



## Director Communications & Events

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## Events & Communications Manager

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## Communications Coordinator

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## Events & Marketing Leads

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## Communications Lead

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## Newsletter Lead

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## Important Notice

- Team members **VOLUNTEER THEIR TIME** for SCWIST, despite their full-time/other part-time jobs and family, **PLEASE RESPECT THEIR TIME. THEY ARE NOT AVAILABLE 24/7.**
- In order to run communications & events smoothly, the Communications & Events Team have created an [online automated simple process tagged with simple guidelines](#). **PLEASE FOLLOW THE PROCESS SO THAT YOUR REQUEST CAN BE SERVED IN TIMELY MANNER.**

## Communications Guidelines

- **ALL BOARD MEMBERS & GROUP LEADS:** You and your team are responsible for creating the content for SCWIST’s communication channels. (We are not telepathic.)
- Please be detailed and explicit: in order to schedule your posts / blogs in a timely manner, please follow the steps outlined and submit your draft content / draft posts using this online [Communications Form](#). **PLEASE READ THE TIMELINES ON THE COMMUNICATIONS FORM WEBPAGE.** (We try hard, but are not magicians.)
- Ashley (communications coordinator) will schedule your content using the social media tools, and Priyanka (communications lead) will HELP with blog writing, but they will **NOT generate content or draft the posts from scratch.** (Again, they are not telepathic and can’t guess what you want.)
- **WE CANNOT PROCESS REQUESTS** via emails or just messages such as: “can you please promote this program/initiative/event/issue” without any additional information or timelines. (Only you know what you want and how you want it – so tell us!!)
- Please send **external events** and **job posting requests ONLY** s via the slack “communications request” channel. (Requests for cross-postings from other organizations are usually pre-done with dates etc. so we can easily process those.)
- Once you submit the request form (in form of social media promotion requests for your events or blogs / articles), **the submissions will be reviewed by the communications team as well as by the Director of Communications to ensure that the content aligns with SCWIST’s mission / vision / values** and for correct spelling and grammar. The review process will take 24-48 hours depending on team members’ availability. (We want to make sure that all SCWIST communications are at the same high level of professionalism.)
- **For writing Blogs**, please read our “[Editorial Guidelines](#)”.
- **For submissions to the newsletter:** All board members can submit newsletter content to the [Newsletter form](#).
- All communications content (such as requests for social media, blogs and newsletter etc.) will be reviewed by the Director of Communications, Ashley (communications coordinator) and Alyse (Newsletter Lead) for alignment with SCWIST’s mission, vision, and values - as well as for spelling and grammar.
- **Deadline** for content submission is the **21st of each month.**

## Events Guidelines

- **ALL BOARD MEMBERS & GROUP LEADS:** You and your team are responsible for creating the content and serving as the lead for events you wish to organize. (We are not telepathic so we can’t predict what your vision is.)

- The Events team will **NOT generate the content or organize the event from scratch**. (Again, telepathy ....)
- Please be detailed and explicit: in order to schedule your event and organize it in timely manner, please follow the procedure and submit the details of the event through the [Events Form](#). **PLEASE READ THE TIMELINES ON THE EVENTS FORM WEBPAGE.**
- **WE CANNOT PROCESS REQUESTS** *via* emails or just messages such as: “I have an idea; can you please shape it in an event?” without any additional information, any lead person from your or detailed timelines. (Only you know what you want and how you want it – so tell us!!)
- Once you submit the request form for your event, **the submissions will be reviewed by the events team as well as the Director of Events to ensure that the content aligns with SCWIST’s mission / vision / values and is aligned with SCWIST’s Strategic Plan.** We all wish to create stellar SCWIST events. The reviewing process will take 72 hours depending on the availability of the Events Team members. After that, you will be contacted by Marzieh (events & communications manager) to mark the date on the [EVENTS CALENDAR](#) and schedule a zoom link. In addition, Javairia and Ainee (events & marketing leads) will set up the Eventbrite. Once the event is live on Eventbrite, **you MUST submit the communications form to schedule dates of your choice for the promotion of your event.**
- Please note that **30% administration costs will be deducted** if the event generates any revenue.
- If you wish to add specific questions in the “Order form” in Eventbrite, please send email to Marzieh (events & communications manager) with the **subject line: “Event Name-Specific Questions for Order Registration Form”** and type your **“Questions for Registrants”** in the body of the message. Please cc this email to: [events@scwist.ca](mailto:events@scwist.ca).
- If you wish to have post-event feedback / survey, please send an email to Marzieh (events & communications manager) with the **subject line: “Event Name-Feedback survey request”** and type your **“Questions for Registrants”** in the body of the message. Please cc’d this email to: [events@scwist.ca](mailto:events@scwist.ca) also.
- **For ALL TEAMS:** PLEASE FOLLOW all the above steps to submit a request for an event. Once, the event request is approved (plus calendar and zoom are booked), then, **YOU CAN PUBLISH their events themselves on Eventbrite.** [This is NOT READY YET for Teams in Manitoba and Alberta].
- The following are authorized to do their own graphics and Eventbrite publications.
  - Quebec Lead: Irina Kostko ([ikostko@yahoo.com](mailto:ikostko@yahoo.com))
  - Ontario Events Committee Leads: Aashima Khosla ([aashimakh@gmail.com](mailto:aashimakh@gmail.com)) & Supreet ([supreek27@gmail.com](mailto:supreek27@gmail.com)).
  - Acting Director of Youth Engagement Program, Vaishnavi Sridhar ([vaishnavisri1994@gmail.com](mailto:vaishnavisri1994@gmail.com))