



EO Editorial Style Guide 2025-2026

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INTRODUCTION

Welcome to the updated Entrepreneurs' Organization (EO) Editorial Style Guide. This guide serves as a comprehensive resource to help maintain consistency and clarity in written communication across all EO channels. In this guide, you will find:

1. Essential Writing Principles
2. House Style Conventions
3. Guidelines For Capitalization and Titles Specific to EO

We encourage all team members, freelance or agency contributors, members, and chapter staff as appropriate, to familiarize themselves with these guidelines and incorporate them into their writing practices for consistency.

EO 'HOUSE STYLE'

In alignment with EO's headquarters location and organizational founding, effective 1 April 2024, EO has transitioned back to Standard American English (U.S. English) for spelling, grammar, and punctuation.

This is a departure from Oxford English, which had been the official brand style since 2019. Prior to that, EO's style was again, American. Use of the Oxford style had been intended to more proactively globalize EO's communications, which is still important.

However, in a time when translations are increasingly made possible by AI tools, we can convey the global nature of EO in other ways and through more languages. Also, the practice of writing and editing content in Oxford English has proven to be time-consuming and highly manual. Few digital editing tools are available to speed up content reviews.

While we honor our global identity, it is important to recognize the need for practicality and efficiency in our editing processes. By making this transition, we aim to streamline communication efforts while still maintaining our commitment to serving our diverse audience effectively.

This means that *for global EO content and communications*, the following common word spellings revert as follows.

- "programme" becomes "program"
- "organisation" becomes "organization"
- "behaviour" becomes "behavior"
- "colour" becomes "color"
- "centre" becomes "center"
- "enrol" and "enrolment" become "enroll" and "enrollment"
- "analyse" becomes "analyze"
- "cheque" becomes "check"

Writers and communicators developing content for EO community members and the public in UK Commonwealth and legacy countries which use British or Oxford English may continue to do so for local and regional communications:

NOTE: When writing out 'organization' in EO's full brand name, we prefer that staff, members and chapters use a 'z' over 's' but recognize that some current and past UK Commonwealth countries may opt for the 's' locally (Entrepreneurs' Organisation). However, to be clear: EO's official brand is spelled: "**Entrepreneurs' Organization**" with the 'z' and with an apostrophe after the 's' to denote the plurality of EO's community and the relationship between entrepreneurs and the organization as one of shared ownership.

INCLUSIVE, RESPECTFUL WRITING FOR A GLOBAL AUDIENCE

To be respectful of EO's diverse, international audience:

- ✘ **Avoid English contractions** – when communicating with a global audience for whom English may be a second, third, or fourth language, always spell out contractions to support reader understanding
Example: We will see you next week. (not: We'll see you next week.)
- ✘ **Avoid using trendy slang or colloquialisms** – an international audience may not be familiar with sayings and phrases in English that certain cultures may commonly use. The same can be said for people of different generations. Slang and sayings also run the risk of not communicating the intended meaning or tone, once translated. When in doubt, lean toward the more literal.
Examples: Make some noise. (not: pump up the volume)
The headlines (not: TLDR)
- ✘ **Avoid referring to seasons as 'spring', 'summer', 'fall', 'winter', etc.** – a specific season in one hemisphere may not be the same in another hemisphere. Rather than describe seasons, use the name/s of month/s to communicate time of year.
- ✓ **Use Universal Time Zone for Times** - Use Universal Time Zone (UTC) as the primary time listing of global, virtual (online) EO events to international audiences; a secondary, local time zone in parentheses may be included to describe the time of an event in a host location's time zone, or another time zone (such as EST).

Example: the virtual event starts at 2:00p UTC (10:00a EST)

Exception: *For in-person events hosted in a particular country and time zone, list the local time first, followed by UTC. This way, we are not promoting an event that appears to be scheduled during the middle of the night because we prioritized a distant time zone to describe it.*

- ✓ **Be Considerate of Local Currency** – the USD is EO's primary currency for communication, however if an event is set in a specific region where there is another primary currency, to be respectful of local audiences, use that cost additionally in parentheses
Example: Registration cost is \$2,000 USD (\$11,478 BRL)
- ✓ **Be Consistent in Formatting Dates** – use the more universally adopted standard of time communication for global audiences, which is date first, followed by month spelled out, followed by year. The same is true for date ranges.
Example: 14 July 2025
Example: 14-20 July 2025, or 14 July – 14 August 2025
- ✓ **Be Culturally Considerate with Naming Conventions** – while appropriate to use a person's last name in second reference in some English-speaking countries, in other parts of the world, like large portions of Asia, it is not considered polite to refer to a person by his/her/their last name without an honorific preceding it (such as Mr., Mrs., Dr., Sir, etc.) In all EO storytelling, news reporting, and other written content, use the person's first name for second reference.
Example: Grace Esters is the founder of XYZ company. Grace says that...

