



Communications Committee

ASHRAE Resources

Communications Chair Centralized Training

Module 1

2026-09-15

Presenters: Thursten Simonsen, David Roberts, Joslyn Ratcliff

Disclaimer

This presentation is maintained by the Communications Committee of ASHRAE. It does not present official positions of the Society, nor reflect Society policy. The Communications Committee may not act for the Society and the information presented here has not had Society review. To learn more about ASHRAE activities on an international level, visit [ashrae.org](https://www.ashrae.org).



Communications Committee

Marketing Central Overview

ashrae.org/marketing

What Is Marketing Central?



Communications Committee



ASHRAE Acronym Guide

Download this quick guide for an easy reference of acronyms commonly used in ASHRAE. Easily see and search through over 400 terms!

[DOWNLOAD](#)

Presentations

Find the most current:

- ▶ ASHRAE Leadership
- ▶ This Is ASHRAE
- ▶ ASHRAE Handbook
- ▶ Research Promotion
- ▶ Standards
- ▶ Technical Committees
- ▶ Other presentations

[LEARN MORE](#)

ASHRAE President

Bill McGuire, PE, CDP, Fellow ASHRAE, LEED AP is ASHRAE's President for the 2025-26 term.

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ASHRAE Branding Guide

Reference this quick and informative resource for all of your ASHRAE branding needs and questions including logos, color palettes, chapter information, and typography.

[LEARN MORE](#)

ASHRAE Press Releases

[READ & SUBSCRIBE](#)

Email Newsletters

[VIEW THE VARIETY](#)

Resources To Use | categorized by type

Logos Forms PDFs Presentations Templates & Graphics Toolkits Tradeshows Videos Virtual Backgrounds

Note: misuse of the ASHRAE logo is punishable by law. Refer to the logo policy for details on proper use of the ASHRAE logo.

- A convenient access point for marketing resources.
- A central location for official ASHRAE materials to use for outreach and promotion.
- Updated regularly to reflect current Society priorities.

Where to Find Marketing Central



Communications Committee



Shaping Tomorrow's Global
Built Environment Today

What Are You Looking For?



[JOIN](#) [VOLUNTEER](#) [MAKE A GIFT](#)

[BOOKSTORE](#)

[LOG IN](#)

[ABOUT](#)

[TECHNICAL RESOURCES](#)

[PROFESSIONAL DEVELOPMENT](#)

[CONFERENCES](#)

[COMMUNITIES](#)

[MEMBERSHIP](#)

MISSION & VISION

[ASHRAE & Industry History](#)

LEADERSHIP

[ASHRAE Board of Directors](#)

[ASHRAE President](#)

[Leadership Voices](#)

[Officers, Directors, Councils,
Committees, Staff](#)

[Presidential Members Gallery](#)

[Society Organization Chart](#)

STRATEGIC PLAN

SOCIETY SNAPSHOT

GOVERNANCE

[Memoranda of Understanding](#)

POSITION DOCUMENTS

GOVERNMENT AFFAIRS

[Member Resources: Advocacy Toolkit](#)

[Government Affairs Office](#)

[Government Affairs Updates](#)

[Policy Positions and Issues](#)

[WISE Program](#)

NEWS

[2026](#)

[2025](#)

[2024](#)

[2023](#)

[News Prior to 2023](#)

NEWSLETTERS

[CAREERS AT ASHRAE](#)

[EVENT SPACE RENTAL](#)

[ASHRAE 365 APP](#)

SUPPORT ASHRAE

[RP](#)

[Foundation](#)

[Volunteer](#)

[MARKETING CENTRAL](#)

[ASHRAE GLOBAL HQ](#)

[CONTACT US](#)

[DIVERSITY EQUITY AND INCLUSION \(DEI\)](#)



ASHRAE Acronym Guide

Download this quick guide
for an easy reference of



Presentations

Find the most current:

- ▶ [ASHRAE Leadership](#)
- ▶ [This Is ASHRAE](#)



ASHRAE President

Bill McQuade, P.E., CDP,
Fellow ASHRAE I EED AP



ASHRAE Branding Guide

Reference this quick and
informative resource for all of

Featured Programs



Communications Committee



ASHRAE Acronym Guide

Download this quick guide for an easy reference of acronyms commonly used in ASHRAE. Easily see and search through over 400 terms!

DOWNLOAD

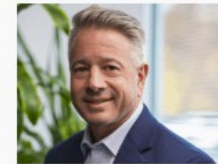


Presentations

Find the most current:

- ▶ ASHRAE Leadership
 - ▶ *This Is ASHRAE*
- ▶ ASHRAE Handbook
 - ▶ Standards
- ▶ Technical Committees
- ▶ Other presentations

LEARN MORE



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LEARN MORE

The top of the page highlights current programs of immediate interest, branding and acronym guides.

