

## Calendar Item Guidance

### Subject Line

The subject line of every calendar item should adhere to the following standards:

- Calendar item subject lines should be in title case.
- Calendar item subject lines should include the name of the event.
- For instruction on what makes a good subject line, please refer to NERA's Subject Line Guidance.

### Other Header Info

- Location/venue name and address
- Start date, time, and time zone
- End date, time, and time zone

### Body Copy

In the body text of every calendar item, include the following:

- Location/venue name
- Venue address
- Map URL (you will not be able to hyperlink to the map, so please paste the entire link below an instruction to see the map)
- Location URL (you will not be able to hyperlink to the venue website, so please paste the entire link below an instruction to see the venue website)
- Contact (perhaps after a line inviting contact regarding questions, include the [events@nera.com](mailto:events@nera.com) email address)
- Special requirements (e.g., attire, parking), these should be included
- Special directions to access the venue (e.g., "Take the elevator to the 30<sup>th</sup> floor")

### Examples

|            |                                                                                                  |           |                                                                            |
|------------|--------------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------|
| Subject    | NERA London Spring Reception                                                                     |           |                                                                            |
| Location   | Aqua Shard   The Shard, 31 St Thomas Street, London SE1 9RY                                      |           |                                                                            |
| Start time | Thu 5/3/2018  | 6:30 PM ▼ | Dublin, Edinburgh, Lisbon, London ▼ <input type="checkbox"/> All day event |
| End time   | Thu 5/3/2018  | 9:30 PM ▼ | Dublin, Edinburgh, Lisbon, London ▼                                        |

We are pleased that you will join us for a drinks reception on 3 May. Details can be found below.

Thursday, 3 May 2018 at 18.30  
Aqua Shard  
The Shard | Level 31  
31 St Thomas Street  
London SE1 9RY

Click here for map. <https://www.google.com/maps/place/Aqua+Shard/@51.504522,-0.0888897,17z/data=!3m1!4b1!4m5!3m4!1s0x4876035aec559b97:0x8733d51a8a2042e9!8m2!3d51.5045187!4d-0.0867064>

Directions: Upon arrival, security requires that all guests and bags go through an airport-style scanner at the entrance on the ground floor. Guests will then be directed to the lifts, which go straight to level 32, where they will be greeted by a host, who will direct them downstairs to level 31, Aqua Shard.

Dress: Business casual

Should your schedule change and you are unable to attend, kindly contact [rsvp@nera.com](mailto:rsvp@nera.com).

|            |                                                                                                 |           |                              |                                        |
|------------|-------------------------------------------------------------------------------------------------|-----------|------------------------------|----------------------------------------|
| Subject    | NERA Client Dinner at the 2018 Antitrust in Healthcare Conference                               |           |                              |                                        |
| Location   | The Ritz-Carlton, 1250 S. Hayes St., Arlington, VA ▼                                            |           |                              |                                        |
| Start time | Thu 5/17/2018  | 7:00 PM ▼ | Eastern Time (US & Canada) ▼ | <input type="checkbox"/> All day event |
| End time   | Thu 5/17/2018  | 9:30 PM ▼ | Eastern Time (US & Canada) ▼ |                                        |

The Ritz-Carlton (Salon 1)

1250 S. Hayes St.

Arlington, VA

Click the URL below for map.

[https://www.google.com/maps/place/The+Ritz-Carlton,+Pentagon+City/@38.862616,-77.060405,15z/data=!4m2!3m1!1s0x0:0x8f7358a7dab14bcb?sa=X&ved=0ahUKEwjntOL1sfbXAhXpxYMKHc98AsUQ\\_BIijwEwDQ](https://www.google.com/maps/place/The+Ritz-Carlton,+Pentagon+City/@38.862616,-77.060405,15z/data=!4m2!3m1!1s0x0:0x8f7358a7dab14bcb?sa=X&ved=0ahUKEwjntOL1sfbXAhXpxYMKHc98AsUQ_BIijwEwDQ)

The Ritz-Carlton (Salon 1)

<http://www.ritzcarlton.com/en/hotels/washington-dc/pentagon-city>

Questions? Contact [events@nera.com](mailto:events@nera.com).