



Chancellor Event Marketing Materials – Protocol Guide

Updated: July 2018

Created by UCLA Special Events and Protocol

Introduction:

- Design and content of all event marketing materials with the names of Chancellor Block, Mrs. Block, and/or Executive Vice Chancellor and Provost Waugh must be approved in advance via the Chancellor’s Event Marketing Materials Approval Process.
- Event marketing materials include, but are not limited to:
 - Invitations (printed and electronic/email)
 - Save-the-dates
 - Websites
 - Advertisements
 - Programs
 - Citations, and commemorative plaques/awards

Approval Process:

- The Office of Special Events and Protocol facilitates the Chancellor’s Event Marketing Materials Approval Process. Send materials for approval to Lisa Steckler, Special Events and Protocol, x43226, lssteckler@stratcomm.ucla.edu.
- **Allow seven (7) business days for the approval process.**
- **Materials cannot go to print or be distributed until approval has been received.**
- Special Events and Protocol reviews event materials, forwards them to the Chancellor’s Office for their review, and will provide you with feedback and/or approval.
 - Submit printed materials as a PDF or JPG.
 - Submit electronic materials exactly as guests will receive them with working links (no PDF or mock-ups).
 - **Submit only final versions** for approval with full and complete content. Any changes made by submitter after submission will need to be reviewed by the Chancellor’s office again, necessitating delays. The 7 day approval window will begin again with each submission.
 - The Chancellor’s Office presumes materials have been reviewed and approved by your department, as well as other people whose names appear in the materials, prior to submission to Special Events and Protocol.

Written Statements:

- To obtain, or to get approval of written statements from the Chancellor, Mrs. Block and/or Executive Vice Chancellor and Provost Waugh:
 - Contact Taleen Ananian, Executive Communications, tananian@stratcomm.ucla.edu, for messages to be distributed campus-wide or to a large audience (such as event messages and BruinPosts).
 - Contact Rhonda Wade, External Affairs, rwade@support.ucla.edu, for correspondence to individuals or small groups.

Send a final copy of all event materials (after receiving approval) to:

- **If featuring Chancellor Block:**
 - Dawn Scherer, dscherer@conet.ucla.edu, and Rena Torres, rtorres@conet.ucla.edu, UCLA Chancellor’s Office, 2147 Murphy Hall
- **If featuring Mrs. Block:**
 - Mrs. Carol Block and Erica Eskes, eeskes@conet.ucla.edu, Residence Manager, UCLA Chancellor’s Residence, 10570 Sunset Boulevard
- **If featuring Executive Vice Chancellor and Provost Waugh:**
 - Dr. Scott Waugh and Ernestina Knowles, eknowles@conet.ucla.edu, UCLA Chancellor’s Office, 2147 Murphy Hall

Protocol for Event Marketing Materials

For questions, please contact Lisa Steckler, Special Events and Protocol, lssteckler@stratcomm.ucla.edu.

Invitations:

- There is one standard invitation design for all events at the Chancellor’s Residence. **Invitations to the Chancellor’s Residence must use this design.** There are two variations of the standard invitation: one for print invitations, and one for email invitations.
- The Chancellor’s Residence invitation guidelines should be used as a protocol guide for invitations to events at other locations.
- In keeping with UCLA’s commitment to sustainable resource management, invitations should primarily be sent via email. For events with a more formal tone, paper invitations should be printed using soy or vegetable-based inks, and recycled or FSC-certified papers.

Printed programs:

- Generally, the Chancellor is the first person in the order of program. Exceptions will be made if there is a formal master of ceremonies.
 - Note: The Chancellor does not need a lengthy introduction. The Chancellor will either self-introduce, or a brief voiceover saying, “Ladies and gentlemen, Chancellor Gene Block” may be made.

Websites:

- Submit complete websites for approval, not only pages including the Chancellor, Mrs. Block and/or Executive Vice Chancellor and Provost. The entire website will be reviewed for design, content and grammar.

Design:

- The UCLA logo, UCLA seal or the acronym UCLA should be prominent on event materials.
- Consult the UCLA Graphic Identity Program for Pantone colors, university logos and brand guidelines, <http://brand.ucla.edu>.