- ✓ Intended to help volunteer leaders focus on timely initiatives.
- ✓ Featured programs change throughout the year.

Communications



Communications Committee

ASHRAE Press Releases

READ & SUBSCRIBE

Email Newsletters

VIEW THE VARIETY

Links to get the latest Press Releases from ASHRAE or subscribe to any of ASHRAE's free newsletters, including Chapter Notes.

Logos



Communications Committee

Resources To Use | *categorized by type*

Logos

Forms

PDFs

Presentations

Templates
& Graphics

Toolkits

Tradeshows

Videos

Virtual
Backgrounds

Download approved ASHRAE logos or request a logo for your chapter.



TIP: Each chapter should already have a chapter logo in your chapter's Basecamp project. If you aren't seeing it contact logoquestions@ashrae.org

Resources To Use | *categorized by type*

Logos Forms PDFs Presentations Templates & Graphics Toolkits Tradeshows Videos Virtual Backgrounds

A convenient list of some of the forms chapters need most:

For Chapters

[Chapter Supplies Order Form](#)

[Promotional Freebies Request Form](#)

[Chapter Bulk Publications Order Form](#)

[Chapter Logo Request Form](#)

Government Advocacy (GAC)

[Government Affairs Take Action Form](#)

Membership

[ASHRAE Join Form](#)

[Connect-a-Colleague](#)

Research Promotion (RP)

[ASHRAE RP Forms](#)

[RP Promo Supplies Form](#)

Students

[Student Activities Materials Request Form](#)

Resources To Use | *categorized by type*

Logos Forms **PDFs** Presentations Templates & Graphics Toolkits Tradeshow Videos Virtual Backgrounds

Pertinent PDFs on Popular Topics

ASHRAE Society Reference Materials

-  [ASHRAE One Pager](#)
-  [Acronyms Commonly Used in ASHRAE](#)
-  [Writing Styles, Naming, References](#)

Plus, information on:

Building EQ
Certification
Government Affairs
Honors & Awards
Membership Applications
Students
Yea
and more...

Presentations

Resources To Use | *categorized by type*

Logos Forms PDFs **Presentations** Templates & Graphics Toolkits Tradeshow Videos Virtual Backgrounds

Helpful Presentations

- ASHRAE CRC Leadership Presentation
- This is ASHRAE Presentation
- CRC Report Templates
- Social Media Best Practices
- Communications Committee Overview
- and more...

Templates & Graphics



Communications Committee

Resources To Use | *categorized by type*

Logos Forms PDFs Presentations **Templates & Graphics** Toolkits Tradeshow Videos Virtual Backgrounds

Templates and Graphics

- ASHRAE PPT Template and Letterhead
- **Over 10** Canva Templates
- Membership Promotion Resources
- All FREE and Ready for Use



I'm a Member of ASHRAE.
Learn how you can be, too.
ashrae.org/membership

I'm a Member of ASHRAE.

Learn how you can be, too.
ashrae.org/membership



Toolkits

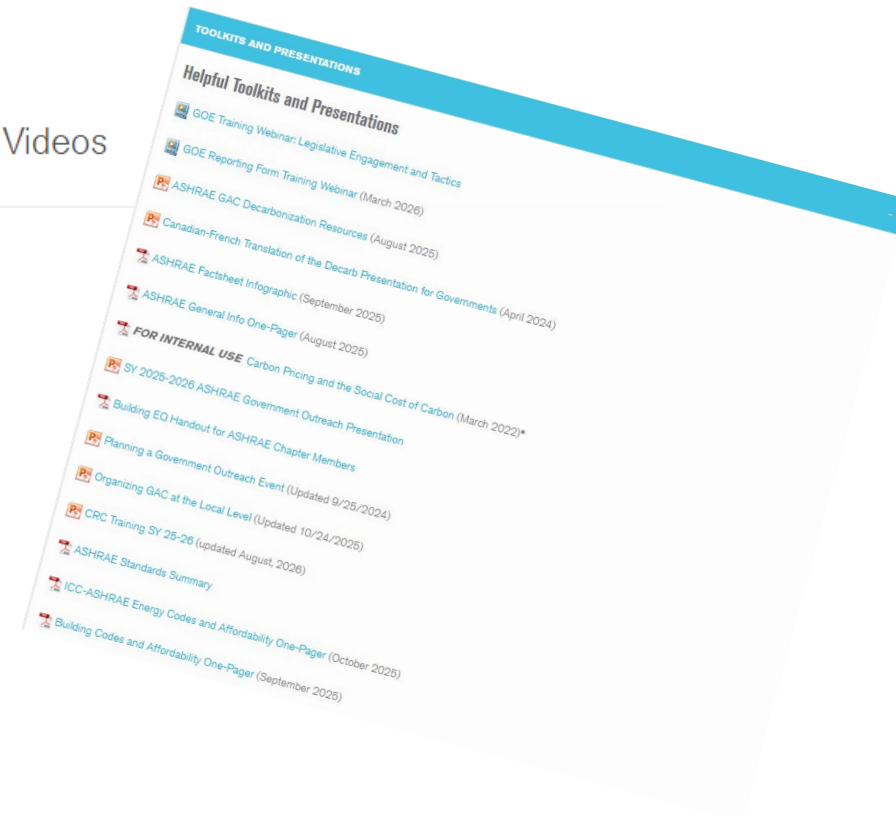


Communications Committee

Resources To Use | *categorized by type*

Logos Forms PDFs Presentations Templates
& Graphics **Toolkits** Tradeshow Videos

