

Event Manual

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Conferences & Events

Biennial congress

Destination promotion

To support the communications goals of the IWA Biennial Congress, consistency is of utmost importance – it enables us to create a unified brand message across a wide range of communications. A key focus for the IWA Biennial Congress is to promote the venue. This should feature prominently in the imagery selected. All promotional material should have a clear call to action for prospective participants whether to register attendance or download a programme or a call for papers.

Design promotional material for the IWA Biennial Congress based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility.

Fixed elements on promotional materials include:

- The logo in the top right-hand corner of the copy area
- The name of the congress top left in line with the thin grey bar, which should run the full height of the headline
- The main headline or tagline for the congress and the dates and venue in the white text box on the right, separated by a thin line
- The blue boxes on the right can be used to list sponsors and/or organisers

Leading-edge conference series

Theme driven

To support the communications goals of the IWA's Leading-edge conferences, consistency is of utmost importance – it enables us to create a unified brand message across a wide range of communications. A key focus for the Leading-edge conference series is to promote advances and developments in water and wastewater technologies. This should feature prominently in the imagery selected. All promotional material should have a clear call to action for prospective participants whether to register attendance or download a programme or a call for papers.

Design promotional material for the Leading-edge series based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility.

Fixed elements on promotional materials include:

- The logo in the top right-hand corner of the copy area
- The name of the conference top left in line with the thin grey bar, which should run the full height of the headline
- The main headline or tagline for the congress and the dates and venue in the white text box on the right, separated by a thin line
- The blue boxes on the right can be used to list sponsors and/or organisers

 [Graphic designers can download sample layout files \(InDesign\) by clicking the image](#)

Specialist events

Theme driven

To support the communications goals of our Specialist conferences, consistency is of utmost importance – it enables us to create a unified brand message across a wide range of communications. A key focus for our Specialist events is to promote a specific theme. This should feature prominently in the imagery selected. All promotional material should have a clear call to action for prospective participants whether to register attendance or download a programme or a call for papers.

Design promotional material for our Specialist events based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility.

Fixed elements on promotional materials include:

- The logo in the top right-hand corner of the copy area
- The name of the conference top left in line with the thin grey bar, which should run the full height of the headline
- The main headline or tagline for the conference and the dates and venue in the white text box on the right, separated by a thin line
- The blue boxes on the right can be used to list sponsors and/or organisers

Pre-event

Call for papers

Key elements and style

The call for papers is the first opportunity to promote the theme and venue for our conferences. For maximum impact, keep text to a minimum and use large relevant images. There should be a clear call to action.

Design the call for papers based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility.

Fixed elements on call for papers include:

- The logo in the bottom right-hand corner of the copy area
- The name of the conference top left in line with the thin grey bar, which should run the full height of the headline
- Place dates and venue of conferences in the white text box on the right directly underneath the text 'Call for Papers' separated by a thin line
- Place the name of the organiser or internal group in the blue text box on the right
- If required, place logos of co-organisers bottom left of the page aligned with the IWA logo

Event advertising

Key elements and style

To be most effective, advertising should be simple, immediate, relevant and impactful to intrigue the reader. The core message of an ad should be understood in seconds and should include a clear call to action.

Design IWA event adverts based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility.

Fixed elements on advertisements include:

- The logo in the bottom right-hand corner of the copy area
- The main headline top left in line with the thin grey bar, which should run the full height of the headline
- Dates and venue of conferences directly underneath the headline separated by a thin line
- The tagline bottom left with the web address underneath

Deviations from these designs require approval by the IWA Marketing Department.

Event poster

Key elements and style

To maintain a strong visual identity, posters and any large-format graphics should be consistent with other communications pieces developed for an event. For maximum impact, keep text to a minimum and use large relevant images. There should be a clear call to action such as to register or submit a paper.

Design IWA event posters based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility.

Fixed elements on event posters include:

- The logo in the bottom right-hand corner of the copy area
- The main headline top left in line with the thin grey bar, which should run the full height of the headline
- Dates and venue of conferences directly underneath the headline separated by a thin line
- One large image alone or in combination with four small detail images as shown
- If required, place logos of sponsors underneath the images
- The tagline bottom left with the web address underneath

Deviations from these designs require approval by the IWA Marketing Department.

Event postcards

Horizontal Postcard

Key elements, preferred style and formats

To maintain a strong visual identity, event postcards should be consistent with other communications pieces developed for an event. For maximum impact, keep text to a minimum and use large relevant images. There should be a clear call to action for prospective participants to register attendance or to download a programme.

Design IWA event postcards based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility.

Vertical Postcard

Fixed elements on event postcards include:

- The logo in the bottom right-hand corner of the copy area on portrait layouts, or top right of the copy area on landscape layouts
- The main headline top left in line with the thin grey bar, which should run the full height of the headline
- Dates and venue of conferences directly underneath the headline separated by a thin line

Deviations from these designs require approval by the IWA Marketing Department.

Back of Postcard

Programme

Preliminary and final

To maintain a strong visual identity, programmes should be consistent with other communications pieces developed for an event. Use impactful and relevant imagery on programme covers. The cover should invite and compel the reader to open the programme.

