University of Colorado
Anschutz Medical Campus

Adding an Event as an Event Administrator

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Adding an Event

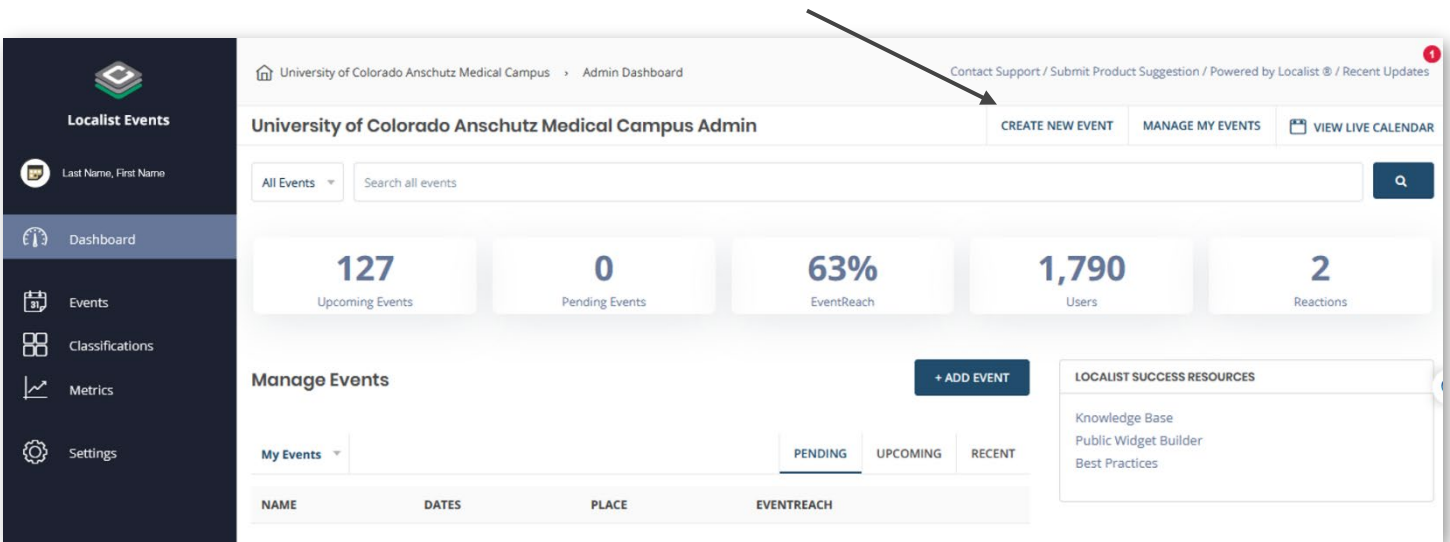University of Colorado
Anschutz Medical Campus

Creating a New Event

Before creating a new event, please take a moment to review the Campus Calendar Support page to ensure the event meets the requirements for posting.

Events should be created as far in advance as possible, and no later than 5-7 days prior to the event start date to allow for the adequate promotion of the event.

Events added in the Dashboard by an Event Administrator are automatically posted to the calendar without review when the allowed Department filter is applied. The Department filter will only list the departments that the Event Administrator manages.

Events submitted through the Campus Events Calendar public submission form must be reviewed and approved by an Event Administrator. The public form allows the user to select any Department filter so that the submission will be routed to the appropriate Event Administrator for review.

To begin, click "Create New Event."

Basic Information Tab

Basic Information

The screen will now look like this:
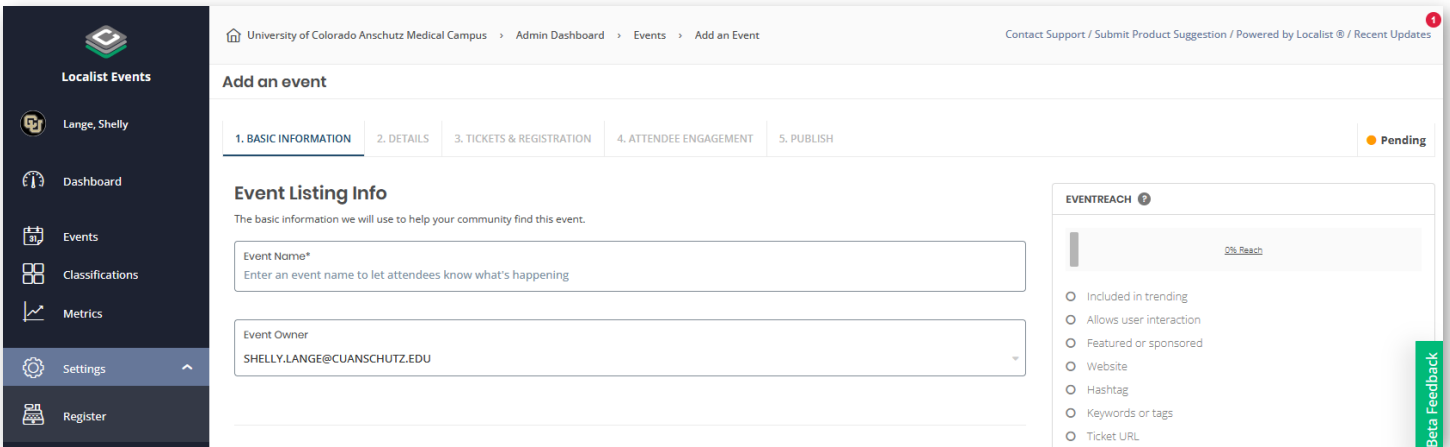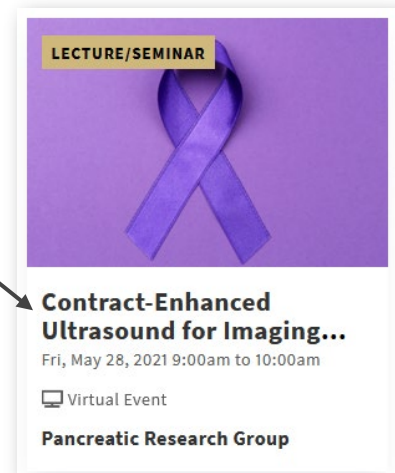

Event Listing Info

Enter the name of the event. Event Names should be concise and descriptive. Avoid using acronyms or terminology that is unit specific.