Conference Promotion and Government Affairs Toolkits



Tradeshows



Communications Committee

Resources To Use | *categorized by type*

Logos Forms PDFs Presentations Templates & Graphics Toolkits **Tradeshows** Videos Virtual Backgrounds

Date	Tradeshow	Venue
March 25-27, 2026	CMPX Booth 1147	Metro Toronto Convention Centre, South Buidling Toronto, ON
May 5-7, 2026	ARBS Booth 554	MCEC Melbourne Melbourne, Australia
September 29 - October 1, 2026	AHR Expo Mexico Booth 432	Expo Guadalajara Guadalajara, Mexico
October 13-15, 2026	Chillventa Booth 1-507	Exhibition Centre Nuremberg Nuremberg, Germany
October 21-22, 2026	Greenbuild Booth 1736	Javits Center New York, New York



See where ASHRAE is exhibiting around the world and download promotional materials from the booths.

Resources To Use | *categorized by type*

Logos Forms PDFs Presentations Templates
& Graphics Toolkits Tradeshow **Videos** Virtual
Backgrounds

>> Visit [ASHRAE Video](#) on YouTube to browse a selection and Subscribe to be notified of updates each time a new video is posted.

ASHRAE

- [ASHRAE Year In Review](#)
- [ASHRAE Global Headquarters](#)
- **NEW!** [Indoor Environmental Quality \(IEQ\) Video Series](#)
- [ASHRAE Center of Excellence for Building Decarbonization Series](#)
- [ASHRAE's Mission of Sustainability](#)
- [Shaping Tomorrow's Global Built Environment Today](#)
- [ASHRAE Celebrates 125 Years](#)

Virtual Meeting Backgrounds



Communications Committee

Resources To Use | *categorized by type*

Logos Forms PDFs Presentations Templates & Graphics Toolkits Tradeshows Videos **Virtual Backgrounds**

Virtual Backgrounds

[Lake View](#)

[Deck View](#)

[Blue ASHRAE Logo and Tagline](#)

[Green ASHRAE Logo and Tagline](#)

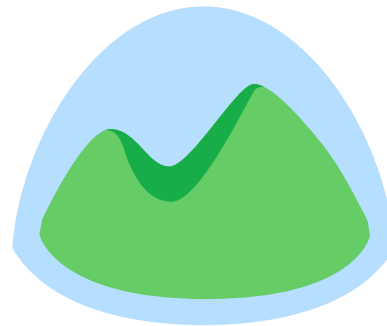
 [All backgrounds together \(zip\)](#)



Basecamp

ASHRAE uses Basecamp to streamline collaboration and communication across Regions, Chapters and Committees.

This presentation will provide resources to help you get the most out of Basecamp, including tips, guidance and best practices from the ASHRAE Communications Committee.



What is Basecamp?



Communications Committee

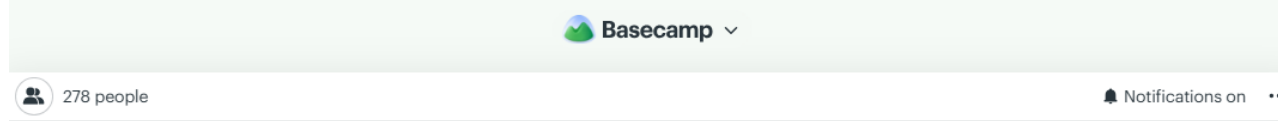
- Project management platform available to ASHRAE volunteers and leaders
- Central hub for Chapters, Regions, and Committees
- Keeps discussions, files, schedules, and tasks in one place
- Preserves institutional knowledge and chapter history
- Third-party platform used by ASHRAE

Basecamp is a project management and collaboration platform that gives a team a single place to manage discussions, tasks, schedules, documents, and project updates. Instead of relying on separate email threads, shared drives, spreadsheets, and messaging apps, teams work together within a centralized project workspace.