10 BEST WRITING PRACTICES FOR EO STYLE

GUIDANCE	DO	DO NOT
1) ADDRESS YOUR READER.	<p>Practice: Addressing members in the first or second person – YOU + WE -- to foster a sense of community and connection.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "You won't want to miss this special event that celebrates our community's achievements." ○ <i>Example:</i> "We celebrate EO's founding anniversary each September. Join us." 	<p>Avoid: Speaking or writing about EO members in the third person (THEY/THEM) in marketing/communication materials that are directed to them.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "Members will not want to miss this special event."
2) USE AN ACTIVE VOICE.	<p>Practice: Use active sentences to convey energy and initiative, focusing on the subject.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "Members from diverse chapters actively participated in the event." 	<p>Avoid: or reduce passive constructions that diminish the impact of your message.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "The event was attended by members from various chapters."
3) BE CONCISE. BE DIRECT.	<p>Practice: Craft concise, direct sentences that capture the essence of your message.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "Our success depends on true collaborative and intentional teamwork." 	<p>Avoid: Lengthy sentences that dilute the message and lose the reader's attention.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "In order to achieve a measure of success, it is imperative that we all work together collaboratively and effectively."
4) SPELL OUT CONTRACTIONS	<p>Practice: Spell out contractions to ensure clarity, especially for multilingual readers.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "We are excited to announce she is speaking at the upcoming event. Do not miss out." 	<p>Avoid: Assuming universal familiarity with American English contractions.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "We're excited to announce she's speaking at the upcoming event. Don't miss out."
5) EXPLAIN & CAPITALIZE ACRONYMS	<p>Practice: always spell out acronyms upon first use in communication, whether in writing or conversation.</p> <p>Practice: Capitalize all letters in an acronym to maintain consistency. When using common title abbreviations or acronyms like CEO or CFO, it is not necessary to use a period after each letter.</p>	<p>Avoid: Assuming your reader knows what acronyms mean.</p> <p>Avoid: Using lowercase letters or inconsistent capitalization for common title abbreviations/ acronyms.</p>
6) AVOID OVERLY HYPED, GENERIC ADJECTIVES	<p>Practice: Use <i>specific, defensible words</i> that add to a reader's understanding by focusing on tangible benefits, location, or experience.</p>	<p>Avoid: Clichés, overused adjectives, vague adjectives, and exaggerated language that may undermine credibility.</p>

	<ul style="list-style-type: none"> ○ <i>Example:</i> "This members-only event will offer financial strategies to strengthen your business operations and improve profitability from the heart of Wharton's historic campus." ○ <i>Example:</i> "You and 60 other EO members will learn best practices in modern presentation skills from public speaking experts, then apply those lessons in real-time peer workshops." 	<ul style="list-style-type: none"> ○ <i>Example:</i> "This once-in-a-lifetime event promises to be amazing!" ○ <i>Example:</i> "This transformative, immersive workshop.. " ○ <i>Example:</i> "like never before" (really?)
7) ENABLE VISUAL SKIMMING	<p>Practice: Format content for easy skimming by breaking up paragraphs and using bullet points and selectively bolded text.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "The report included concise paragraphs and bullet points for key information." 	<p>Avoid: Dense blocks of text that hinder readability and comprehension.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "The report contained lengthy paragraphs with no visual breaks."
8) ELIMINATE SLANG & COLLOQUIALISMS	<p>Practice: Use inclusive language that resonates with diverse audiences.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "This exclusive party is going to be truly memorable. All are welcome. Seize your chance to join us." 	<p>Avoid: assuming that popular sayings in one language will translate easily or accurately to another <i>any time</i> you are writing to an international audience.</p> <p>Avoid: choosing words and phrases that may be difficult to translate into other languages, or which may alienate certain people by age, gender, or culture.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "This party is going to crush it and be truly FOMO worthy!" ○ <i>Example:</i> "Let's dial up the heat!"
9) AVOID CORPORATE JARGON	<p>Practice: Writing and speaking like a real person! Explain terms and spell out acronyms upon first use to ensure clarity for all readers.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "We need Subject Matter Experts (SMEs) to review the Standard Operating Procedures (SOPs)." 	<p>Avoid: Assuming readers' universal familiarity with industry-specific terms or abbreviations.</p> <ul style="list-style-type: none"> ○ <i>Example:</i> "We need SMEs to review the SOPs." ○ <i>Example:</i> "We will discuss P&Ps at the APM."
10) FRAME EO OPPORTUNITIES POSITIVELY, <u>NOT</u> NEGATIVELY	<p>Practice: Focus on the positive. What our members will GAIN – not miss. The opportunities. *Invite* them and explain *what's in it for them*</p> <ul style="list-style-type: none"> ○ <i>Examples:</i> Seize your spot. Claim your spot. Save your seat. Secure these savings. Save the date. 	<p>Avoid: framing things negatively or using overly urgent and repetitive 'marketing' language</p> <ul style="list-style-type: none"> ○ <i>Example:</i> Don't miss out! You won't want to miss this! Don't wait! ○ <i>Example:</i> Register Now!