Grammar and Punctuation:

- The UCLA Dictionary of Style, created by UCLA Strategic Communications, ensures clear and consistent communication about UCLA: <http://brand.ucla.edu/brand/overview/copy-tone/style-guide/>
- Spell out all words (do not abbreviate).
- Do not use periods to close sentences unless the copy is written in paragraph format.
- On invitations, when noting time always use a colon and include minutes. Always lowercase and use periods for a.m. and p.m.
- Do not include the Chancellor’s middle initial on event materials. In some instances it will be considered if other participants also have their middle initials included.

Photographs and Biographies:


- Photographs and biographies of the Chancellor, Mrs. Block and Executive Vice Chancellor and Provost must be obtained and approved prior to the Chancellor’s Event Marketing Materials Approval Process. Contact Taleen Ananian, Executive Communications, tananian@stratcomm.ucla.edu, with your request.

Chancellor’s Residence Invitations – Email Sample

An email version of the Chancellor’s Residence invitation has been designed to send via email. Please contact Erica Eskes, Residence Manager, eeskes@conet.ucla.edu, for access to the email invitation HTML template.

From: Chancellor Gene Block and Mrs. Carol Block
Subject: Celebrate the 60th Anniversary of the UCLA School of Law

← Standard Component:
9. Sender and Subject Line



Chancellor Gene Block and Mrs. Carol Block
cordially invite you to a dinner celebrating the
60th anniversary of the UCLA School of Law

Monday, November 12, 2012
6:30 p.m.

UCLA Chancellor’s Residence
10570 Sunset Boulevard
Los Angeles, California

Please respond by Monday, November 5, 2012, to Jane Smith
janesmith@ucla.edu
(310) 825-4321

Kindly alert us to any food allergies or dietary restrictions

Business casual attire

[Campus map](#)

Standard Components:

- ← 1. Hosts
- ← 2. Invitational
- ← 3. Date and Time
- ← 4. Location
- ← 5. Reply Instructions
- ← 6. Dietary
- ← 7. Attire
- ← 8. Directions

Chancellor’s Residence Invitations – Printed Sample

Please contact Erica Eskes, Residence Manager, eeskes@conet.ucla.edu, for a referral to a printing house with access to the Chancellor’s Residence invitation design and paper stock.

The image shows a printed sample of a Chancellor's Residence Invitation. The invitation is set against a blue background with a white border. At the top center is the UCLA seal. Below the seal, the text reads: "Chancellor Gene Block and Mrs. Carol Block cordially invite you to a dinner celebrating the 60th anniversary of the UCLA School of Law". The date and time are "Monday, November 12, 2012 5:00 p.m.". The location is "UCLA Chancellor's Residence 10570 Sunset Boulevard Los Angeles, California". The reply instructions are "Respond by Monday, November 5, 2012, to Jane Smith janesmith@ucla.edu (310) 825-4321". There are also notes: "Kindly alert us to any allergies or dietary restrictions", "Business attire", and "Map enclosed". To the right of the invitation is a box titled "Standard Components:" with a list of 8 items: 1. Hosts, 2. Invitational, 3. Date and Time, 4. Location, 5. Reply Instructions, 6. Dietary, 7. Attire, and 8. Directions. Arrows point from each item in the list to the corresponding text on the invitation.

Standard Components:

1. Hosts
2. Invitational
3. Date and Time
4. Location
5. Reply Instructions
6. Dietary
7. Attire
8. Directions

Chancellor’s Residence Invitations - Standard Components

1. Hosts:

- Events at the Chancellor’s Residence are hosted solely by Chancellor and/or Mrs. Block (exceptions for co-hosts are limited to UC Regents and the UC President).
- Chancellor and/or Mrs. Block may co-host events at locations other than the Chancellor’s Residence. In these instances their names are listed first, followed by the co-hosts.
- Host names are equal in size, or larger than other text on the invitation. If there is an honoree mentioned in the invitational language (see “Invitational” below) their name can be the same size as the host names.
- Proper way to note hosts:
 - Chancellor Gene Block
 - Mrs. Carol Block
 - Chancellor Gene Block and Mrs. Carol Block

2. Invitational:

- Phrasing that invites guests to the event clearly explains the purpose/honoree. Preferred phrasing for events at the Residence begins with “cordially invite you to...”
- Complete the invitational by describing the type of event and its purpose/honoree. Be as concise as possible, approximately 2-3 lines.
 - Examples:

**cordially invite you to a reception honoring the
40th anniversary of the Ethnic Studies Centers**

**cordially invite you to a dinner honoring
Professor G.J. van der Zwaan,
Rector Magnificus of Utrecht University**

3. Date and Time:

- Include the day of the week, the month, day, and year. Do not abbreviate. For example:
 - Monday, July 2, 2018
- For most events at the Chancellor’s Residence, only list the event start time on the invitation. For events functions with guests continuously arriving/departing, such as a reception, invitations may include the start and end times, separated with the word “to.”
- Always use a colon and include minutes. Always lowercase and use periods for a.m. and p.m.

