# Creating Events for the UB Events Calendar

We encourage all calendar contributors to familiarize themselves with each event creation field detailed below and their accompanying best practices. Doing so will make it easier for calendar users to find events.

In this document, you’ll find the following:

* Training information
* Best practices
* Creating events in the calendar
* Events calendar template with pro tips
* Sample of events calendar submission

## Training

You must receive training and calendar permissions before you can post events.

### Get Trained

* Create your “Regular Contributor” by visiting [calendar.buffalo.edu](http://calendar.buffalo.edu/login).
* Scroll to the bottom, and click on “Sign In.”
* Next, complete online training for “Regular Calendar Contributors.”

Review and understand the Feed Keyword section below before submitting any entries.

## Best practices

### Timing

* For best exposure, events sure me submitted with a *minimum* of one month before the event date or registration deadline.

### Spell Check

Double-check all fields for spelling and typos before submitting your event.

### Hyperlink

Hyperlink text must be descriptive but short and easy to convey with voice commands to help maximize accessibility and unlock your content to everyone, including people with disabilities.

***Note:*** *Long URLs should not be used as link text, nor should non-descriptive phrases like “click here” without further explanation.*

* **Example of a good descriptive text:** Buy tickets for an evening with Bruce Hornsby
* **Example of a bad descriptive text:** https://www.buffalo.edu/administrative-services/policy1/ub-policy-lib/web-accessibility.html

### Be cautious about including Zoom meeting details.

* Consider the risk of uninvited 'guests' before adding a Zoom meeting link or other login details. Always secure your online meetings following UBIT’s recommendations (see [Host a more secure meeting and handle disruptions](https://www.buffalo.edu/ubit/services/zoom/host.html)).
* And if your meeting cannot be secured because of non-UB participants, provide other ways for people to receive the meeting details (e.g., ask them to register first).

### Be careful pasting text from another app.

* Please be careful when pasting from other software like Word or Outlook 365 that you do not accidentally include any special code, such as ASCII hex code.
* An easy way to prevent this is to right-click and paste it as plain text.

## Creating Events

Get started creating an event in the UB Events Calendar by following the [step-by-step directions on the Event Details website](https://ubcms.buffalo.edu/calendar/EventDetails.html).

[**Get more Calendar Support >>**](https://ubcms.buffalo.edu/calendar.html)

## Events Calendar Template

### Event Name\*

Use a name that clearly identifies the purpose or topic of the event.

💡 **Pro tip:**

* Do NOT use &’s in your names or entries.
* Do NOT use special characters.
* Do NOT use your department’s name in the title unless absolutely necessary.
* Do NOT use abbreviations. e.g., THD Auditions or CAS Open House

### Summary\*

The Summary is required and should be a short overview of your event that is no more than 1-2 sentences.

💡 **Pro tip:**

* Summaries are limited to 255 characters.
* Use plain text. Do not include hyperlinks.
* Add more details and registration links in the Full Description field.

### Full Description

To add a more detailed event Description, click the “Add a full description” box directly beneath the summary field and enlarge the field by pulling down the page extender in the bottom right. This will open a description field where you can add formatted text, HTML and links to other websites, including registration sites.

**Register or Buy tickets now >>** [hyperlink registration link. See the pro tips below to learn how]

**Location:** Center for the Arts Atrium

**Sponsored by:** Department’s Name [hyperlink the department’s name with the department’s website]

💡 **Pro tips:**

To add a link to a website:

* Click the “Insert Link” icon (world and chain link) and add the URL (e.g., http://buffalo.edu/myeventname) and link text (e.g., **Buy tickets now**).
* In the “Target” field, choose “New Window.”

### Location & Time

#### Location

Either start typing or click the drop-down arrow to select the location. If the location doesn’t appear on the list, leave it blank.

💡 **Pro tips:**

* Add the location in the event full description if the location doesn’t appear in the down-down menu. E.g., **Location:** Outside Clemens Hall
* Requests to add locations to the global drop-down menu can be submitted using the [Calendar Service Request form](http://ubcms.buffalo.edu/calendar.html#requests).

#### Time

**Check Availability** - Think of the interface as a scheduling tool. Pick the date, and the interface changes to show times. Click into the interface to grab a time block (an hour by default). Drag the time block or expand it as needed. You can also add multiple time blocks, so be careful to delete any you do not want. This interface is intended to help avoid scheduling conflicts, which generally is not a concern with our calendar.