PUNCTUATION, NUMBERS, SYMBOLS

EXCLAMATION POINTS!!!

- **Avoid: Excessive use of exclamation points in EO writing.** Excessive use may diminish their impact and make the text seem exaggerated or insincere. EO's brand tone is intended to be professional, yet accessible. Familiar, yet not overly informal. While it may be tempting to add exclamation points to subject lines of emails, calls-to-action, or expressions of appreciation, the *overuse* of exclamation points can be perceived as overly hyped and pushy, immature, or even unprofessional.
 - *Examples of overuse:*
 - "Join us for an incredible event!!! You won't want to miss it!!!"
 - "Hurry up and buy now!!! Limited time offer!!! Act fast!!!"
- **Practice: Use exclamation points sparingly.** Reserve exclamation points for moments of genuine excitement or emphasis, such as highlighting important announcements or expressing enthusiasm for significant achievements.

Examples of appropriate use:

- "We are thrilled to announce the launch of our new product!"
- "Congratulations on reaching your sales target for the quarter!"

COMMAS,

One notable aspect of our style is the proactive use of the Oxford comma to help separate words or ideas within a written list of three or more items. Placed before the conjunction in such a list, the Oxford comma helps to clarify meaning and ensure more accuracy in our language translations.

- **With Oxford comma:**
 - EO brings together entrepreneurs, leaders, and visionaries to foster growth.
- **Without Oxford comma:**
 - EO brings together entrepreneurs, leaders and visionaries to foster growth.

Note in the first vs. second example *below* how the meaning can be interpreted in multiple ways when an Oxford common is not used. In the first example, the children's names could be interpreted or translated as cat and dog. With the comma, it is more clearly a list of individuals who live in the residence.

- **Without:** I live with my children, cat and dog.
- **With:** I live with my children, cat, and dog.

APOSTROPHES'

One notable aspect of our style is Use apostrophes to:

- **Communicate relationship and possession:**
 - Examples: "The cat's tail" (indicating that the tail belongs to the cat) and "The team's victory" (highlighting that the victory belongs to the team).
- **Exception:**

- Examples: "The dos and don'ts of project management" (clarifying dos and don'ts as separate entities) and "The A's and B's on the report card"

HYPHENS -

Use hyphens to:

- **Join related adjectives (compound modifiers) before a noun.**
 - *Example:* "information-led society," "long-term solution"
- **Form some compound words**—generally, a hyphen should separate identical letters.
 - (*Example:* "re-examine"), but there are anomalies (*Example:* "coordinate")
- **When using "mid," use a hyphen.**
 - *Example:* Training will be held in mid-June.

Do not use a hyphen when writing regional titles. EO uses a comma, as in:

- Coordinator, US West Region
- Manager, South Asia Region
- Director, Europe

SYMBOLS LIKE "@" AND "&"

- **Avoid** using an ampersand (&) as a substitute for the word "and" except in the official name of a company or in tables and graphs.
 - *Example:* "Ben & Jerry's" or as the title of a program.
- **Avoid** using the at symbol (@) as a substitute for the word "at".
 - *Example:* "The meeting is scheduled for 3:00pm @ the coffee shop."