Event Name*
Enter an event name to let attendees know what's happening

Only the first 50 characters of the event name will appear on the card format of calendar events.

The email address of the Event Administrator creating the event will appear as the Event Owner.

Event Owner
SHELLY.LANGE@CUANSCHUTZ.EDU

LECTURE/SEMINAR

Contract-Enhanced Ultrasound for Imaging...
Fri, May 28, 2021 9:00am to 10:00am
🖥 Virtual Event
Pancreatic Research Group

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Schedule

Enter the Start Date, Start Time, and End Time of the event.

Schedule

Let attendees know when the event starts and ends, and whether there will be repeats of this event.

Start Date*
April 28

Start Time
2 pm

End Time
3 pm

Repeating
Never

Summary

Fri, Apr 28, 2023, 2:00pm – 3:00pm

ADD ABOVE TO SCHEDULE

The information entered will appear in the "Summary". If this is a one-time event and it does not repeat, verify the summary is correct and click the "Add Above to Schedule" button.

Skip Recurring Event Section

Continue to the next page for instructions on creating a recurring event.

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Recurring Event Schedule

For repeating or recurring events begin by selecting the pattern for the recurrence.

Once the pattern is selected additional fields will become available.
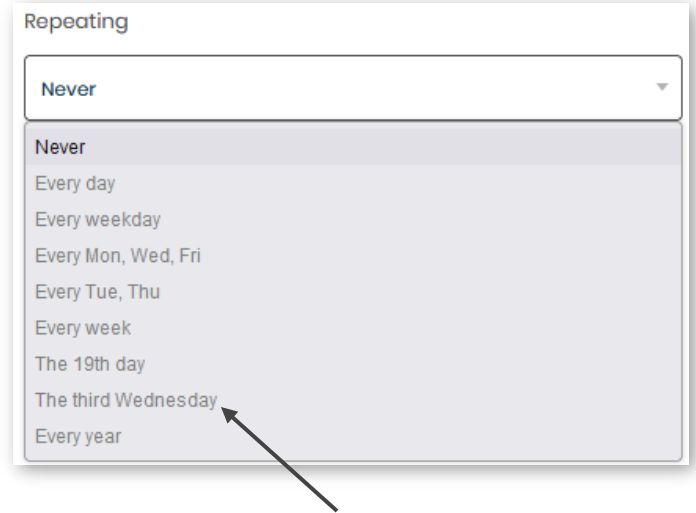
In this example, the event start date entered fell on the second Wednesday of the month, therefore all options include Wednesday.

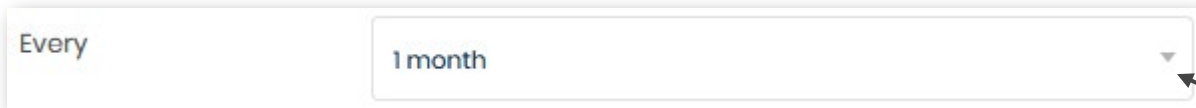Had the start date been a Friday, then the options in this list would include Friday.

As options are selected additional fields appear.

Repeating

Never	▼

Never
Every day
Every weekday
Every Mon, Wed, Fri
Every Tue, Thu
Every week
The 19th day
The third Wednesday
Every year

For this example, "The third Wednesday" was selected.

The "Every" field defaults to "1 month".

Every	1 month	▼

To change this, click the drop-down arrow and select the frequency of the event recurrence.

Then choose if the recurrence will end after a specific date has passed or after a number of times have passed.

Repeating until	A specific date has passed	▼

A specific date has passed
A number of times have passed

Recurring Event Schedule Continued

When "A specific date has passed" is chosen, enter the end date for the recurrence.

Repeating until	A specific date has passed ▾
	tomorrow

When "A number of times have passed" is chosen, enter the number of times the event should appear on the calendar before ending.

Repeating until	A number of times have passed ▾
	12

Once all information is entered for the recurrence click the "Add Above to Schedule" button.

Summary	**Wed, Apr 19, 2023, 2:00pm – 4:00pm, repeating every months on the third Wednesday, 12 times**
Overwrite scheduled dates	☐
	ADD ABOVE TO SCHEDULE

Recurring Event Schedule Continued

The summary will now show each date within the range set in the previous selections.

Summary	Wed, Apr 19, 2023, 2:00pm – 4:00pm, repeating every months on the third Wednesday, 12 times
Overwrite scheduled dates	☐

INCLUDE ABOVE IN SCHEDULE

CONFIRMED DATES

Wed, Apr 19, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, May 17, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Jun 21, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Jul 19, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Aug 16, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Sep 20, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Oct 18, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Nov 15, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Dec 20, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Jan 17, 2024 2:00 PM – 4:00 PM	✎	🗑
Wed, Feb 21, 2024 2:00 PM – 4:00 PM	✎	🗑
Wed, Mar 20, 2024 2:00 PM – 4:00 PM	✎	🗑

Click the ✎ icon to edit the time for an individual date.

Click the 🗑 icon to remove a date from the list.

Wed, Apr 19, 2023 1:00 PM – 3:00 PM	✎	🗑
Wed, May 17, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Jun 21, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Aug 16, 2023 2:00 PM – 4:00 PM	✎	🗑
Wed, Sep 20, 2023 2:00 PM – 4:00 PM	✎	🗑

Recurring Event Schedule Continued

To erase changes to the recurring schedule and return to the original dates listed in the Summary, check the box "Overwrite schedule dates" and click the "Replace Existing Schedule" button.
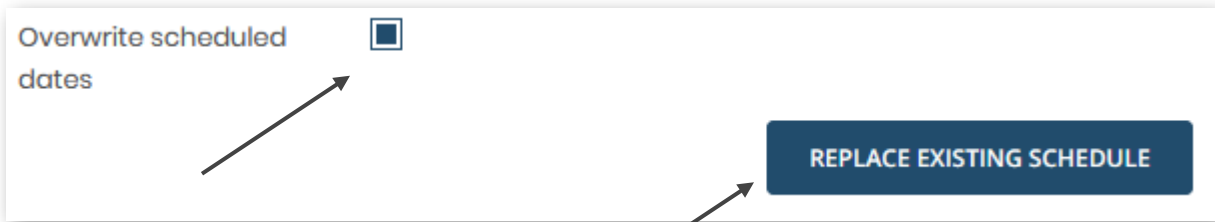
The original confirmed dates will now be listed again.

Location

There are three options for "Experience".

