

CAREERS BLOG EVENT COVERAGE REQUEST FORM

WHEN TO USE THIS DOCUMENT

Please submit this document to request that an article about your event appear on the Careers Blog. This document is designed to streamline the production and posting of coverage and ensure that all event posts are of high quality and interesting to our audience of jobseekers.

Please submit all requests for event coverage **at least two weeks** before an event and we will either confirm coverage or reach out to discuss your request in more detail. All materials required for publication must be submitted **within 2 days of the event's completion**.

Following submission, the Careers Blog team will obtain final approvals on the completed article prior to publication.

PRE-SCREEN

Before you proceed, be sure your event fulfills all four requirements below:

- Is my event one or more of the below?
 - Uniquely important as compared to other events put on throughout the year
 - Uniquely demonstrative of an element of the GS culture
 - Strongly serving a recruitment goal
- Does my event cover one of the five content pillars?
 - Diversity and Inclusion,
 - Day in the Life/What it's Like to Work Here
 - Thought Leadership/ Advice
 - How to Prepare/ Recruiting
 - How we Makes Things Possible
- Is my event interesting to a wide range of jobseekers or a key recruitment target group?
- Is my event happening no less than two weeks from the date I plan to submit this request?

THE DETAILS

Event Name:

Event Date:

Event Location:

Content Pillar:

Primary point of contact for this blog post:

Who is attending the event:

Who is organizing/hosting the event:

Which Goldman Sachs senior leaders or notable figures are participating in this event (if any) and in what capacity:

Who will need to approve this content prior to running? Please provide the names of individual contacts.

Note: Please provide titles for GS employees as they should be written in the post

HIGH LEVEL OVERVIEW

Brief description of the event

Why is this event significant?

What does this event communicate to job seekers about the culture of Goldman Sachs?

Any additional information you would like to share

QUOTES

Please provide the name(s) and title(s) of who should be quoted in connection with this article and a draft of his or her quote(s). If the person is a senior leader, keep in mind that quote approvals can be slow and should be initiated in advance of the event if possible. If quotes will be obtained on site please indicate that.

PRE-EVENT CHECKLIST

- Confirm coverage
- Arrange for someone to take photos. Be sure that person is familiar with the Goldman Sachs [photo guidelines](#). If alcohol will be served at the event, please note that alcohol cannot be visible in photographs.
- Print [photo releases](#) to be signed either by all attendees or by anyone in a photograph (interns do not need to sign photo releases as they sign one at the beginning of their program).
- Arrange for someone to collect quotes from GS employees and/or attendees if applicable.
- If a senior leader is giving a speech or participating on a panel, pre-clear the use of quotes with their office. Approval is required even if the speech is given publicly. For pre-written speeches, you may be able to obtain quotes in advance of the event itself.

POST EVENT SUBMISSION

In order for us to publish your event coverage, please submit the following within two days of your event's completion:

- Three photo options that comply with Goldman Sachs [photo guidelines](#) including photo releases and caption information if applicable
- Approved quotes

For questions regarding content, please email [eo-employerbranding](#)

For questions regarding photography, please email [Tony Calianese](#) and [Stephen Zipp](#)