



GEORGIA ASSOCIATION FOR WOMEN IN HIGHER EDUCATION

2027 ANNUAL CONFERENCE

Marketing Toolkit Guide

“LEADING BEYOND LIMITS”

Courage, Community, and Impact

FEBRUARY 18–19, 2027

Savannah State University | Savannah, Georgia

EDUCATE | EMPOWER | ELEVATE

#GAWHE2027

START HERE: MARKETING TOOLKIT GUIDE

PURPOSE OF THIS TOOLKIT

Thank you for helping the Georgia Association for Women in Higher Education spread the word about the 2027 GAWHE Annual Conference.

This toolkit includes official conference graphics and promotional resources that GAWHE members, board members, speakers, sponsors, partners, and supporters can use to promote the conference across their institutions, professional networks, email communications, and social media.

Our goal is simple: make it easy for everyone to share one unified conference message while expanding the reach and visibility of GAWHE.

WHAT'S INSIDE THE TOOLKIT



Conference Logos

Official 2027 conference logos, horizontal logo, and the commemorative seal for digital and promotional use.



Conference Flyers

Ready to share promotional flyers, including the general conference flyer, conference reminder, and Call for Proposals.



Social Media Graphics

Graphics sized and designed for sharing across social media and professional networks, including the registration launch graphic.



Conference Countdown Graphics

Ready-to-post graphics for 30 Days, 14 Days, 7 Days, and 1 Day. Use these as the conference approaches to build excitement and momentum.



Conference Profile Frames

Personalized promotional frames for attendees, board members, speakers, and sponsors.



Brand Resources

Conference logos, colors, typography guidance, and visual standards to help maintain a consistent conference identity.

HOW TO USE THE TOOLKIT

You are encouraged to share the official conference materials through your:

- ✦ Institutional and departmental communications
- ✦ Professional organizations and networks
- ✦ LinkedIn, Facebook, Instagram, and other social platforms
- ✦ Email newsletters and announcements
- ✦ Faculty and staff communications
- ✦ Professional development networks

You may resize official graphics as needed for the platform where they will appear. Please do not alter the conference logo, colors, theme wording, or core graphic elements.

OFFICIAL CONFERENCE INFORMATION

When creating your own post or announcement, please use the following official information:

Theme	Leading Beyond Limits: Courage, Community, and Impact
Dates	February 18–19, 2027
Location	Savannah State University, Savannah, Georgia
Website	www.gawhe.org
Registration	gawhe.org/conference-registration/
Hashtag	#GAWHE2027

SAMPLE SOCIAL MEDIA COPY

General Conference

We're heading to Savannah!

Join the Georgia Association for Women in Higher Education for the 2027 GAWHE Annual Conference, February 18–19, 2027, at Savannah State University.

This year, we're Leading Beyond Limits: Courage, Community, and Impact.

Connect with women across higher education for two days of learning, leadership, community, and inspiration.

Register today: gawhe.org/conference-registration/

#GAWHE2027 #LeadingBeyondLimits

Share With Your Network

Higher Education. Stronger Together.

GAWHE is bringing higher education professionals together in Savannah for the 2027 Annual Conference.

Whether you are an educator, administrator, leader, researcher, practitioner, or emerging professional, you have a place in this community.

February 18–19, 2027 | Savannah State University | Savannah, Georgia

Register: gawhe.org/conference-registration/

#GAWHE2027 #LeadingBeyondLimits

Call for Proposals

Help shape the conversation at the 2027 GAWHE Annual Conference.

GAWHE invites educators, practitioners, researchers, and thought leaders to submit proposals for engaging sessions, workshops, and panels designed to inform, inspire, and ignite change.

Proposal Deadline: November 1, 2026

Share your expertise. Inspire change. Shape what's next.

USING YOUR CONFERENCE PROFILE FRAME



ATTENDEE



BOARD MEMBER



SPEAKER



SPONSOR

Show your GAWHE pride and let your network know you'll be joining us in Savannah.

- ◆ Select the [Canva link](#) for your appropriate frame: Attendee, Board Member, Speaker, or Sponsor.
- ◆ Add your professional photo to the designated photo area.
- ◆ Position your photo within the frame.
- ◆ Download your completed graphic as a PNG.
- ◆ Share it on social media and tag #GAWHE2027.

Please do not modify the conference branding, theme, dates, or design elements within the frame.

SUGGESTED EMAIL ANNOUNCEMENT

Subject: Join Us at the 2027 GAWHE Annual Conference

The Georgia Association for Women in Higher Education invites you to join us for the 2027 GAWHE Annual Conference, February 18–19, 2027, at Savannah State University in Savannah, Georgia.

Under this year's theme, Leading Beyond Limits: Courage, Community, and Impact, higher education professionals from across Georgia and beyond will come together for two days of learning, connection, leadership, and community.

We hope you will join us in Savannah.

Register today: gawhe.org/conference-registration/

HELP US LEAD BEYOND LIMITS

Every share expands our reach. Post a flyer. Add your conference frame. Forward the registration information to a colleague. Share the conference with your institution. Invite someone in your professional network to attend with you.

Together, we can introduce more women to the GAWHE community and create meaningful opportunities to connect, empower, collaborate, and transform.



SEE YOU IN SAVANNAH!

Georgia Association for Women in Higher Education
2027 Annual Conference | February 18–19, 2027
Savannah State University | Savannah, Georgia

EDUCATE | EMPOWER | ELEVATE