**Repeat Weekly** - Quickly repeat this pattern every week at the same time.

**Multiple-Day Options** - Use this tool to go beyond a simple weekly pattern. A new dialog box appears with a table of dates and times, then choose the repetition pattern (daily, weekly, etc.) and the final end date. This will establish an Event Series that can be edited for each event in the sequence. When done, save the details or click cancel/delete to return to the main schedule details.

### Contact Information

#### Full Name

Type in the Department's name, not a specific person.

#### Phone

Optional field

* Include the area code and phone number of the primary contact. E.g., 716-645-1000

#### Email

Optional field

💡 **Pro tip:** As arule of thumb, do not include an email address unless necessary to help prevent people from using your email address for scams.

### Categories & Keyword

#### Category\*

✏️ ***Note:*** *Always tag* ***Schools\Arts and Sciences*** *for every event submitted*

* **Academic -** Events focused on instruction and scholarship.
* **Arts and Culture -** Events that feature creative, imaginative or cultural expression in visual arts, dance, drama, and performances or exhibitions.
* **Entertainment and Recreation -** These activities or events provide amusement, fun, or pleasure.
* **Entrepreneurship and Commercialization**
* **Health and Wellness -** Events and activities focused on personal, mental or physical well-being.
* **Other -** Events that don't fit into any other listed category.
* **Personal and Professional Development -** Event focused on training and skill-building to improve work or personal life.
* **Registrar**
* **Schools\Architecture and Planning**
* **Schools\Arts and Sciences**
* **Schools\Dental Medicine**
* **Schools\Engineering and Applied Sciences**
* **Schools\Graduate School of Education**
* **Schools\Jacobs School of Medicine and Biomedical Sciences**
* **Schools\Law**
* **Schools\Management**
* **Schools\Nursing**
* **Schools\Pharmacy and Pharmaceutical Sciences**
* **Schools\Public Health and Health Professions**
* **Schools\Social Work**
* **Science and Technology**
* **Sustainability**
* **UB Athletics Events\Away -** UB Bulls intercollegiate athletic team games, matches, meets or tournaments held at UB or Western New York.
* **UB Athletics Events\Home -** UB Bulls intercollegiate athletic team games, matches, meets or tournaments held at competitors' home turf.
* **UB in the Community -** These events or programs designed to facilitate interactions between UB and the broader WNY community.

#### Keywords\*

✏️ ***Note:*** *Always tag* ***cas-event*** *for every event submitted.*

* cas-africana-american-studies
* cas-anthropology
* cas-art
* cas-arts-collaboratory
* cas-asian-studies
* cas-biological-sciences
* cas-chemistry
* cas-communications
* cas-comparative-literature
* cas-continuing-education
* cas-digital-humanities
* cas-disability-studies
* cas-distinguished-visiting-scholars
* cas-diversity-innovation
* cas-english
* cas-english-BuffaloFilmSeminars
* cas-english-ExhibitX
* cas-english-Juxtapositions
* cas-english-PoeticsPlus
* cas-environment-sustainability
* **cas-event**
* cas-global-gender
* cas-history
* cas-indigenous-studies
* cas-jewish-thought
* cas-linguistics
* cas-music-21-century
* cas-music-june-in-buffalo
* cas-music-lecture
* cas-music-performance
* cas-physics
* cas-psychology
* cas-rll
* cas-sociology
* cas-strategic-communications
* cas-sustainable-urban-environments
* cas-techne
* cas-theatre-dance
* cas-transnational
* cas-writing
* ubcfa

### Speaker Name and Affiliation

Optional

### Cost

If the event is free, please type “FREE.”

### Audience

* **Alumni and Friends -** Events planned for UB graduates, partners, donors, parents and families.
* **Faculty and Staff -** Events intended for current UB faculty and staff.
* **Other -** Events intended for different audiences not mentioned.
* **Public -** Events intended for the surrounding UB community and/or the general public.
* **Students – Current -** Events designed for currently enrolled UB students.
* **Students – Prospective -** Events open to and geared toward students who are potential recruitment targets for UB.