How to Get Started



Communications Committee



ASHRAE Region XII Chapter Leaders

ASHRAE Region XII

Representing Florida, the Caribbean, and Central and South America

[Go to the Clientside for ASHRAE Region XII Chapter Leaders →](#)

- 8:44am Alexandre K. uploaded 2 files: [Brasil Chapter - Motion 1.docx](#), [2026 RXII RP Regional Officer Report.pptx](#)
- 8:00am Bruce B. posted a message: [Untitled](#)
- 12:29am Luis A. uploaded a file: [2026 RXII GAC Regional Officer Report.pptx](#)
- 10 people active in the last 7 days - [View all activity...](#)

Message Board

BBL Bruce B Lindsay
Aug 4

Untitled
Franco, Not sure if I am expected to give a formal presentation, but I am always prepared for one.
[Region_XII Refrigeration Report 8-6-26.pptx]

BBL **Untitled**
[ASHRAE Reion XII CRC 2026 Muscle Car M...]

PACK YOUR FAVORITE TEAM'S JERS...
Get ready to SUIT UP for our ASHRAE Regio...

OPERATION MP EAGLE. At CRC H&...
[51151.jpg]

Two Venues Announced for CRC JA...
<https://www.facebook.com/share/t/191vRHk...>

Region XII CRC Jay 2026 Early Bird

To-dos

2026 BOD Meeting

- ☐ Update the Planning Spreadsheet
- ☐ Update the Budget Spreadsheet
- ☐ Develop a communication and outreach plan.
- ☐ [Royal Tulip] request proposal for sound and i...
- ☐ [JK Museum] Pre-booking
- ☐ [JK Museum] request proposal for sound and i...
- ☐ [Semminar JK Museum] Invitation to participate
- ☐ UP Sampa to provide contract for third-party e...
- ☐ Engage tourism company and provide four ten...

2025 CRC Action Items

2025 Regional Planning Meeting & Pre...

Schedule

August 2026

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Sep 14 Deadline to turn in GAC Award Nomi...
Mon, Sep 14

Oct 1 Deadline to have your Chapter plann...
Thu, Oct 1

Docs & Files

Automatic Check-ins

Campfire

Basecamp Projects Already Exist for:

- Regions
- Chapters
- Technical Committees

★ Need **access** to a project?

Ask the chair, Chapter President, or DRC

★ Need a **new** project?

Reach out to Joslyn Ratcliff on staff at jratcliff@ashrae.org

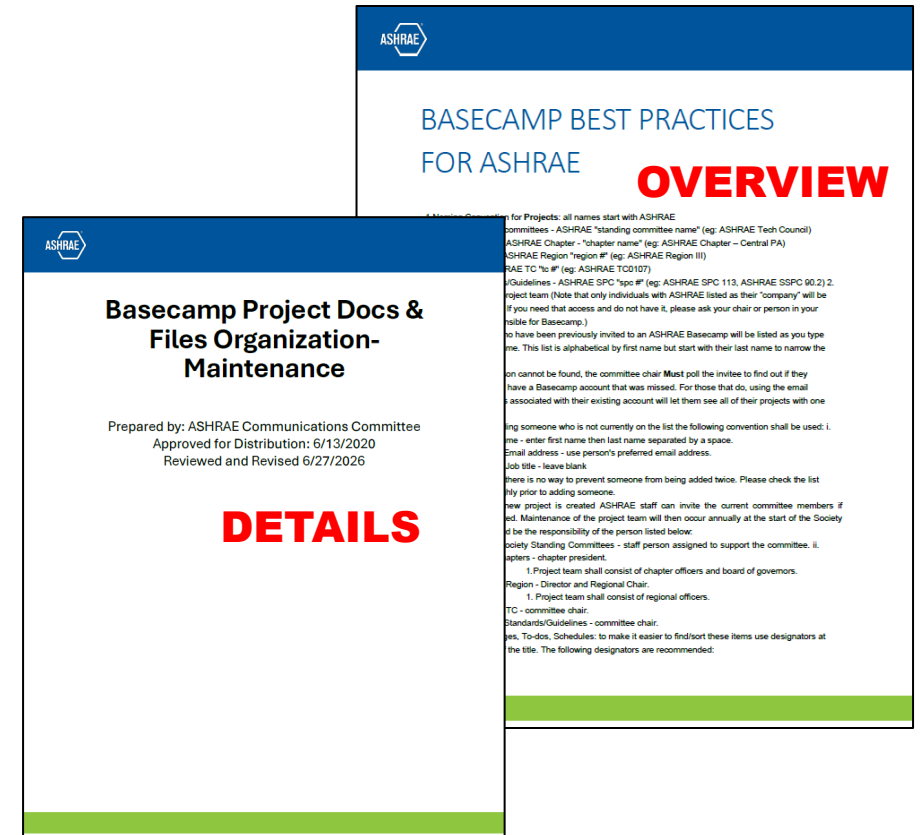
Best Practices for Basecamp



Communications Committee

Includes recommendations for:

- Naming Convention for Projects
- Inviting People to a Project Team - Who does it and when?
- Organizing Messages, To-dos, and Schedules
- Structuring folders for meetings, minutes, and other documents