Design programmes based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility.

Fixed elements on programme covers include:

- The logo in the top right-hand corner of the copy area
- The name of the conference top left in line with the thin grey bar, which should run the full height of the headline
- Dates and venue of conferences in the white text box on the right directly underneath the text 'Conference Programme' separated by a thin line
- The blue boxes on the right can be used to list sponsors and/or organisers

Sponsorship brochure

Preliminary and final sponsorship brochures

Sponsorship brochures should reflect the event's theme and encourage prospective sponsors to get involved in the event. Use impactful and relevant imagery on the brochure cover. The cover should invite and compel the reader to open the brochure.

Design sponsorship brochures based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility.

Fixed elements on sponsorship brochure covers include:

- The logo in the bottom right-hand corner of the copy area
- The name of the conference top left in line with the thin grey bar, which should run the full height of the headline
- The name of the brochure in the white text box on the right
- Dates and venue of the conference in the white text box on the right directly underneath, separated by a thin line
- The name of the organiser or internal group in the blue text box on the right
- If required, place logos of co-organisers bottom left of the page aligned with the IWA logo

E-mailing

HTML version

E-mailings should include the IWA branding elements such as logotype, Arial typeface, the IWA colour palette and relevant imagery.

Distribute e-mailings as HTML files. Centrally produced e-mailings can be translated to suit specific regional needs. Third parties, e.g., conference organizers, may also distribute e-mailings. For purposes of *integrity, mail only to opt-in mailing lists. To enhance opening rate, the Sender should be obvious and the Subject line compelling.

Fixed elements on e-mailings should include:

- The logo at the top of the copy area
- A panoramic image underneath
- The main headline top left underneath the image
- Individual news items placed left with short introductory text with 'more' link to click through to full news item
- Banners or further links can be placed to the right

* Online mailing laws vary from country to country.

Place image relevant to event on top of e-mailing

Headline

Font: Arial Bold
Colour: Black

Sub-headline 1

Font: Arial Bold
Colour: 100% Black

Sub-headline 2

Font: Arial Bold
Colour: IWA blue

Banners

Place banners for events, publications etc. in the right column of the e-mailing



Booth & Event Design

Aisle and decorative banners

Key elements and style

To maintain a strong visual identity, banners should be consistent with other communications pieces developed for an event. Banners can be used to designate aisles or as decoration. For maximum impact, keep text to a minimum and use large relevant images.

Design exhibition banners based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility. When designing banners keep physical placement in a hall or room in mind. Avoid placing key messaging too low or too high.

Fixed elements on exhibition banners include:

- The logo in the top right-hand corner of the copy area
- The main headline top left in line with the thin grey bar, which should run the full height of the headline
- The conference theme in the white text box on the right
- Sub-headline directly underneath separated by a thin line
- One large image in combination with four small detail images or one offset image to the right as shown
- Body copy and bullets on white to ensure legibility
- The tagline bottom left with the web address underneath
- A QR code bottom right-hand corner

Deviations from these designs require approval by the IWA Marketing Department.

 [Graphic designers can download sample layout files \(InDesign\) by clicking the image](#)

Pop-up booths

Key elements and style

To maintain a strong visual identity, pop-up booth graphics should be consistent with other communications pieces developed for an event. For maximum impact, keep text to a minimum and use large relevant images.

Design pop-up booth graphics, based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility. Due to the large proportion of through traffic at conferences it is important to ensure that key messaging and graphics are placed above or at eye level. Avoid placing key messaging too low or too high.

Physical dimensions vary between pop-up booth manufacturers; check dimensions before designing artwork. The downloadable layout files supplied are based on the dimensions 4 m x 3 m PopUp Elite – 6 Panels.

Fixed elements on pop-up booth graphics include:

- The logo in the top right-hand corner of the copy area
- The main headline top left in line with the thin grey bar, which should run the full height of the headline
- The conference theme in the white text box on the right
- Sub-headline directly underneath separated by a thin line
- One large image in combination with four small detail images or one offset image to the right as shown
- Body copy and bullets on white to ensure legibility
- The web address placed vertical on the curved side panels

 [Graphic designers can download sample layout files \(InDesign\) by clicking the image](#)

Deviations from these designs require approval by the IWA Marketing Department.

Directional signage

Key elements and style

To maintain a strong visual identity, directional signage should be consistent with other communications pieces developed for an event. For maximum impact, keep text to a minimum and use large relevant images.

Design directional signage, based on our six-column grid layout to maintain consistency and recognisability, while maintaining a large degree of design flexibility. When designing signage keep physical placement in a hall or room in mind. Avoid placing key messaging too low or too high.

Fixed elements on directional signage include:

- The logo in the top right-hand corner of the copy area
- The name of the conference top left in line with the thin grey bar, which should run the full height of the headline
- The location in large reversed white text on one large image
- The blue boxes on the right can be used to list sponsors and/or organisers
- The tagline bottom left

Deviations from these designs require approval by the IWA Marketing Department.

 Graphic designers can download sample layout files (InDesign) by clicking the image