

General Policies and Procedures for the Kennedy Krieger Institute Online Event Calendar

Revised September 24, 2019

To schedule an event at Kennedy Krieger follow these steps:

Step 1: Contact the Conference Coordinator at extension 5-4190 and work with their office to coordinate the location and time for your event.

Step 2: Contact your Marketing Generalist to coordinate the promotion of your event if needed.

Step 3: Publish your event on the Global Calendar of Events for Kennedy Krieger by contacting your Event Group Manager (if known) or by emailing the Web and Digital Team at webmaster@kennedykrieger.org.

Kennedy Krieger Institute provides an online public calendar to promote all events related to the Institute. It can be found at EventsCalendar.KennedyKrieger.org. This calendar is a resource for all audiences—faculty and staff members, trainees, patient and student families, community members, donors, etc.—to discover the wide variety of events, classes, training sessions, fundraisers, conferences, and more that happen at Kennedy Krieger.

Any member of the Kennedy Krieger community may submit event listings according to the following guidelines:

Requirements

- Events that are posted to the Events Calendar must be (1) hosted by Kennedy Krieger or its affiliates (2) held at a Kennedy Krieger location, (3) a speaking engagement for a Kennedy Krieger in their professional capacity (4) an event where you are representing Kennedy Krieger
- Event must be of an educational, informational, fundraising or promotional nature and must align with Kennedy Krieger's mission.
- Event must be in compliance with the Institute's strategic messaging and goals.
- Event should be of broad interest to the public, the community, patients, students, family members, employees and/or trainees.
- Event listing must comply with established Institute logo, communication and brand standards.
- Event listing should not contain any commercial or other for-profit messages that aren't directly related to Kennedy Krieger and its programs.

- No endorsements may be posted as a part of an event listing.
- No outside events may be posted without prior permission.
- No lobbying or political activity is permitted.
- For events outside these requirements, please contact webmaster@kennedykrieger.org for events that you would like considered for inclusion in the events calendar.

Preparing For Your Event Submission

- Before planning your event, you are encouraged to review the online event calendar to make sure there are no conflicts with other events that are targeted to the same audience.
- Prior to submitting an event, please secure a physical or virtual space to hold the meeting. The online public events calendar will **not** reserve meeting space at the Institute. If your event requires a conference room, please contact Nakiema Neal at NealN@KennedyKrieger.org.
- Check to ensure the event has not already been created in the online calendar, to avoid creating a duplicate event.
- Contact your Marketing Generalist in External Relations for support and best practices in promoting your event.

Format and Submission

- **Each event listing should contain the following information:**
 - Title
 - Description
 - Location
 - Date or dates
 - Classification (Group, Event Type, Target Audience, Tags, and Keywords)
 - Image (use image library, existing place, or upload 300 x 300 photo)
 - Cost, if any (indicate “FREE” if there is no cost)
 - Email address for more information.
 - Appropriate web address (if applicable)
 - Registration (if applicable – registration is required for public events held at a Kennedy Krieger location)
 - Turn OFF “User Interaction”

All information being submitted by programs must be approved by the appropriate program director, or director designee.

The following policies apply to your event submission:

Event cost: Each event listing must indicate if the event is free of charge, or if one must pay a fee to attend. This can be added in the event description or in the registration function.

Event contact: Each event listing must provide a contact person’s name and email address so that interested parties can learn more.

Registration required for some events: All events that are open to the public that will be held at a Kennedy Krieger site require registration, and the registration list must be shared with the Security desk at the Kennedy Krieger location, so that Security can be prepared to welcome and admit the visitors.

Inclusion of images and photo consents: No photos may be posted of anyone who is not a Kennedy Krieger employee or trainee without an approved, current, written consent form for that person on file with Marketing Communications. This includes all patients and students and their family members.

No references to alcohol: Kennedy Krieger aims to create a family-friendly, professional atmosphere in promoting its events. For that reason, direct reference to, or photos of, alcohol in event listings is not permitted, even when alcohol is part of the event. Words like “alcohol,” “beer,” “wine,” “adult beverages,” “drinks,” “cocktails,” “happy hour,” etc. should be omitted from event titles, descriptions, tags and keywords.

Review and Approval

- The accuracy of posted information is the responsibility of the person, group, or office submitting the event listing.
- **Content for each event listing should contain the following:** A title, a description, location a place, a date or dates, classification information, an appropriate web address, and phone number to call—, or email address to contact write to—for more information.
- All events being submitted event listings will be reviewed for spelling and grammatical errors by Marketing & PR Communications^[TL1] and/or Web & Digital Services. Items Event listings may be edited to conform to branding and style requirements.
- Administration reserves the right to determine whether the event is appropriate for postings and to make modifications as necessary. Events will be audited on a regular basis to ensure they comply with these policies.