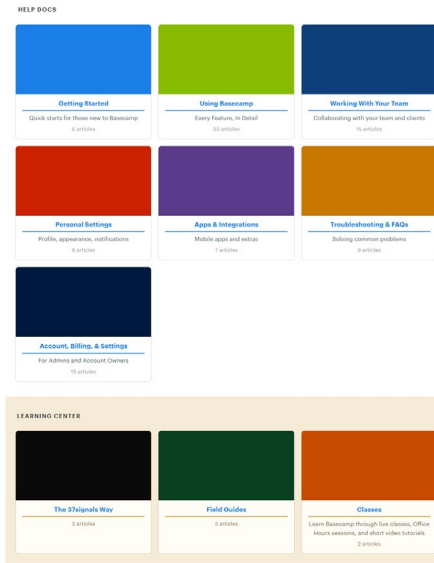
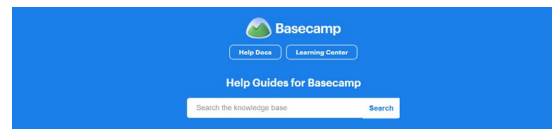
A few minutes spent reviewing these best practices can help your team maintain a consistent, organized, and easy-to-manage Basecamp workspace from day one.

Where to Go for Help



Communications Committee

The Communications Committee page of ashrae.org contains helpful links and the latest information.



Help Guides



Office Hour

ashrae.org/basecampguidance



Join us for a free live class.

We'll answer questions about setting up Basecamp, rolling it out to your team, and anything else you'd like to ask.

Intro to Basecamp

We'll teach you the basics of using Basecamp, with plenty of time set aside for questions.

AUG	Intro to Basecamp	AUG	Intro to Basecamp
4	Tue, Aug 4, 1:00pm	5	Wed, Aug 5, 8:00am
11	Tue, Aug 11, 5:00pm	12	Wed, Aug 12, 8:00am
12	Wed, Aug 12, 1:00pm	13	Thu, Aug 13, 12:00pm
17	Mon, Aug 17, 1:00pm	19	Wed, Aug 19, 8:00am
26	Wed, Aug 26, 8:00am		

Become a Pro

We'll take a deep dive into the features and tools to help you get the most out of Basecamp.

AUG	Card Table
13	Thu, Aug 13, 1:00pm

Free Classes



ASHRAE 365 App

Your Mobile Connection to the ASHRAE Community

- Free on the Apple App Store and Google Play
- More than **55,000 downloads**
- One app for ASHRAE conferences, events, news and member resources
- Designed for members, volunteers, chapter leaders, and conference attendees



Why Download ASHRAE 365



Communications Committee

ASHRAE 365 helps members stay connected to the Society wherever they are

- Receive the latest ASHRAE news and alerts
- Discover conferences, meetings, and Society events
- Access conference information before, during, and after events
- Find member resources and volunteer tools
- Customize the app with shortcuts to your most-used features



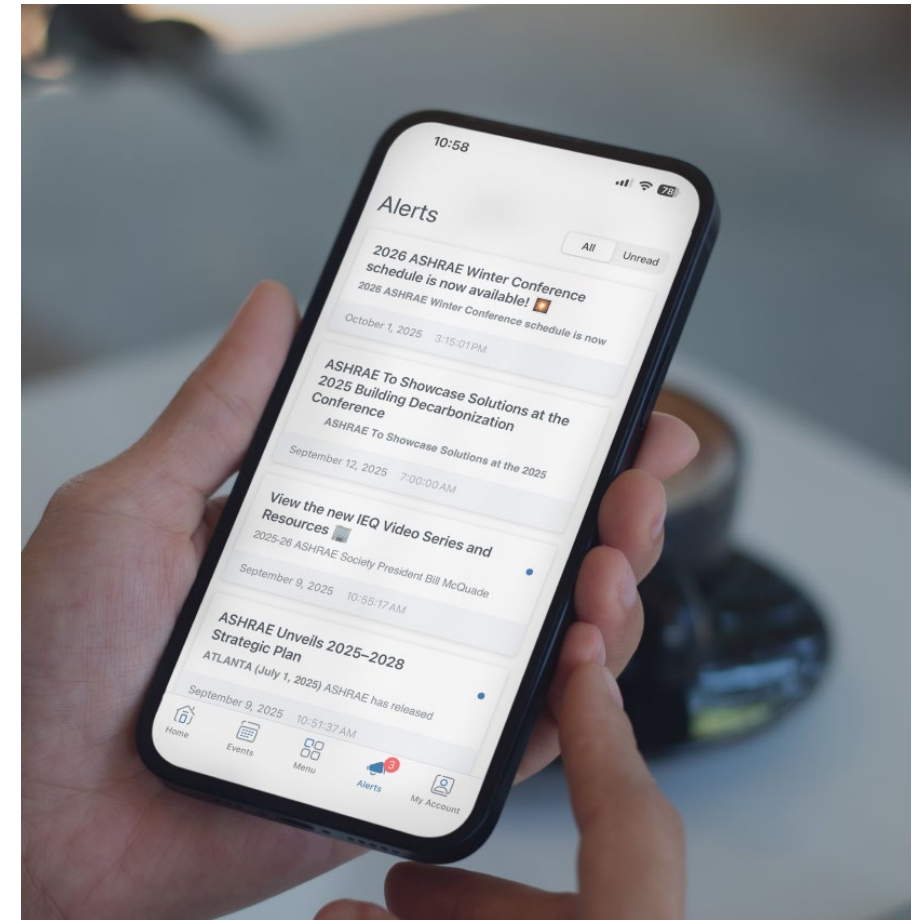
How ASHRAE 365 Supports Regions & Chapters