Select "In-Person" for events that participants will attend in person.

Select "Hybrid" for events that will have both an online attendance option and an in-person option.

Select "Virtual" for events that will be hosted entirely online.

Additional fields will appear based on the selection that is specific to the Experience type.

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In-Person Experience

Enter the "Event Place" where the event will be held. When a campus place is selected the address and a Concept 3D map of the location will display on the event posting.

Event Place

Fit

Fitzsimons Building (Q20)

The "Room" field does not auto-populate and allows for manual entry. Be sure to include the actual room number, but feel free to add other descriptive information.

Room
Q20E-2307, 2nd Floor, East Wing

Pro-tip: When hosting events on campus be sure the room reservation is confirmed before posting an event on the Campus Events Calendar.

In-person location information is not limited to campus, any location information can be entered.

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Hybrid Experience

Enter the Place, Room, and Address information as described in the "In-Person Experience" section of this guide, for the participants that will attend in person.

Note: Instructions for including a registration link are provided in the Ticketing section of this guide. Registration links should not be entered in the "Stream URL" or "Stream Embed Code" fields.

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Hybrid Experience Continued

Enter the instructions necessary for participants to access the event by calling in.

Dial-In Instructions

Enter a secure link or a link that requires registration prior to entering the event.

Stream URL

The "Stream Embed Code" field allows for HTML code to be entered to embed the meeting access information into the event posting. Contact events@cuanschutz.edu for assistance with this feature.

Stream Embed Code

Pro-tip: Only use the "Stream URL" or "Stream Embed Code" fields when hosting a webinar or for live streaming content on a secure site. **DO NOT** provide open links or links without a registration option as this increases the possibility of unintended guests accessing the event.

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Virtual Experience

Enter the instructions necessary for participants to access the event by calling in.

Dial-In Instructions ❓

Styles ▾ **B** *I* <u>U</u> :≡ 🔗 ⛓ 🖼 📰

◇ Source

Enter a secure link or a link that requires registration prior to entering the event.

Stream URL ❓

The "Stream Embed Code" field allows for HTML code to be entered to embed the meeting access information into the event posting. Contact events@cuanschutz.edu for assistance with this feature.

Stream Embed Code ❓

Pro-tip: Only use the "Stream URL" or "Stream Embed Code" fields when hosting a webinar or for live streaming content on a secure site. **DO NOT** provide open links or links without a registration option as this increases the possibility of unintended guests accessing the event.

Classifications

When attendees are looking for events that interest them, they will create a search based on the same items that appear in these classifications. Choosing the most relevant classifications will help attendees find events.

There are six types of classifications: Event Type, Topic/Interest, Target Audience, and Schools and Colleges.

Event Type

Click the drop-down arrow to choose from the list the event types that best describe the event.

While you can choose more than one, the first one will be used on the card image for the Campus Events Calendar.
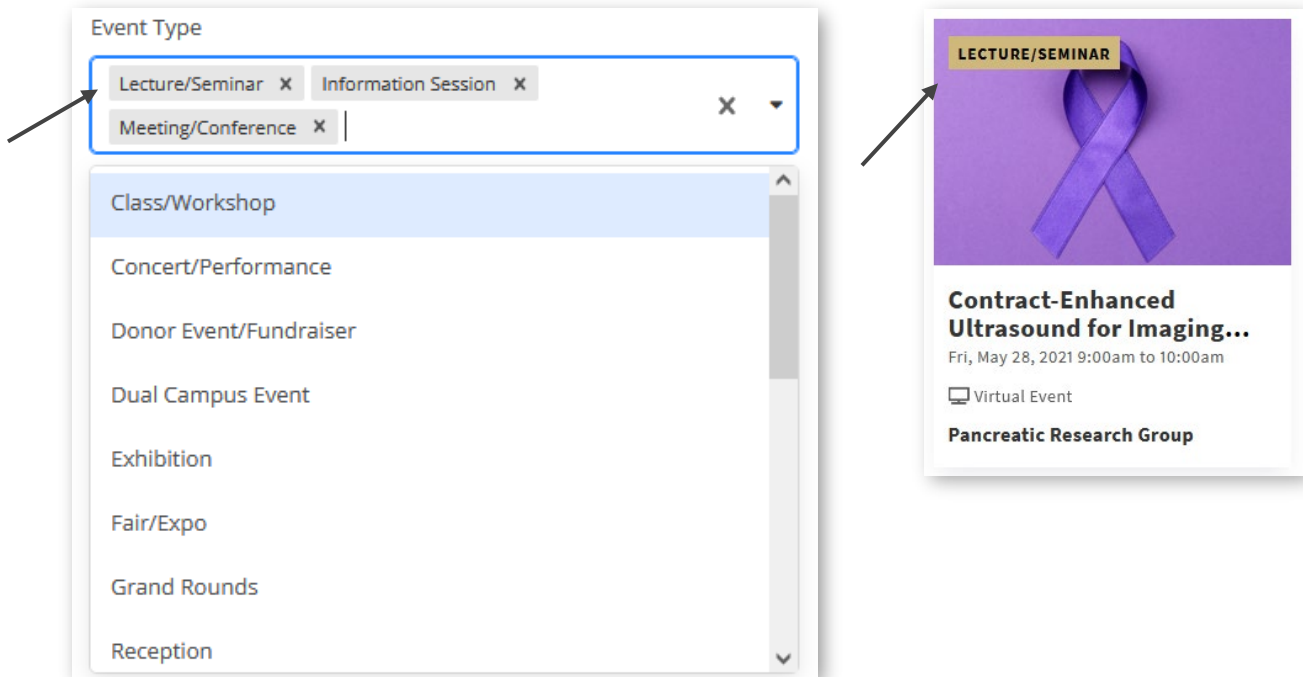
Topic/Interest

From this drop-down list choose all items that describe the topic or area of interest for the event.

