

INCOSE CENTRAL EVENTS PROMOTION GUIDANCE

1. **In-scope:** All INCOSE events, all events including INCOSE Members, and all events by INCOSE affiliates.
2. **Out of scope:** All events that have no affiliation with INCOSE.
3. **Purpose:** To provide guidance on how INCOSE Central will promote events to members (email) and/or online (social media).
4. **General Information and Requirements:**
 - INCOSE will only promote events that involve INCOSE Central, INCOSE Affiliates (those we collaborate with and/or have MOA/MOUs in place with), Chapters, and/or Members.
 - All events that INCOSE publicizes outside of INCOSE-generated events, must acknowledge INCOSE involvement through the inclusion of our logo, or be a CAB Member with an event around systems, or feature an INCOSE member at a systems event. For the latter two, they may use the INCOSE logo with written permission from the INCOSE Marketing and Communications Director.
5. **Benefits to INCOSE:** More branded exposure, highlights of our collective and individual work in systems engineering.
6. **Promotion of INCOSE -Led Events**
 - General Information and Requirements must be met (Section 4).
 - For INCOSE-led and sponsored events (Central, Affiliate, CAB, Chapter, Working Group, Member), we ask that you fill out the **Events Information Template** (see below) that enables us to post this to the Events portion of the website, share on Social Media, post in eNote, advertise in the Newsletter, INSIGHT, etc. as appropriate.
7. **Promotion of Events led by/including INCOSE Affiliates, CAB Members, Chapters, Members and Working Groups**
 - General Information and Requirements must be met (Section 4).
 - For events that include/feature INCOSE Affiliates, CAB Members, Chapters, Members, and Working Groups, we ask that you fill out the **Events Information Template** (see below) that enables us to post this to the Events portion of the website, share on Social Media, and post in eNote, as appropriate.
8. **Promotion of Events that do not include INCOSE**
 - General Information and Requirements must be met (Section 4).
 - For all events from Affiliates (MOA, MOU affiliates, excluding INCOSE Chapters) and CAB members, that are not INCOSE led/co-led, sponsored, including or featuring feature INCOSE Affiliates, CAB Members, Chapters, Members, and Working Groups, we ask that you tag @incose_org (twitter) or #INCOSE (other social media) in the post and we will then retweet/repost the event if applicable to the INCOSE and systems communities.

INCOSE Events Information Template

For Pre and Post Event – please email the form as you have information, pre-event and post event to marcom@incose.org

(Pre and Post) Event name:

(Pre and Post) Event location and dates held:

(Post) Number of attendees:

(Post) Keynote speakers and major highlights (put in quotes from speakers if available):

(Post) Highlights shared from attendees (put in quotes from attendees if available):

(Pre and Post) Link to website and description of available event artifacts if made public:

(Pre and Post) Photos/graphics/media content from event included (with permission):

(Pre and Post) Link to YouTube videos; links or hashtags to other relevant social media:

(Pre and Post) Acknowledgments to organizers (including contractor staff):

(Post) Future event teaser: