely on event partners to develop the collateral, but will leverage its online registration and e-marketing channels to support you in marketing the event on your behalf.

Email campaigns and social media are the main channels for publicizing the event to potential attendees. A master guest email list should be submitted to PublisHer to start sending save the date email invitations ninety days prior to the event. If your goal is to draw high profile attendees, PublisHer can support with more targeted, customized invitations to secure senior-level participation. As you begin to confirm speakers, you can also utilize their confirmed participation in email and social media marketing campaigns. At this stage, you should also book the venue highlighted in your proposal. In cases of material changes to the content, format, or budget for an approved event, PublisHer should be informed promptly

Two Months Before

You should finalize the program, confirm all speakers, and obtain professional photos and biographies for all speakers. Once the venue is booked, you can submit a request for up to 20% of the approved funding to reserve the venue and pay vendor deposits. For maximum event attendance, event partners should work with the PublisHer team to send another round of save-the-date emails and remarket the event on social media. The event partners should also work on developing any signage needed for the event including event backdrops, banners, menu cards, printed programs, and directional signs.

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One Month Before

Event promotion should be significantly ramped up on social media including Facebook, Twitter, YouTube, Instagram, LinkedIn, and TikTok to reach a wide audience. You should be actively posting on social media to promote the event, and inviting colleagues to attend. Event partners are also encouraged to use personal phone calls, emails, messaging to talk up the event and encourage attendees to spread the word. To prepare moderators and speakers to participate effectively, the event partners should develop moderator notes with guiding questions for panelists and suggested talking points for opening and closing remarks, introductions, and panel transitions. All event collateral and vendor arrangements should be finalized. Event backdrops, banners, menu cards, programs, and signs should be printed.

One Week Before

Work with the PublishHer team to send out a reminder email 48 hours before the event. You should also contact confirmed speakers which you have not heard from to reconfirm their participation and avoid unexpected cancellation. The event partner should book a photographer to ensure photos and video of the event are available for the PublishHer website and social media. You should also verify venue arrangements, confirm AV needs, and assemble any materials for distribution to participants. If you would like to seek media exposure for the event, please contact the PublishHer team to support you in developing a press release and a targeted media list for distribution. You should also create name tags for confirmed attendees.

Event Day

Work with the PublishHer team to send out a reminder email six hours before the event to all registered attendees. Three hours before the event, the PublishHer team will send the guest list to the event partners to track attendance. The event partner should also consider a sign-in sheet and collect business cards. Arrive to the venue early to ensure everything is set up according to plan and perform sound, video, and lighting checks. Set up the registration table at least 30 minutes before the event with sign-in sheets and name tags. Please keep all vendor receipts for PublishHer reimbursement.

After Event (One to five days after)

Send post event report, including itemized receipts and the event attendance sheet to PublishHer. You should also send PublishHer high quality photos and video of the event and any media coverage generated by the event. PublishHer will work with you to send personalized thank you notes on PublishHer letterhead to speakers and high-profile attendees. Event partners are also required to support PublishHer in completing an online event attendee survey before being reimbursed for event expenses.