Target Audience

Choose all audiences from this drop-down menu that would benefit from the event content.
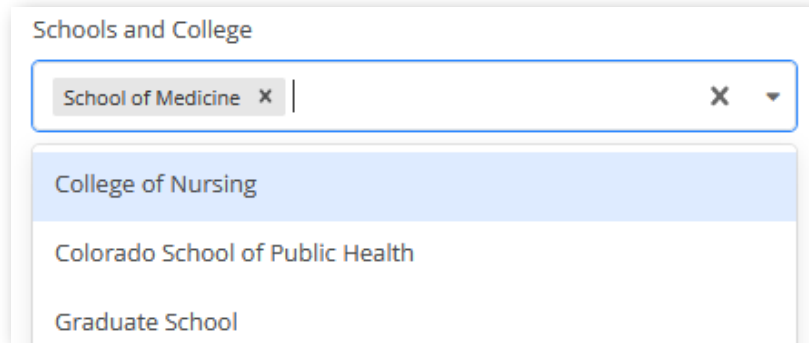
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Schools and Colleges

The Schools and College filter can identify in which school or college a unit is housed or can simply point out who might be interested in attending the event. Choose all that apply.

Tags

Tags show up at the bottom of the card view of an event posting.

Multiple tags can be entered but be mindful that the first one will be viewable on the card image for the Campus Events Calendar.
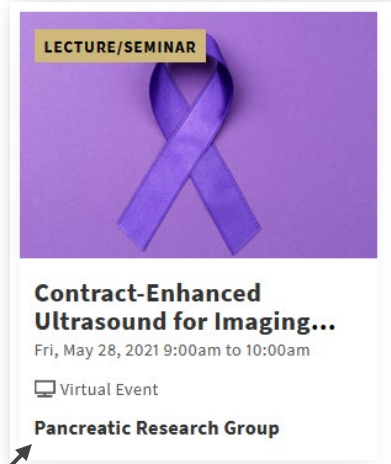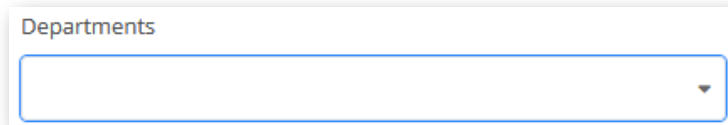
Departments

The "Department" field options are limited to the areas of event approval authority for the Event Administrator and identify the hosting unit. A Department must be selected for all events 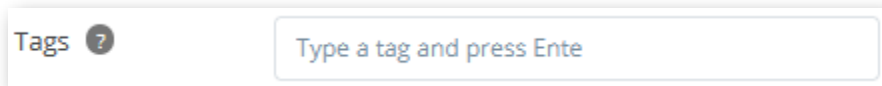submitted by an Event Administrator. If the Event Administrator creating the event is only authorized to manage events for one unit that is the only option that will show in the drop-down menu.

Select a department.

Departments

Keywords

Keywords are not publicly displayed and work in the background to help with SEO and common misspellings. If you are familiar with how keywords work, enter them here.

Keywords ?   Type a keyword and press

This completes the Basic Information tab. Click "Save and Continue" to move to the Details tab.

CANCEL   SAVE AND CONTINUE

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Details Tab

Description

Enter a description of the event.

Pro-tip: Be sure the description explains what attendees will gain from the event or provides additional information that is not available elsewhere in the event posting.

For recurring events be sure the description is written to be relevant for the life of the event posting.
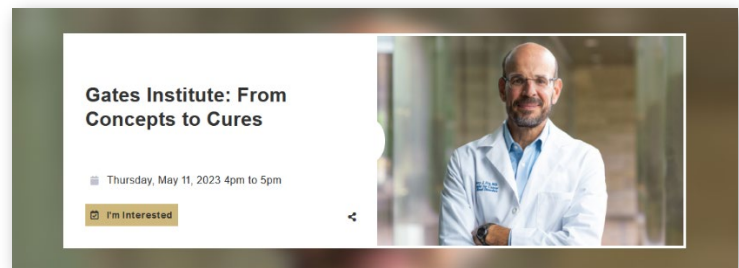
Photo

When creating or choosing photos be aware that throughout the Campus Events Calendar images appear in 3 different sizes. The recommended size for images is 940 x 557 pixels.
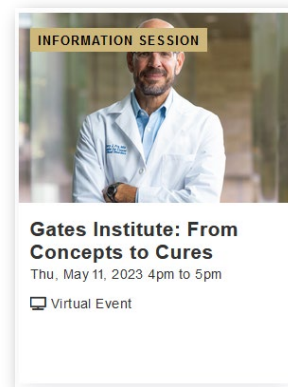
Featured event images appear on the home page for the Campus Events Calendar.

Event header images appear on the full page view of the event,

Card images appear on the Campus Events Calendar home page and when viewing filtered content.

Pro-tip: Do not use event fliers or images with text as they do not comply with federal website accessibility requirements.

University of Colorado
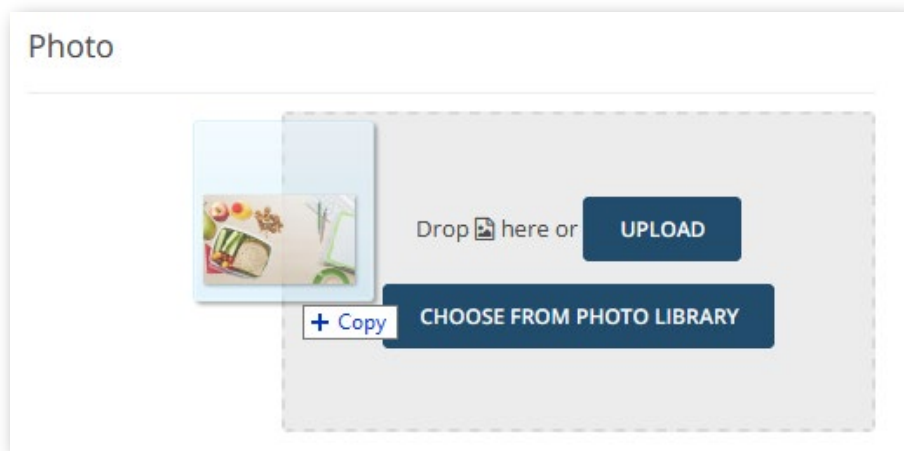# Anschutz Medical Campus

Photo Continued

Event images can be added in three ways: Drag and Drop, Upload, or Choose From Photo Library.

