



Association of International Affairs

## Steering Document

### Guidelines for external requests regarding marketing in our channels

Adopted at board meeting: 2019-09-18

It is not unusual for external organizations to contact our association with a request for us to market their events. These points should be taken into consideration when handling these requests to avoid our channels simply hosting external events.

*In case of an event we are hosting in collaboration with other organizations:*

1. We will market said event according to the decisions of each collaboration.
2. We will demand our logo/other information be visible on all marketing according to the level of our involvement.
  - a. Should we be a main contributor, or logo/other information has to match said visibility of the other main contributors.
  - b. Should we be minor contributor, or logo/other information can take a less central role.

*In case of an external request regarding marketing in our channels:*

3. If an organization we tend to collaborate with asks for marketing, it may benefit us to market their event if an agreement is made that they will market our events, even if we are not collaborating on these events.
4. If an organization we do not tend to collaborate with requests marketing in our channels these questions should be taken into consideration:
  - a. Is this event beneficial for our members?
  - b. What do we as an association get out of this marketing? I.e. perks, visibility in the event etc.
  - c. Does marketing this event affect our ability to be a politically and religiously neutral organization?