DATES

Dates are written in the format: **Day, Month, Year**

- *Example:* The meeting is scheduled for 28 March 2024.
- *Example of date range:* The conference will take place 11-15 March 2024.

NUMBERS

- **Writing single-digit numbers:** Always spell out numbers less than 10, unless you are referring to money, dates, ages, or addresses.
- **Writing double-digit numbers:** Numbers 10 and above should always be presented in numeric form.
- **Using commas in numbers:** Use a comma for four digits or more
 - *Example:* 5,000 (The exception is dates, such as the year 2024)
 - *Example:* 2000 BC

PERCENTAGES %

- Use the word "percent" in running text, not the percentage symbol (%).
- Use the percentage symbol (%) in tables and graphs.

EO's FISCAL YEAR

- Always use full years with a forward slash in between without spaces:
 - *Example:* "FY2024/2025"

- For second mentions in a document or communication, it is acceptable to abbreviate to the last two digits.
 - *Example:* “FY24/25”
- Fiscal quarters are referred to as Q1, Q2, Q3, and Q4.
- It is a fiscal year, not a financial year.
- In tables and graphs, an abbreviated version “FY24/25” is acceptable.

TIME ZONES AND TIME OF DAY

- Write time as: 3:30 p.m., 3:00 p.m., and 3:00–4:00 p.m.
- Use periods in writing “a.m.” or “p.m.”
- Do not use the 24-hour clock:
 - *Example:* 14:30
- When an event is occurring in a specific region, use that region’s time zone as the primary reference, with UTC (Universal Time Coordinated) as second reference.
 - *Example:* 10pm HKT (+8 UTC)
- For global events, **prioritize Universal Coordinated Time** (UTC) as the primary time zone, with Eastern Daylight Time (EDT) or Eastern Standard Time (EST) in parentheses as needed. This enhances inclusivity for our global audience while maintaining clarity in communication.
 - *Example:* Join us at 10:00 AM UTC (6:00 AM EST)

CURRENCY

- Preferred: write \$5,000 USD (no need to add .00; always put a comma); when it comes to millions, billions, or trillions, write those words out.
 - *Example:* \$10,000 USD; \$1M USD
- USD is EO’s primary currency in communication. However, if an event is being primarily marketed to audiences in a specific country, also use that country’s currency.

ACADEMIC DEGREES

- Use an apostrophe (“bachelor’s” or “master’s”); when it is a specific type of degree.
- Capitalize the words (“Bachelor of Arts” or “Master of Science”), but do not add an apostrophe.
- You may also abbreviate as BA, BS, etc.

STYLE GUIDE FOR EO ROLE TITLES

In an organization as diverse and complex as EO, there are many distinct titles for leadership roles, products, and collaborating groups. Understanding and applying proper capitalization and title conventions in writing about them is vital for maintaining EO's brand consistency.

Here, we outline key principles and rules for capitalizing titles across various leadership positions and organizational entities.

EO POSITION DESCRIPTORS

In our goal of writing with trust and respect for all readers, regardless of primary language or knowledge of EO, there are a few key guidelines to remember when writing about EO's members and member-leaders.

1. **Always include a member's primary chapter affiliation/s**, in addition to any current leadership positions. If a member has more than one EO chapter affiliation at present, consider listing them.
 - *Example:* Joaquin Cordero
EO Global Board Chair
Member, EO Guatemala
 - *Example:* Alan Cheung
Director, EO Global Board
Member: EO Hong Kong, EO Tokyo Metropolitan, EO Greater China Bridge Chapter
2. **In regional leadership positions, spell out the region's EO internal abbreviation**, particularly if there is any chance the reader may not be familiar with them. This can be true in both internal (member) and external (public) communications.
 - *Example:* [Name]
EO Regional Chair, Middle East, Pakistan, and Africa (MEPA)
 - *Example:* [Name]
EO Growth Director, Latin America and the Caribbean (LAC)

CAPITALIZATION RULES

In EO communications, adhering to precise capitalization guidelines ensures clarity and consistency. Here are the key rules:

Ratified EO Leader Titles

- Capitalize all words in ratified EO titles and when describing official leadership groups, such as Portfolios.
- Incorporate the word 'Global' as a *descriptive adjective* (never a noun) in official EO titles for members serving in positions at the global level.
- This is to distinguish between chapter chairs, regional chairs, and global chairs and more clearly communicate at what unique and important level each is contributing.