Drag and Drop

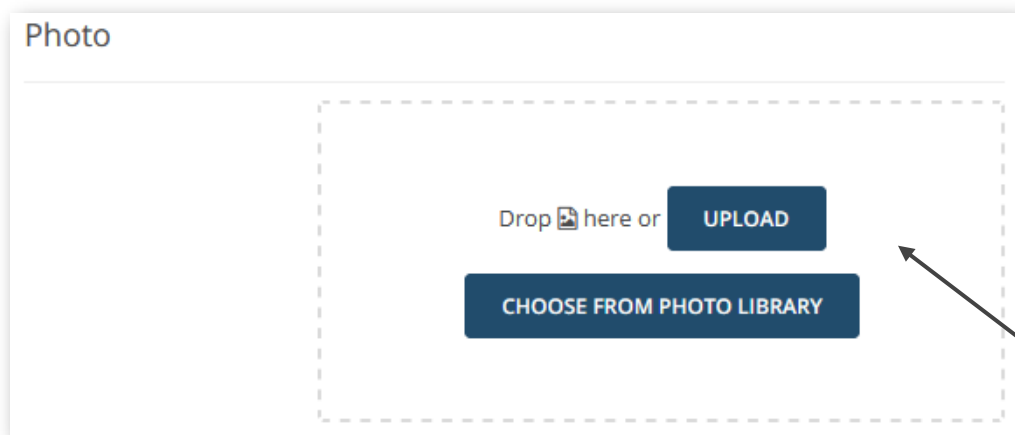A photo or image can be dragged to the inside of the dotted lines and dropped.
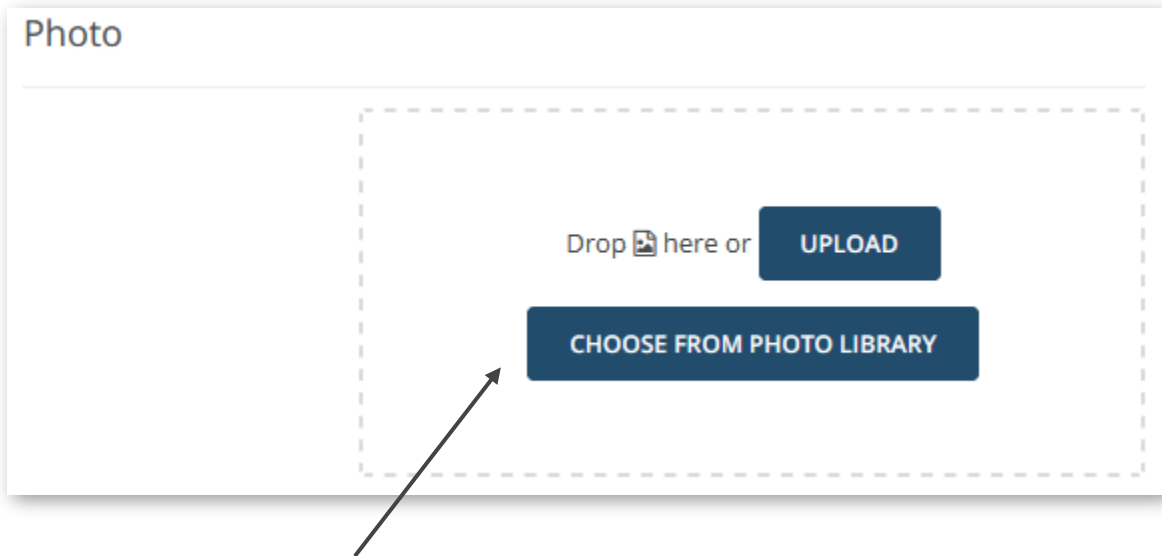

Upload

A photo or image can be uploaded by clicking "Upload" and choose the file from the computer.

Pro-tip: The CU Anschutz Communications team has provided a Canva template to create a Localist Hero Image. Do not use event fliers or images with text as they do not comply with federal website accessibility requirements.

Choose From Photo Library

An image can be chosen from the photo library by clicking "Choose From Photo Library".

Select an image from the photo library that best represents the event.
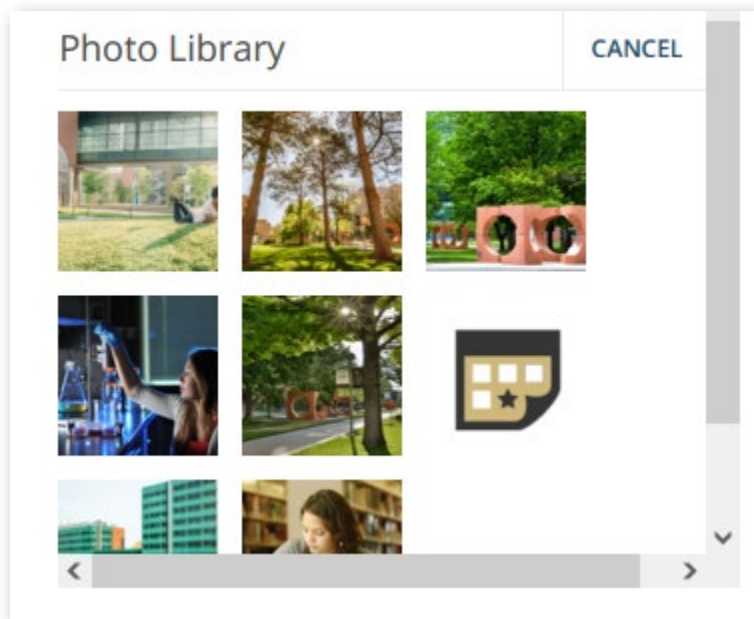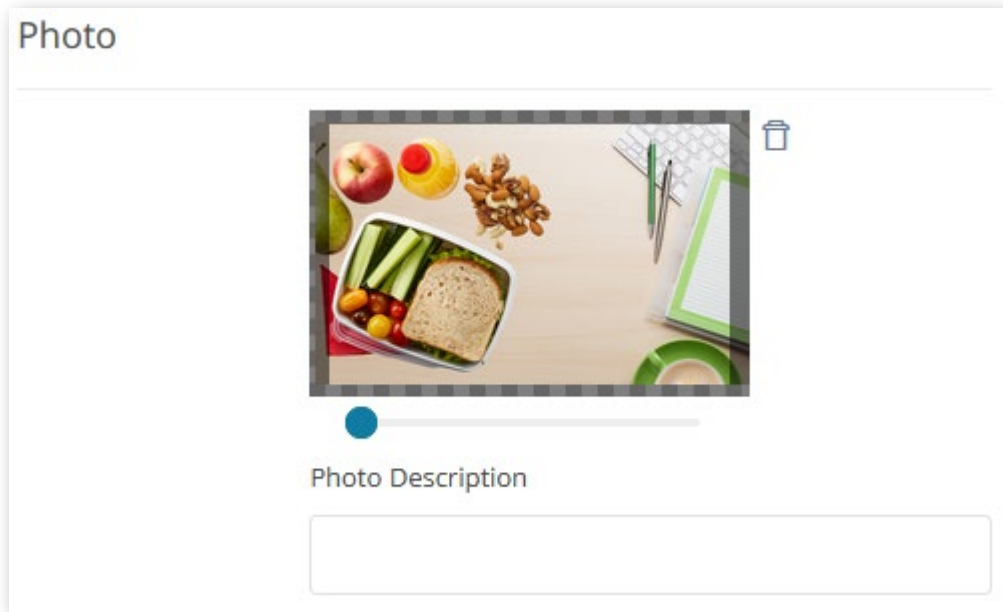
Photo Editing Options

When dragging and dropping or uploading an image, some minor editing options are available.