### Campus\*

* Downtown Campus
* North Campus
* Off Campus
* Online
* South Campus

### Event Format

* **Activity or Workshop -** Instructional or informal gatherings that promote companionship and engagement or skill development.
* **Ceremony or Celebration -** An occasion commemorated with organized special & enjoyable social activity. Ritual observance or formal social gathering to recognize an individual, event or milestone.
* **Clinic or Screening -** Temporary set-up designed to provide medical diagnosis and care.
* **Conference or Seminar or Lecture -** A formal gathering of scholars or subject matter experts for deliberation or discussion on a specific academic topic. Usually large and open to audiences within and outside UB. Instructional group sessions or educational talks by a subject matter expert from within or outside UB.
* **Film or Video -** Events featuring video or cinematic presentations, including movies and TV.
* **Game or Competition -** Any game, competition or match or tournament. (e.g., UB Bulls games, intramurals)
* **Meeting or Info Session -** Occasion when public members are invited to visit UB to gather information or tour facilities. Formal assembly of a group, especially members of a common group, dept, or committee, for discussion or business. Events providing information, displays and demonstrations.
* **Other** - Any event format that doesn’t fit other listed formats.
* **Performance or Exhibition -** Presentation or display of works of art, artistic entertainment, or other items of interest. (e.g., shows, concerts, recitals, art gallery exhibitions)
* **Speaker or Presentation -** Speeches or lectures (not limited to teaching or instruction) given by high-profile people, who share insights, explore issues, and experiences.

### Picture & Attachments

Choose “Upload image.”

***Note:*** *After you upload an image, click on the* ***“T”*** *to replace the image file name with a public-facing/readable label to provide additional accessibility cues, for example, instead of naming it. Instead of SL1095spring2021.jpeg, name it something like Outdoor Class.*

💡 **Pro tips:**

* Use alternative text (“alt text”) to describe pictures, graphs, and other visual information that is not in text format.
* **Sizing:** Try using a PNG file 675x450 px (image ratio 3:2...minimum size 225x150).
* **File size:** Images must be under 3MB in size, and the total size of all images must be under 10MB.
* **Composition:** Try to select images with simple, clear compositions and of the highest quality.
* **Accessibility:** images should not include text captions or overlays.
* Images must be included to be considered as a university-wide calendar-highlighted event.

## Sample Event

### Event Name\*

The Center Scoop

### Summary\*

Get the scoop about the Center for the Arts (CFA). Stop by the CFA Atrium to grab some free ice cream, and talk with other students, faculty and staff across the arts about how to get involved!

### Full Description

Get the scoop about the Center for the Arts (CFA). Stop by the CFA Atrium to grab some free ice cream, and talk with other students, faculty and staff across the arts about how to get involved!

You can get involved in the arts by:

* Applying for our student assistant positions
* Volunteer opportunities
* Becoming an actor in videos
* And more!

Location: Center for the Arts Atrium

Sponsored by: [The Center for the Arts](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ubcfa.org%2F&data=05%7C01%7Cklstroug%40buffalo.edu%7C69cbb558aca742787fd008da94d08263%7C96464a8af8ed40b199e25f6b50a20250%7C0%7C0%7C637985920502579145%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=KWLyqxfdE10S5BbrcjOgqPGIX65XXAeN4TunfJ7R0vU%3D&reserved=0)

[See all upcoming events >>](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ubcfa.org%2Fevents-exhibitions%2Fcalendar.html&data=05%7C01%7Cklstroug%40buffalo.edu%7C69cbb558aca742787fd008da94d08263%7C96464a8af8ed40b199e25f6b50a20250%7C0%7C0%7C637985920502579145%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=%2FDeqvUGqa%2FdUT9TwJu2q0JB5XNY0yrDLiMutEXuqKEg%3D&reserved=0)

### Location & Time

**Location**

Center for the Arts – Atrium

**Time**

Jan 01, 2022

### Contact Information

**Full Name**

Center for the Arts

### Categories & Keyword

**Category**

Arts and Culture

Personal and Professional Development

Schools\Arts and Sciences

**Keywords\***

cas-art

cas-event

ubcfa

### Speaker Name and Affiliation

Optional

### Cost

FREE

### Audience

Faculty and Staff

Students – Current

### Campus\*

North Campus

### Event Format

Meeting or Info Session

### Picture & Attachments

Alt-Text: The Center Scoop