- We do this by adding the word “global” as an adjective to describe global board positions and the global organization. The same guidance should be followed for regional positions. *Examples:*
 - Global Board Director
 - Director, EO Global Board
 - Regional Chair, EO Europe
 - Regional Membership Director, EO Europe (It is also acceptable to omit ‘regional’ here since it is clear this role serves the region of Europe.)

Association-centric Words

- Use lowercase for association-centric words like member, membership, chapter, and region, unless referring to a specific person or entity.

Specific EO Titles

- Capitalize each word in the title when referring to a specific, individual member leader in his/her/their position.
 - *Examples – please capitalize all words:*
 - [Name], Chair, EO Experience Portfolio
 - [Name], EO Regional Chair, Latin America and the Caribbean (LAC)
 - *Examples – when not to not capitalize all words:*
 - Yesterday, growth directors for EO Europe and South Asia gathered...
 - The role of a regional growth director in EO is to ensure....

Capitalization of EO Roles

- Capitalize uniquely branded product or program-focused positions, but do not capitalize roles that do not describe a specific product or program, such as those that are skill- or subject matter-focused (governance, finance, marketing and communications, membership, learning, engagement).

Examples – do capitalize:

- Forum chairs
- Accelerator chairs
- MyEO chairs
- GSEA chairs

Examples – do NOT capitalize:

- finance chairs
- governance chairs
- membership engagement chairs
- marketing and communication chairs

Capitalization in EO Headlines and Sub-headlines

- Capitalize: All key words in a headline or sub-headline, excluding connectors like prepositions, articles, and conjunctions. *Example:*
 - Headline: "The Importance of Effective Communication in Business"
 - Sub-headline: "10 Strategies for Building Stronger Relationships with Clients"

NAMES OF EO MEMBER LEADERSHIP GROUPS + LEADERSHIP ROLES

In an organization as diverse and complex as EO, there are many distinct titles for leadership roles, products, and collaborating groups. Understanding and applying proper capitalization and title conventions in writing about them is vital for maintaining EO's brand consistency.

Here, we outline key principles and rules for capitalizing titles across various leadership positions and organizational entities.

EO'S GLOBAL LEADERSHIP GROUPS + LEADERSHIP POSITIONS

At the global level of EO's organizational design, there are four main leadership groups. Each of these groups is made up of members serving roles with one- to three-year terms, depending on position. Each position is filled through application and growth within EO's Path of Leadership (POL) and is described as either Tier 1, Tier 2, or Tier 3.

Members volunteering for global leadership positions in the Path of Leadership may choose one of two pathways: (1) growing within the regional groups (regional councils) or (2) growing within functional groups (portfolios, committees). The main groups are as follows:

- Global Board of Directors
- Four multifunctional portfolios
 - Marketing & Partnerships Portfolio
 - Growth Portfolio
 - Products Portfolio
 - Leadership Training Portfolio
- Two standing committees
 - Standing Finance Committee (SFC)
 - Standing Governance Committee
- 10 regional councils

EO'S GLOBAL BOARD OF DIRECTORS

Writing titles for EO's Global Board Chair and Chair-Elect:

- [Name], Global Chair, EO Board of Directors
- [Name], Global Chair-Elect, EO Board of Directors

or

- Global Board Chair, [Name]
- Global Board Chair-Elect [Name]

Writing other Global Board titles:

- [Name], Director, EO Global Board
- Global Board Director, [Name]

GLOBAL LEADERSHIP GROUPS + POSITIONS IN FUNCTIONAL ROLES

Writing titles for leadership positions on EO's four portfolios or two standing committees: Please do NOT add the word "global" to any of these roles since they *only exist* at the global level in portfolios and committees. They are not replicated regionally or locally.