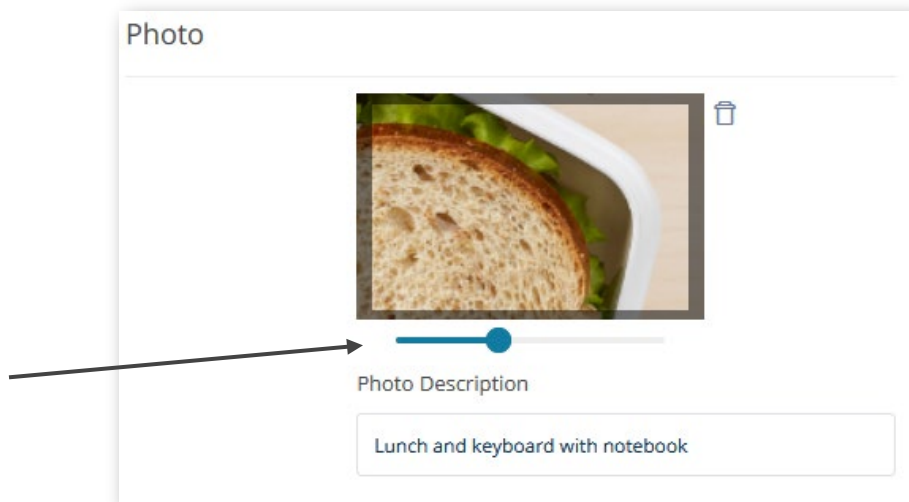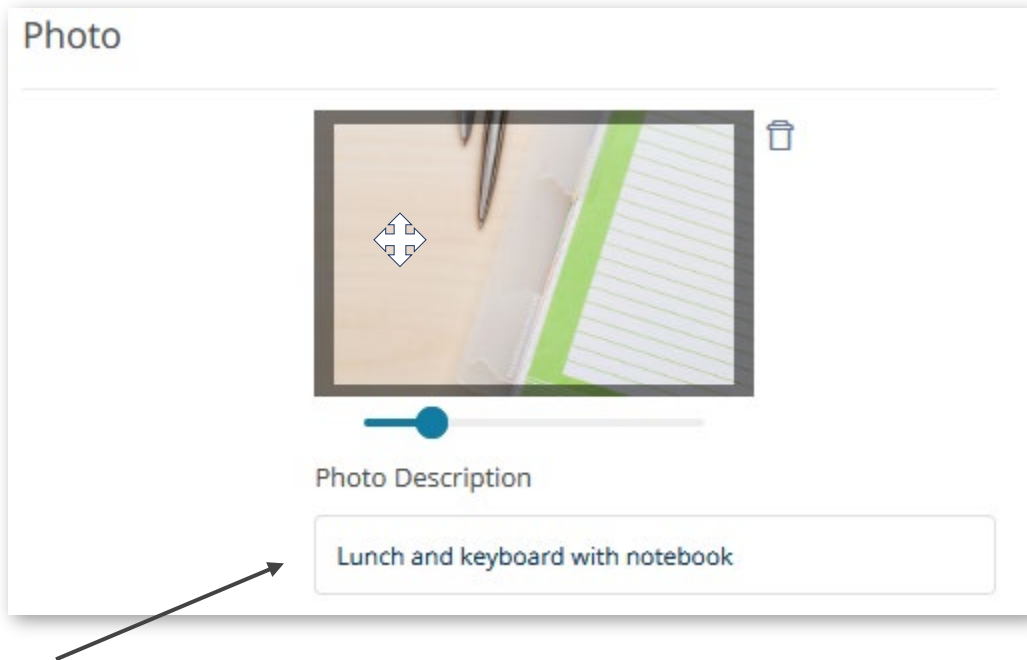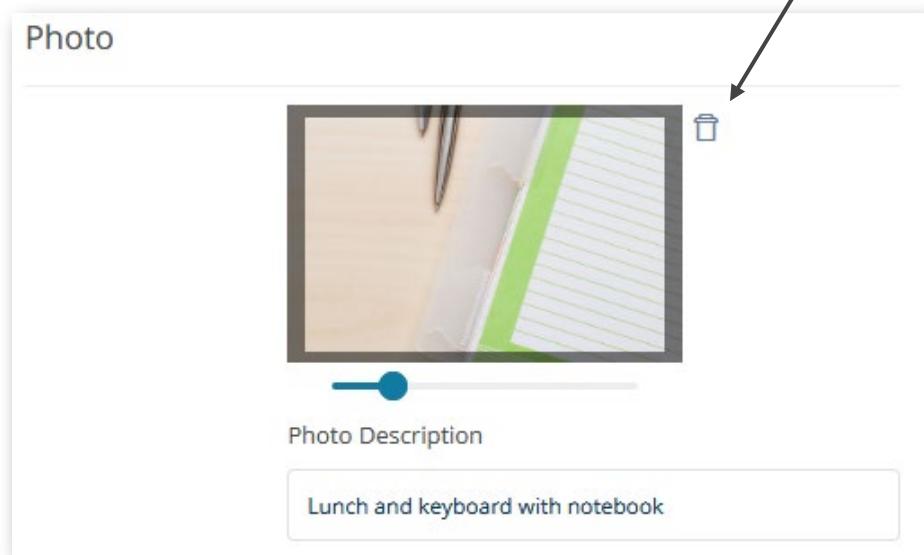Drag the blue dot on the slide bar to zoom in or out of the image.