4. Location:

- Do not abbreviate, and do not include the zip code:

**UCLA Chancellor’s Residence
10570 Sunset Boulevard
Los Angeles, California**

5. Reply Instructions:

- Standardized format is as follows to request responses (RSVPs) on an invitation (all components must be included):

**Respond by (day), (month) (date), (year), to (name of person taking RSVPs)
(email address)
(phone number)**

- If there is a reply card enclosed, use this alternate format (all components must be included):

Respond by (day), (month) (date), (year)
Inquiries: (email address or phone number)

Reply card and map enclosed

6. Dietary:

- Invitations to served meal events must include the following text (receptions and buffets are not served meals):

Kindly alert us to any food allergies or dietary restrictions

7. Attire:

- Include attire information on all event invitations. Most events are either business casual attire or business attire.

8. Directions:

- A map must accompany all invitations to the Chancellor’s Residence.
- Email invitations: link to the online map at http://www.specialevents.ucla.edu/chancellors_residence_map.pdf
- List on the invitation as:

Campus map

- Print invitations: obtain map artwork from Erica Eskes, Residence Manager, eeskes@conet.ucla.edu
- List on the invitation as:

Map enclosed

- For events at locations other than the Chancellor’s Residence, if a map to the event venue is not available driving directions may be substituted. If there is a building or garage, it is a structure (i.e. Parking Structure 5). If there is an open area for parking, it is a lot (i.e. Parking Lot 36). Note parking fees or indicate if parking is complimentary. For example:
 - Parking is available for \$12 in Parking Structure 5
 - Complimentary parking available in Parking Lot A

9. Email Sender and Subject Line:

- Email invitations to the Chancellor’s Residence should be sent through a Contact Management System so that the sender and subject line appear as follows:
- Sender appears as one of the following:
 - Chancellor Gene Block
 - Mrs. Carol Block
 - Chancellor Gene Block and Mrs. Carol Block
- Subject line uses one of the following standard formats:
 - Invitation to (INSERT NAME OF EVENT)
 - Celebrate (INSERT A DESCRIPTION OF EVENT, HONOREE, ETC.)

Chancellor’s Residence Invitations – Additional Components

While not all Chancellor’s Residence invitations need these components, the following are guidelines for additional information and pieces that may be needed.

Sponsors:

- When an event at the Chancellor’s Residence is sponsored or co-sponsored by a donor or outside entity, a notation can be made at the bottom using this format:

This event has been made possible by the generous support of (NAME/ORGANIZATION)

- Note: UCLA schools and departments may not be noted as sponsors. When appropriate, schools and departments can be included in the invitational phrasing to help clarify the purpose of the event (i.e. “cordially invite you to a dinner honoring the 60th anniversary of the UCLA School of Law”).

Nontransferable:

- All invitations to events at the Chancellor’s Residence are nontransferable.
- If there is concern about an email invitation being forwarded to uninvited guests, an additional notation can be added at the bottom—in the footer before the unsubscribe language—stating: “This invitation is nontransferable.”

Mailer Envelope:

- Use the return address of the department taking the RSVP’s. Do not abbreviate. Include the zip code.

Reply Cards:

- If a printed reply card is utilized, include these components:
 - Event name (list at the top of the card; consistent with event name on the invitation)
 - Date (list below the event name; consistent with date format on the invitation)
 - Lines for the guest names (the letter “M” may be included directly in front of the guest name line to encourage guests to write in “Mr.,” “Mrs.” or “Ms.”)
 - Line for guest’s daytime telephone number
 - Line for guest’s email address
 - Attendance indicator (guests indicate their acceptance/declination; checkbox options are also acceptable)

- Example 1:

I/We _____ accept

Note: Guests to fill in the words DO/DO NOT or WILL/WILL NOT

- Example 2:

I will attend I will not attend

- Reply by date
 - Additional instructions (i.e. meal options)

Reply Envelope:

- A reply envelope must accompany a reply card. On reply envelopes use the return address of the department or person taking the RSVP’s.