- *Examples:*
 - Growth/Training/Marketing & Partnerships/Products Portfolio Chair, [Name]
or
 - [Name], Chair, Growth/Training/ Marketing & Partnerships /Products Portfolio
 - Growth/Training/ Marketing & Partnerships /Products Portfolio Member, [Name]
or
 - [Name], Member, Growth/Training/ Marketing & Partnerships/Products Portfolio

Style Notes on Capitalization:

- **Capitalize:** When referring to the specific governing body leading EO globally, always capitalize the term "Board," even when shortened. We prefer to write "Global Board" however.
 - *Example:* "Global Board of Directors, Entrepreneurs' Organization" or "EO Global Board"
- **Capitalize:** When the title "Chair" is associated with a person's name or specific entity, it is capitalized.
 - *Example:* "[Name], Growth Portfolio Chair" or, "[Name], Chair, Standing Finance Committee"
- **Lowercase:** If the title "Chair" stands alone without association to a specific person, it remains lowercase.
 - *Example:* "The chair of EO's Growth Portfolio will connect with you soon."

GLOBAL LEADERSHIP GROUPS + POSITIONS IN THE REGIONS

Beginning 1 July 2025, there are 11 'regions' within EO's organizational design structure. Each one is led by volunteer member-leaders who comprise a regional council (RC), serving in regional leadership positions defined by EO's Path of Leadership (POL). The current EO regions are as follows (from west to east):

1. Canada
2. U.S. West (USW)
3. U.S. Central (USC)
4. U.S. East (USE)
5. Latin America and the Caribbean (LAC)
6. Europe
7. Middle East, Pakistan, Africa (MEPA)
8. North Asia
9. Japan
10. South Asia
11. Asia Pacific (APAC)

Each of the 10 EO regions is led by its own chair and regional council. The top chair position for each is described *internally* as '**Tier 1**', which is one level down from EO's Global Board. They should be written according to either of these conventions:

- Regional Chair, EO Europe
- EO Europe Regional Chair

Additionally, each of the 10 EO regions is guided by members serving on their regional councils. These are described *internally* as '**Tier 2**' positions. They should be written according to either of these conventions:

- Member Experience Director, EO Europe
- EO Europe Member Experience Director

The primary **Tier 2 regional council leadership positions** within EO's current organizational design, as described in EO's Policies & Practices, are as follows:

- Area Director
- Finance Director
- Governance Director
- Growth Director
- Marketing & Partnerships Director (MPD)
- Products Director
- Ad Hoc Director

Finally, each of the 10 EO regional councils is supported by members serving as official 'Experts' in varying functional capacities. These are described *internally* as '**Tier 3**' positions. Please follow these writing conventions:

- EO Accelerator Expert
- Chapter Launches Expert
- Marketing & Communications Expert
- External Engagement Expert
- Forum Expert
- GSEA Expert
- Leadership Expert
- Learning Expert
- Member Engagement Expert
- Member Recruitment Expert
- MyEO Expert
- Strategic Alliances Expert
- Governance Expert

EO CHAPTERS' LEADERSHIP GROUPS + LEADERSHIP POSITIONS

Within EO's organizational design, there are many chapter board positions. In EO, we describe them collectively as '**chapter officers**'. There are more than 2,000 chapter officers leading EO chapters worldwide. Locally, they are described as 'chairs' serving their specific chapter. However, with more than 200 chapters in 60 countries, each independently operated, some chapter boards elect to add custom positions (impact chair, diversity chair, SLP chair, etc.).

Following is the current list of 12 chapter officer positions across most EO chapters that receive training and other functional support from EO's global organization. **The same capitalization guidance as above applies:** Capitalize titles when writing about a specific person or specific EO product; do not capitalize when writing about a general position.

1. chapter president
2. Accelerator chair
3. finance chair
4. Forum chair
5. governance chair
6. GSEA chair
7. learning chair
8. marketing and communications chair
9. member engagement chair
10. membership chair
11. MyEO chair
12. strategic alliance chair

In all the above position titles, **always add the name of the member leader's specific EO chapter** to distinguish the person's role and location from other chapters or levels within EO's diverse organization.

Examples:

- Marco Polo, Membership Chair, EO Italy
- EO Italy Membership Chair, Marco Polo
- EO Italy's membership chair is responsible for...
- or
- Amelia Earhart, President, EO Kansas City
- EO Kansas City President, Amelia Earhart

The president of EO Kansas City is responsible for...

For a comprehensive list of EO-related abbreviations, acronyms, and terminology, refer to the: [EO Glossary and Acronyms Guide](#).

Thank you for helping us produce content in a brand consistent way!

FOR QUESTIONS, EMAIL: brand@eonetwork.org

