

# SPEAKER TOOLKIT

## Amplify Your Impact

### Marketing Tools Exclusively for GHC Speakers

As a valued Grace Hopper Celebration 2024 speaker, your impact is essential. This toolkit is packed with marketing resources to help you promote your presence at #GHC24 and draw the right audience to your session(s). Take advantage of these tools to maximize your reach!

### Why Promote Your Speaking Opportunity

- ➡️ 68% of attendees use **social media** to decide which speaker sessions to attend
- ➡️ 84% of consumers **value recommendations from colleagues** above all forms of advertising
- ➡️ Over **70% of event attendees** choose sessions to attend in advance of the event

### ACCESS YOUR ASSETS

[DOWNLOAD](#)

# LOGOS

## GHC Logos

When spreading awareness about your participation at GHC 24, we ask that speakers use the official GHC 24 logo.

### ACCESS GHC LOGOS

[DOWNLOAD](#)

## GHC Logo Usage Examples

No modifications should be made to the GHC logo. To ensure alignment with brand standards, we have shared the following usage examples.

### Correct Usage



### Incorrect Usage



# SOCIAL MEDIA

## Here's What You Need to Know

### Feed the Algorithm

Social channels love trending content. Using hashtags increases visibility, targets specific audiences, and connects relevant conversations.

#### ➤ Official Brand Hashtags

#GHC24  
#GraceHopperCelebration  
#AnitaB

#### ➤ Trending Hashtags

#InclusivityInTech #BreakingBarriers  
#DiversityMatters #EquityInTech  
#LetsTalkTech #TechForAll

### Grow Your Followers

Build up your follower base by sharing GHC 24 content that has already been posted on AnitaB.org channels. Select a post from our profile, then click "share". Add a personal touch, select your hashtags, tag **AnitaB.org** channels, and post away!

### Increase Engagement with your Brand

When creating original posts, tag **AnitaB.org** channels so that we can reshare your content and broaden your reach to make a bigger impact!



# SOCIAL ASSETS

## Ready-Made Social Content

**Copy, paste, post.** Instantly create engaging content that shows your support for women and nonbinary technologists and your excitement for Grace Hopper Celebration 2024.

The below graphics and copy can be used on any social platform, just keep in mind that Instagram only supports links in story format, not post formats.



In-feed Instagram  
Graphic



Story Instagram  
Graphic

**ACCESS SOCIAL GRAPHICS  
AND COPY HERE**

**DOWNLOAD**

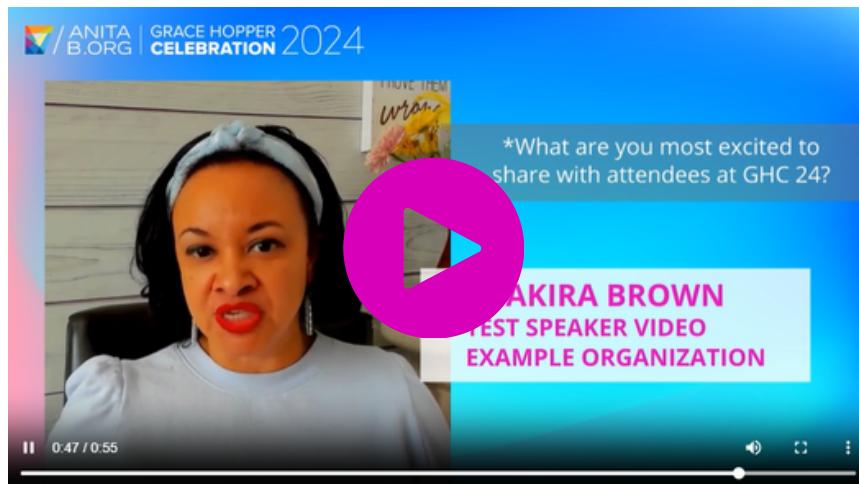
# BRAND VIDEO

## Effortless Promotional Video Tool

### Add a Personal Touch That Captivates!

Create a video to highlight your session(s) at GHC 24 and spark interest in your content. Simply answer a few short, guided questions, and we'll craft a video that you can share on your social channels.

**Get Inspired!  
Check out this  
sample video**



### MAKE AN IMPRESSION

**START YOUR VIDEO**

You will receive your video in no more than ten business days. We will communicate with you if any changes are needed to content to better align with the GHC experience. Please contact [TeamGHC@mdg.agency](mailto:TeamGHC@mdg.agency) with questions.