Samples of Acceptable Types of Events for Patients, Students, Family Members, Visitors, Donors, Etc.

- Institute/school activities and special events
- Program services and public offerings
- Grand Rounds and training opportunities
- Fundraising events
- Employee-only events
- Events requiring registration
- Community workshops and training sessions
- Continuing education workshops, training sessions and events

Would You Like to Post Your First Event? Do You Have Questions?

All questions related to the Institute’s online event calendar should be directed to:

Webmaster@KennedyKrieger.org

Best Practices for Creating an Event Listing

Descriptions

When listing an event, a clear description is key. It should answer “Who?” and “Why?”

WHO

The first part of the description needs to answer the question “Who should attend the event?” Examples of a good answer to the “who” question are:

- **“*This event is for Faculty and Staff.*” (For any event at which attendance is restricted to people who work at the Institute, this will be the first line of the description.)**
- “This case conference is open to all Kennedy Krieger staff members, faculty members and trainees.”
- “This event is for postdoctoral fellows.”
- “This event is open to the public.”
- “This event is for donors and volunteers.”

WHY

The description should answer the following questions:

- “Why should I attend the event?”
- “What benefit will I receive from going to the event—what’s in it for me to attend?”

Give your potential audience a clear reason to attend the event, then provide the details.

Sample agenda statement:

“This event will offer peer supervision for Neuropsychology Department staff members and trainees conducting evaluations of children and adolescents with behavioral and emotional disorders.”

Sample benefit statement:

“Attend this peer supervision event to practice your skills in conducting evaluations, and to better understand how neuropsychology views pediatric behavioral and emotional disorders.” (This is only an example. You will better understand what your audience hopes to get out of participation.)

As the calendar continues to be used, revisions to the above policies may be necessary. Should revisions be made, an updated policy will be published and shared on the intranet.

Style Guide Excerpts for Online Event Calendar

Organization name:

- First use: “Kennedy Krieger Institute”
- Second use: “Kennedy Krieger” or “the Institute”
- Never use “KKI” or just “Kennedy”

Program, center and clinic names: Check all program, center, clinic, etc. names to be sure they are correct. On second reference, use “the center,” “the program,” “the clinic,” etc., as appropriate.

Gender-neutral language: Avoid using gender-specific pronouns (“he,” “she,” “him,” “her,” “his,” “hers”). When possible, use wording that avoids a third-person singular pronoun. E.g., instead of “Each child received his or her gift...” or “Each child received their gift...,” use “Each child received a gift...”

Person-first language: When referring to Kennedy Krieger’s patient population, always use person-first language (e.g., “individuals with disabilities,” not “disabled individuals;” “children with autism spectrum disorder,” not “autistic children”). Avoid using terms like “challenged,” “physically challenged,” “mentally challenged,” “suffered” or “stricken.” Use neutral words instead.

Parking: Use “parking accessible to individuals with disabilities” instead of “handicapped-accessible.”

Titles: Capitalize titles only when they are DIRECTLY BEFORE a person’s name, with no comma between the title and the name. E.g., “Director Dana Davidson gave the keynote address. She was introduced by the vice president of security, Harry Smith. The secretary of security moderated the panel.”

Academic (including medical) degrees: Do not use periods (e.g., “Jane Smith, MD,” and “John Doe, PhD”). List all degrees, separated by commas, after a person’s name on first reference only. When writing out the name of the degree, use, for example, “Master of Science” or “master’s degree.”

Dates: Use the numeral without “-st,” “-nd,” “-rd” or “-th.” (E.g., “The event takes place on July 15.”) The following months may be abbreviated: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.; do not use abbreviations for the other months. Be consistent in your choice to abbreviate or not to abbreviate.

Em (—) and en (–) dashes: Use the em dash—with no space to either side—to separate a word or phrase from the rest of the sentence. Use the en dash to indicate a range of values (e.g., “Nov. 7–9”).

Race distances: Capitalize the “K” in race distances (e.g., “The 5K race takes place on Oct. 17.”)

Phone numbers: Do not put parentheses around area codes. Use hyphens, not periods.

Conference center’s full name: “Arnold J. Capute, MD, MPH, Conference Center”

Johns Hopkins: “The Johns Hopkins Hospital,” “The Johns Hopkins University,” “The Johns Hopkins Health System Corporation,” “the Johns Hopkins Bayview Medical Center” and “the Johns Hopkins University School of Medicine” are the correct ways in which to write out the names of these entities. “Johns Hopkins Medicine” is an umbrella term encompassing all of Johns Hopkins’ medical entities (the hospitals, health system, medical school, etc.). It does not include “The Johns Hopkins University.”

Visit [KennedyKrieger.org/StyleGuide](https://www.kennedykrieger.org/StyleGuide) to view and search the complete Kennedy Krieger Institute Style, Punctuation and Copy Guidelines.