Photo Editing Options Continued

Click and hold to position the image within the frame.

Add a description of the image to improve accessibility.

To remove the image and select another click the 🗑 icon.

Additional Landing Page Details

Speakers

Skip the "Speakers" field as this feature is not currently in use.

Hashtags

Hashtags are visible and will be listed in the Event Details portion of the event posting.

The # symbol is automatically added to the first hashtag.

Hashtag ❓	#	openhouse

Event Website

If the event has a separate event website, enter the URL here.

Event Website	http://venue.com/event-info

Vanity URL

A URL suffix is automatically generated when the event is saved. It will appear in the "Vanity URL" field.

Vanity URL ❓	annual_fundraising

This completes the Details tab. Click "Save and Continue" to move to the Tickets and Registration tab.

SAVE AND CONTINUE

Tickets and Registration Tab

Tickets and Registration

Deselect or uncheck the box marked "Use Localist Register". The box should appear white. Cvent is the preferred ticketing and payment system on campus.
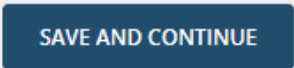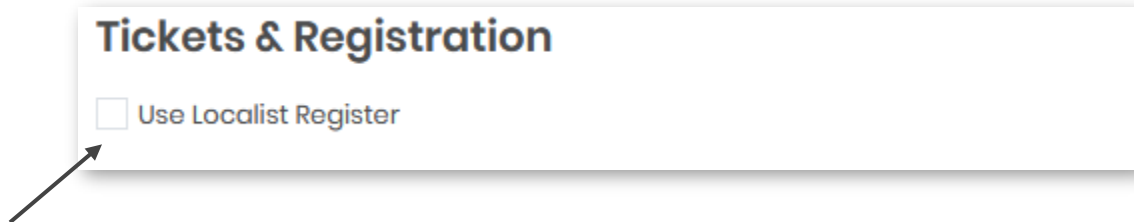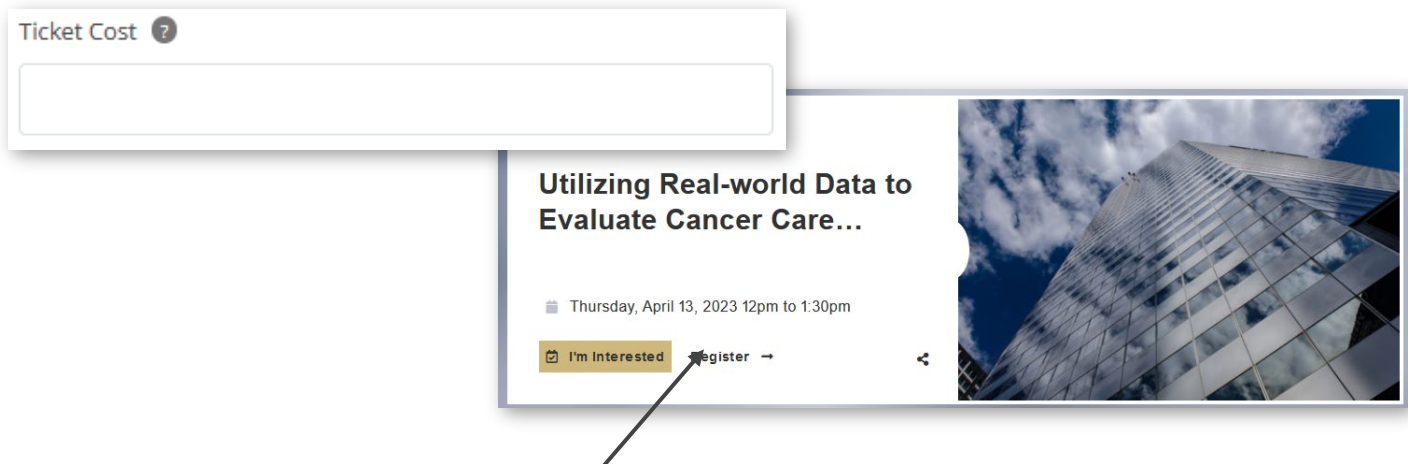
Tickets & Registration

☐ Use Localist Register

Ticket Cost

For the "Register" option to appear on an event the "Ticket Cost" must be left blank, and a registration URL provided in the "Registration URL" field.

Ticket Cost ❓

Utilizing Real-world Data to Evaluate Cancer Care…

📅 Thursday, April 13, 2023 12pm to 1:30pm

📋 I'm Interested   Register →   ⌟

Enter the registration link in the "Registration URL" field. This can be a third-party registration link like Cvent, RedCap, or even a Smartsheet form link.

Registration URL

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Ticket Cost Continued

For events with a cost to attend, enter the cost in the "Ticket Cost" field and include a link to the site that allows for payment in the "Ticket Link" field.

Ticket Cost ?

$40 advance, $50 door

Registration URL

http://ticketmaster.com/openhouse

Pro-tip: There are procedures around charging for events and how payments can be processed. For more information look at this Cvent Paid Events wiki.

This completes the Tickets and Registration tab. At this point the Attendee Engagement tab can be skipped.

Attendee Engagement

The User Engagement and Event Insights fields are automatically populated. These fields help create metrics for events and provide user interaction experiences. For the most engagement with your attendees, it is recommended to not change these options.

Let's move directly to the Publish tab.

Publish Tab

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Publish

Visibility

"Visibility" is automatically set to "Public". Unlisted and Restricted events require manually sending a URL to attendees.

Visibility
Exclude from Trending
☐
Visibility ❓
Public ▾

Status

"Live" is automatically selected when creating an event.

Status	Live ▾

The additional options in this category are used when editing an existing event.

In Calendar Promotion

The "In Calendar Promotion" feature is disabled on the campus calendar. Do not check this box.

⚠️ Caution do not hit Save yet, please read the differences between Save and Save & Publish first.

Pro-tip: If the event is open to a broad audience, it can be featured on the calendar homepage. Please contact events@cuanschutz.edu to request an event be featured.