Communications Committee

ASHRAE 365 helps regional and chapter leaders keep members engaged

- Host CRCs on ASHRAE 365
- Increase visibility for Society activities
- Help members quickly find information and resources, including the ASHRAE Tech Hour
- Encourage participation
- Keep members up to date with Society updates and notifications



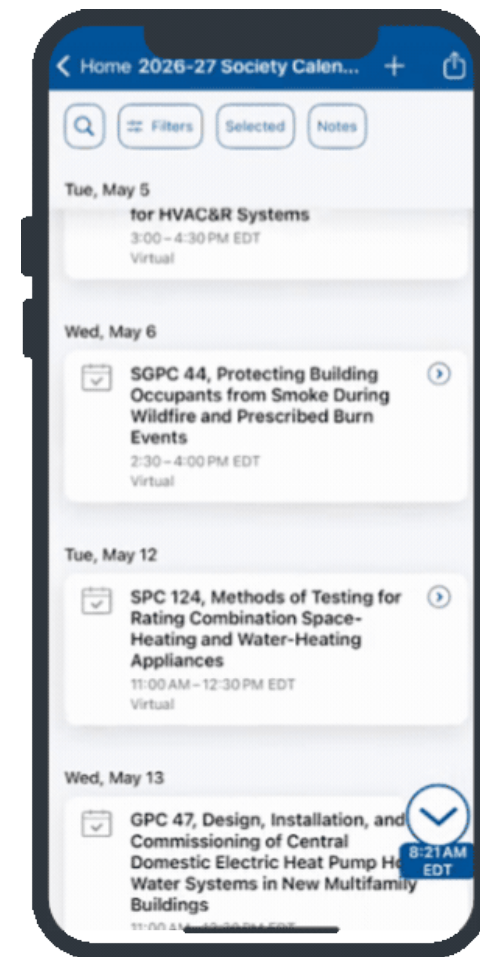
New! Society Calendar



Communications Committee

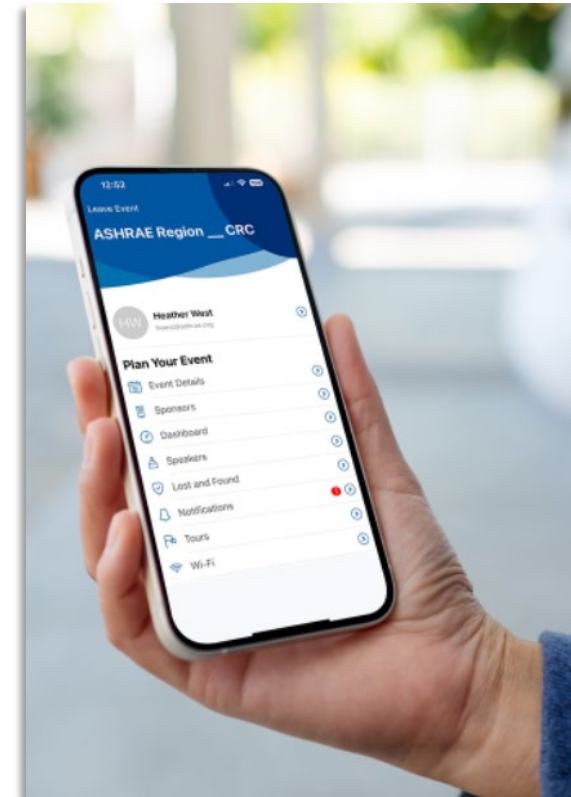
The Society Calendar brings details about ASHRAE events together in one centralized location

- Annual and Winter Conferences
- Topical Conferences
- Chapters Regional Conferences (CRCs)
- Committee meetings
- ASHRAE Learning events
- Other Society activities



ASHRAE 365 serves as an option mobile tool for Chapters Regional Conferences

- Complete conference schedule
- Session and speaker information
- Maps and room locations
- Sponsor and exhibitor information
- Conference announcements and updates
- Attendees have everything they need in one place, in a format many ASHRAE members are already familiar with