# EMAIL SIGNATURE

## Sign Off in Style

Incorporate an eye-catching GHC 24 graphic into your email signature. Doing so will help raise awareness about the Celebration with every email you send.

### Directions

Access your email signature settings, create or modify your signature, and then insert the image using the “Insert Image” or “Add Image” option.

Be sure the image is sized to 640X94 px (or 100%), and then hyperlink this image here <https://ghc.anitab.org>.

To hyperlink, right-click on the image, choose hyperlink, and paste the URL.

Save the changes and you're good to go!

### Graphic Available

Enhance your email signature.



**ACCESS EMAIL  
SIGNATURE HERE**

**DOWNLOAD**

# VIRTUAL BACKGROUND

## Enhance Your Virtual Session

Incorporate a GHC 24 branded virtual background to keep distractions out of your session. Feature one of our specially crafted backgrounds so your audience can focus on what truly matters—your message.

Regardless of the state of your home office, make sure your session is polished and professional with a pre-made virtual background.



**ACCESS VIRTUAL  
BACKGROUNDS HERE**

**DOWNLOAD**

# SPEAKER POWERPOINT

## Captivate with a Speaker PowerPoint

Keep your audience engaged throughout your session with an eye-catching Speaker PowerPoint. Designed specifically for GHC 24, we ask all speakers to use this easy-to-use template to make sure your session is cohesive, polished and impactful.

Use the GHC 24 PowerPoint template so you can spend more time changing the world.



**ACCESS TEMPLATE  
HERE**

**DOWNLOAD**

# POWERPOINT REQUIREMENTS

## Here's What You Need to Know

**Because all speakers are required to use the AnitaB.org branded speaker deck,** we have provided a summary of the general guidelines to follow for a successful session.

### GENERAL GUIDELINES

- All speakers must use the AnitaB.org branded speaker deck.
- Once you've completed your deck, please submit it in .ppt format. Follow this naming convention to ensure your files are connected to your session(s): MONTHDD-TIME\_SessionID\_Session Title\_PresenterName(s). Email us at [Speak@AnitaB.org](mailto:Speak@AnitaB.org) with any concerns regarding file formats or naming.
- Please replace all placeholders with your content, ensuring the font styles and sizes remain consistent.
- The AnitaB.org logo, GHC logo, or other branding elements cannot be modified. Any personal branding you add cannot cover any AnitaB.org branding elements.
- You cannot include any sales pitches or calls to action.
- Please be mindful of your allocated session time and adjust the number of slides accordingly.

# POWERPOINT REQUIREMENTS

## Recommendations for Inclusivity

- **Be Specific:** Avoid broad labels; recognize individual differences.
- **Ask:** Find out how people prefer to be described.
- **Check Bias:** Be aware of cultural norms and avoid exclusion or stereotypes. Avoid using terms like “diverse” and “minority” to mean nonwhite. Instead, use terms like “underrepresented” and “marginalized communities”.
- **Employ Inclusive Terms:** Avoid terms like “blacklist,” “native feature,” and “first-class citizen.” Use alternatives like “allowlist,” “core feature,” and “top-level.” Avoid cultural appropriated terms like “guru” or “pow wow.”
- **Use Gender-Neutral Phrasing:** This includes pronouns (“they” instead of “he/she” and “everyone” or “folks” instead of “guys”) and titles (“spokesperson” instead of “spokesman”).
- **Identify When Relevant:** Mention race/ethnicity or disability only when necessary. Use specific terms like LGBTQ and Cuban for groups, and specific identities for individuals.
- **Tell Your Story with Positive, Affirming Language:** Use “pronouns,” not “preferred pronouns” or “neurodiverse” instead of “on the spectrum.”

# SPEAKER TOOLKIT

**Thank You for Being a  
Valued GHC 24 Speaker**



**These tools are designed to help you get the most out of your speaking engagement!** And in doing so, you are also highlighting the power of the Grace Hopper Celebration community.



**As you build your marketing plan, remember to have fun with it!** Customize the language to showcase your session, and interact with your audience to get them as excited about GHC 24 as you are.

**START SHARING YOUR STORY**

**GET ALL ASSETS**



**COMMENT. LIKE. SHARE. COMMENT. LIKE. SHARE. COM**