![University of Colorado Anschutz Medical Campus logo]
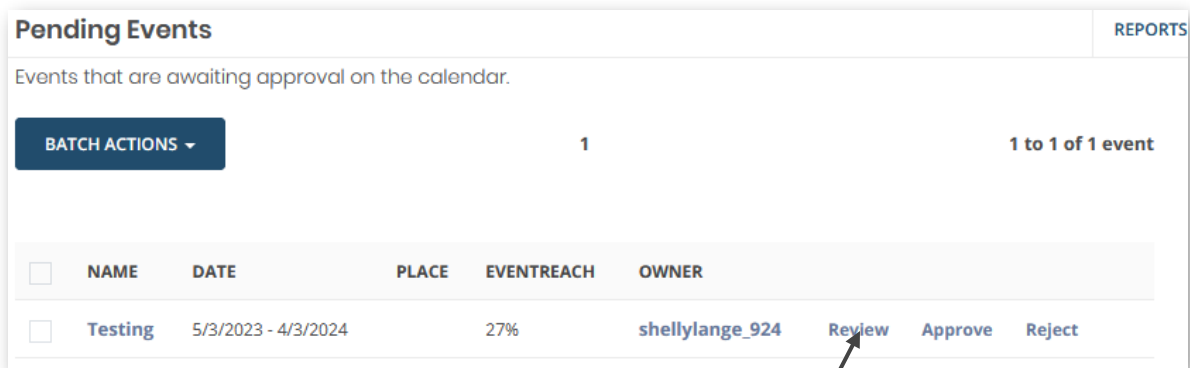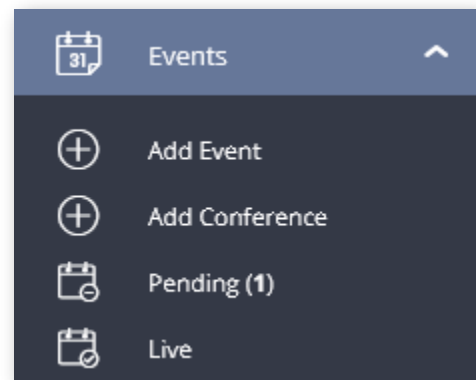
Save vs. Save & Publish

As an Event Administrator, you have the authority to add items directly to the campus calendar. In this instance, if Save & Publish is clicked the event will automatically be posted and made live on the campus calendar.

For an opportunity to review and preview the event click Save.

Preview & Publish

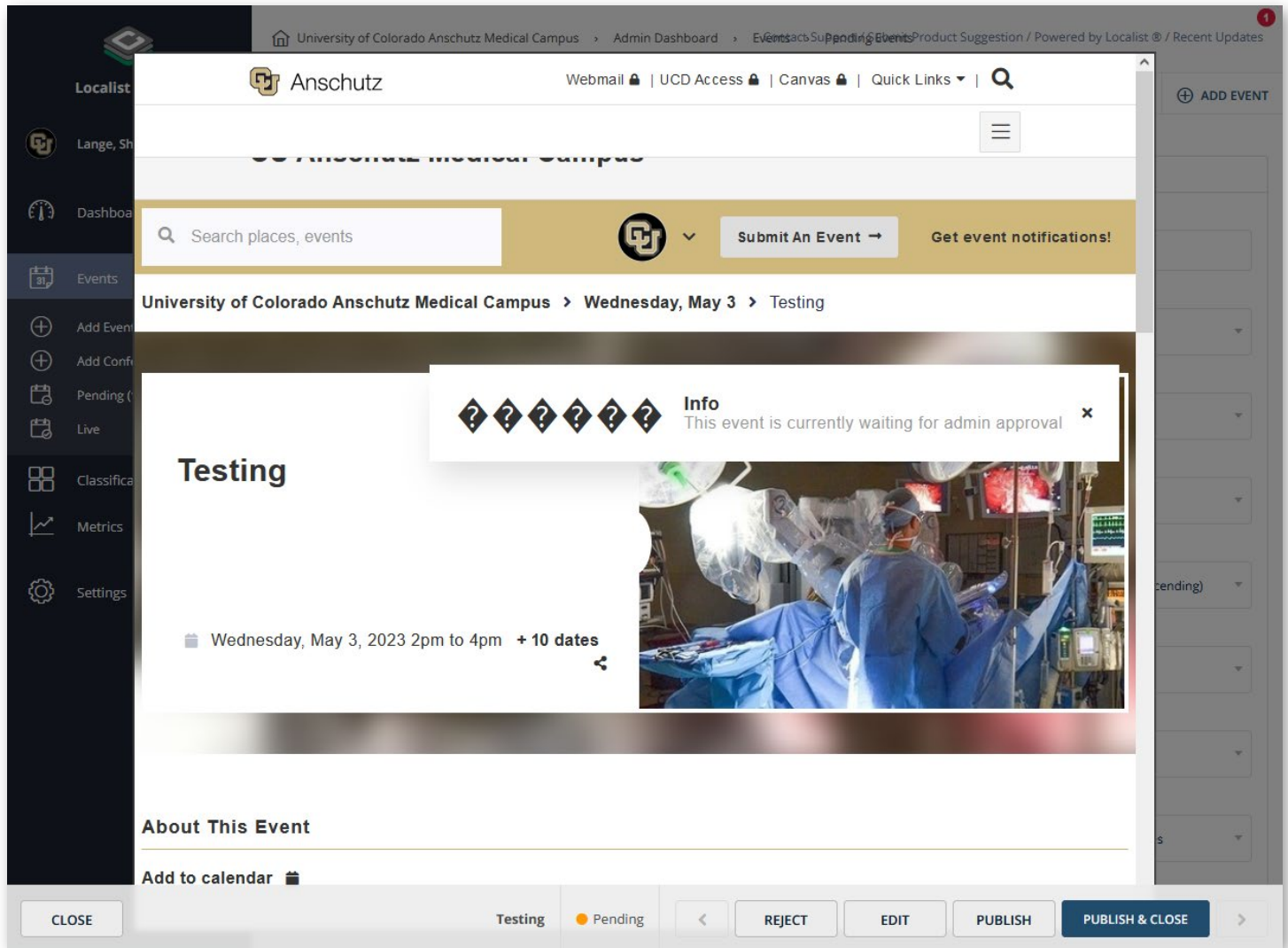Under the Events drop-down on the left-hand side of the screen, select Pending.

Find the event in the list of pending events and click Review.

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Preview & Publish Continued

A preview of the event will pop up with an info box indicating the event is waiting for approval.

Use the scroll bar to review the entire event. If you are satisfied, click Publish & Close. If you would like to make changes, click Edit.

Once published the event will be live on the campus calendar. This concludes this instructional guide on adding an event to the campus calendar.