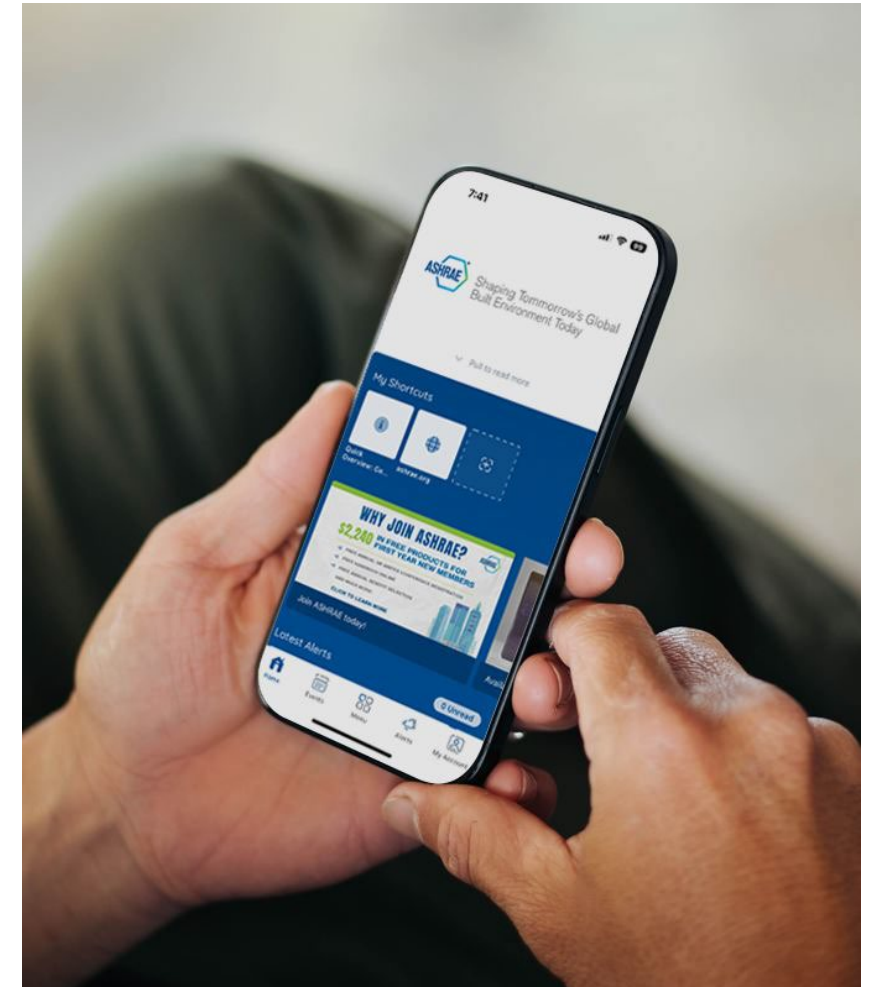
ASHRAE 365 at Conferences



Communications Committee

ASHRAE 365 enhances the attendee experience at Annual, Winter, and Topical Conferences

- Browse technical sessions
- View speakers and exhibitors
- Access venue maps
- Build a personalized schedule
- Receive event notifications
- Access session resources



ASHRAE 365 Office Hour



Communications Committee

**Learn how to make the most of
ASHRAE 365, in the Office Hour
Recording led by 2025-26 and
2026-27 Communications
Committee Chair Thursten
Simonsen**

Watch at ashrae.org/officehours
or on the ASHRAE YouTube
channel.



Share Your Feedback and Spread the Word!



Communications Committee

ASHRAE 365 continues to evolve 🔄

Questions, ideas, or suggestions?

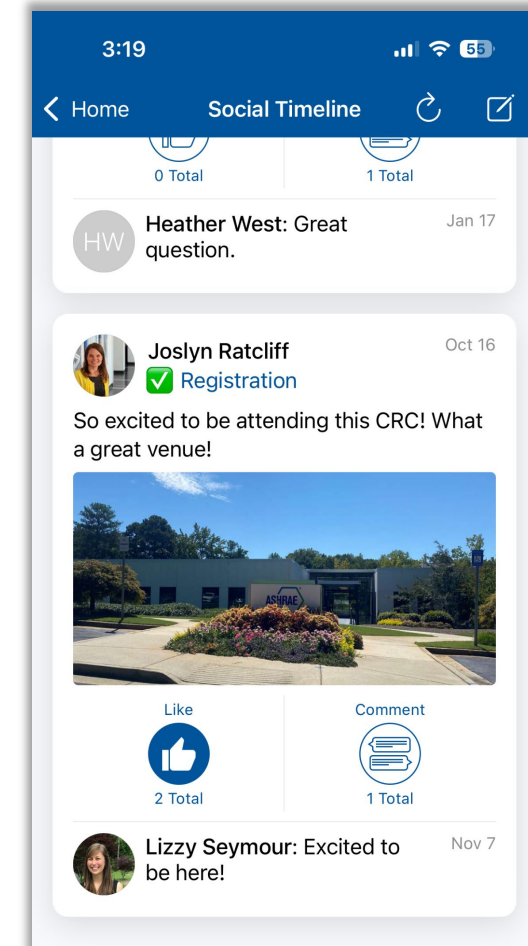
Contact apps@ashrae.org

Submit enhancement ideas

Report technical issues

Help Spread the Word 🗣️

- Encourage members to download the app
- Promote the Society Calendar
- Highlight the app before CRCs and conferences
- Share ASHRAE 365 through chapter communications and social media
- Visit www.ashrae.org/365





Communications Committee

Virtual Meetings

ASHRAE Hybrid/Virtual Meeting Guidance

Tips for Hosting a Successful Virtual Event

Prepared by: ASHRAE Communications Committee

Approved for Distribution: 6/25/2022

Last Revised: June 2022

Virtual Meetings and Webinar Platforms

<https://www.ashrae.org/communities/committees/standing-committees/communications-committee-additional-resources>

Downloads a 21-Page
Guidance Document

ASHRAE Virtual / Hybrid Meeting Guidance



ASHRAE Virtual / Hybrid Meeting Guidance: Tips for Hosting a Successful Event

- ASHRAE Branded Virtual Meeting Backgrounds



Types of Virtual ASHRAE Events



Communications Committee

- **Hybrid Events** such as chapter or committee meetings taking place in person and virtually simultaneously.
- **Virtual Business Meetings** such as board meetings, technical committee meetings, or leadership meetings with active discussion and voting.
- **Virtual Chapter Meetings** or any similar virtual event with a featured speaker or presentation making up most of the virtual event.
- **Virtual CRCs** or other events that typically span multiple days, with a variety of virtual event types.
- **Virtual Centralized Training**
- **Virtual Special Events** such as social events and award ceremonies.

Virtual Meeting Challenges



Communications Committee



Challenges:

- Audio
- Lighting
- People Speaking Over One Another
- Feedback/Echo
- Distractions
- The Internet



Virtual Meeting Solutions



Communications Committee

Solutions:

- Get Set Up Early/Test
- Moderator = Recommended for Meetings of (10) or more
- Better Camera = Many inexpensive options online
- Ring Lights 
- Most Importantly, Microphones(s)



Webinar Platforms



Communications Committee

What Platform to Choose?

- Reach out to your Director and Regional Chair (DRC) to access your region's virtual event platform.
- For Society committee events, contact your staff liaison for hosting support and guidance.
- For ASHRAE Conferences, consult the conference-specific guidance.

Platform Specifics

- Different platforms have different capabilities and limitations.
- Be sure to practice within the platform you will host with.

<https://www.ashrae.org/conferences/conference-resources/resource-center-for-hosting-virtual-and-hybrid-committee-meetings>

Written Instructions

- [How to Login and Start a Meeting with an ASHRAE Webex account](#)
- [Tips for Hosting Webex Meetings using downloaded Webex application](#)
- [Tips for Hosting Webex Meetings using the launch with browser option](#)
- [Onsite Tips for Leading Hybrid Meetings](#)
- [How to use USB Speaker and Microphone provided by ASHRAE](#)
- [Etiquette and Tips from ASHRAE's Communication Committee](#)
- [Hybrid Meeting Guidelines and Procedures](#)

Video Instructions

- [How to Login and Start a Meeting with an ASHRAE Webex account](#)
- [Tips for Hosting Webex Meetings \(Using downloaded Webex application\)](#)
- [Tips for Hosting Webex Meetings \(Using launch from browser mode\)](#)

WebEx Support Articles

- [Host and Co-Host Roles and Privileges in Webex Meetings](#)
- [Webex Meetings For Hosts](#)
- [How to Open your Browser's Private Browsing Mode](#)

Watch the Office Hour



Communications Committee

Like to know more?



The video thumbnail is divided into two main sections. The left section has a blue background with the ASHRAE logo at the top, followed by the text "Communications Committee". Below this, the title "Virtual and Hybrid Meeting Tools & Techniques" is displayed in white, followed by the date and time "September 9, 2021 | 11 am -12 pm". At the bottom of this section, it says "Hosted by: Karine Leblanc". The right section shows a man in a suit standing and speaking to a group of people in a meeting room. In the foreground, a woman is seen from behind, looking at a laptop screen that displays a video conference with four participants. A large red play button is centered over the image.

ASHRAE
Communications Committee

**Virtual and Hybrid
Meeting Tools & Techniques**

September 9, 2021 | 11 am -12 pm

**Hosted by:
Karine Leblanc**

Stay Tuned



Communications Committee

Next Up:

Module 2: Social Media & Communications