August 2015
Tutorial: How to Create an Event on the Events Calendar

This is a step-by-step tutorial about creating an event that will populate the events calendar section of your campus index page.

You will need a Localist profile and event administration permissions to add an event to the events calendar. If you need GMC to adjust your permission levels or would like additional assistance with the Localist system, please use the Project Work Request system and we will advise you (http://webster.edu/globalmarketingcommunications/project-work-request.html).

Steps for creating an event: (asterisk = required field)

1. Log in to Localist at http://events.webster.edu
2. Select the Admin option in the toolbar.
3. Select Add an Event from the dashboard.
4. Click inside the text box corresponding to *Name
   Then, copy and paste the following into the text box:
   LOCATION – Information Session
   - note: This is the naming convention of the Localist event regardless of where the event will be held.
5. Fill in the following information:
   *Description: Type in a description of the event. This may vary.
   For example: Webster University is holding an open house at the Kansas City campus location. We are excited to show you our diverse education options and look forward to meeting you. As an added perk, application fees are waived for event attendees.
   *Start Date: Date of event
   Start Time: Enter time if you have one
   End Time: Enter time if you have one
   Recurs: Never (Information session events must be added individually.)
*Event Place: Type the LOCATION into the text box and select the campus location from the auto-populated list displayed below text box.

- note: If your event is held off campus, type in the address of the location (it will not auto populate).

Room: Office Suite # or Room # for Military

Photo: Leave default image or the official campus location logo (per brand standards).

6. Click on

*Event Type

7. Select from the drop-down menu in Event Type

*Information Session (under the Prospective Students category)

Leave the following filters empty:

Department

Group

Ticket Cost

Ticket URL

8. Click inside the text box corresponding to

*Keywords

Then, copy and paste the following into the text box:

Information Session

9. Click inside the text box corresponding to

*Tags

Then, copy and paste the following into the text box:

Information Session, LOCATION

10. Change the word

LOCATION

to your campus location by starting to type your campus location’s name and selecting the campus from the auto-populated list below.

- notes: Do not remove comma. Do not use the campus location’s four letter code. Do not type out the location as you prefer it to show. The location tag must be selected from the auto-populated list; this ensures proper tagging and ability to display on your events calendar.
11. Leave the following fields empty:
   - Twitter Hashtag
   - Event Website
   - Facebook Event Page
12. Leave the following fields unchecked:
   - Sponsored
   - Venue Page Only
   - Exclude from Trending
   Uncheck the following field:
   - Allow Review
13. Leave the following selection blank:
   - Featured
   Make sure the following section is marked Visible:
   - *Visibility
   Then, click the green Save button at the bottom of the page.
14. If you have successfully saved the event, the message “This non-recurring event is live” will display at the top of the page. If you do not see this message, follow the instructions provided by Localist or contact GMC via the Project Work Request.
This event marketing calendar is powered by localist
Click inside the text box. Then, copy and paste the following: LOCATION - Information Session

WHAT'S AN EVENT?

An event can be a concert, fundraiser, meeting, or even just a get-together.

Ultimately, it's up to you to decide what events are shared with your audience.
Change the word LOCATION to the name of your campus location.

(note: This is the naming convention of the Localist event regardless of where the event will be held.)
Webster University: Worldwide Events

**Name**
Kansas City - Information Session

**Description**
Webster University is holding an information session at the Kansas City campus location. We are excited to show you our diverse education options and look forward to meeting you. As an added perk, application fees are waived for event attendees. RSVP at [http://www.webster.edu/kc](http://www.webster.edu/kc).

**Start Date**
September 25, 2015

**Start Time**
6pm

**End Time**
10pm

**Recurs**
Never

**LOCATION**

**Event Place**
Kansas City

**Room**
Use: Kansas City

**Address**
10450 Holmes, Suite 100 (I-435 & Holmes), Kansas City, MO 64131

**WHAT'S AN EVENT?**

An event can be a concert, fundraiser, meeting, or even just a get-together.

Ultimately, it’s up to you to decide what events are shared with your audience.
Select “Information Session” from the drop-down menu in Event Type.
## TICKETING

**Ticket Cost**: $40 advance, $50 door

**Ticket URL**: [http://ticketmaster.com/openhouse](http://ticketmaster.com/openhouse)

**Eventbrite ID**: 

## ADDITIONAL DETAILS

**Keywords**: Information Session

**Tags**: Separate by comma

**Twitter Hashtag**: openhouse

**Event Website**: [http://venue.com/event-info](http://venue.com/event-info)


**Vanity URL**: annual_fundraising

## SETTINGS

**Sponsored**: 

**Allow Reviews**: Yes

**Featured**: 

**Visibility**: Visible

**Venue Page Only**: 

Copy and paste the following into the text box:

Information Session
**TICKETING**

<table>
<thead>
<tr>
<th>Ticket Cost</th>
<th>$40 advance, $50 door</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket URL</td>
<td><a href="http://ticketmaster.com/openhouse">http://ticketmaster.com/openhouse</a></td>
</tr>
<tr>
<td>Eventbrite ID</td>
<td></td>
</tr>
</tbody>
</table>

**ADDITIONAL DETAILS**

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Information Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tags</td>
<td>Information Session, LOCATION</td>
</tr>
<tr>
<td>Twitter Hashtag</td>
<td>openhouse</td>
</tr>
<tr>
<td>Event Website</td>
<td><a href="http://venue.com/event-info">http://venue.com/event-info</a></td>
</tr>
<tr>
<td>Facebook Event Page</td>
<td><a href="http://www.facebook.com/event-info">http://www.facebook.com/event-info</a>...</td>
</tr>
<tr>
<td>Vanity URL</td>
<td>annual_fundraising</td>
</tr>
</tbody>
</table>

**SETTINGS**

<table>
<thead>
<tr>
<th>Sponsored</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Allow Reviews</td>
<td>✓</td>
</tr>
<tr>
<td>Featured</td>
<td></td>
</tr>
<tr>
<td>Visibility</td>
<td>Visible</td>
</tr>
<tr>
<td>Venue Page Only</td>
<td></td>
</tr>
</tbody>
</table>
Change the word LOCATION to your campus location by starting to type your campus location’s name and selecting the campus from the auto-populated list below. (notes: Do not remove comma. Do not use the campus location’s four letter code. Do not type out the location as you prefer it to show. The location tag must be selected from the auto-populated list; this ensures proper tagging and ability to display on your events calendar.)
<table>
<thead>
<tr>
<th>TICKETING</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket Cost?</td>
<td>$40 advance, $50 door</td>
</tr>
<tr>
<td>Ticket URL</td>
<td><a href="http://ticketmaster.com/openhouse">http://ticketmaster.com/openhouse</a></td>
</tr>
<tr>
<td>Eventbrite ID</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADDITIONAL DETAILS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Keywords?</td>
<td>Information Session</td>
</tr>
<tr>
<td>Tags?</td>
<td>Information Session, kansas city.</td>
</tr>
<tr>
<td>Twitter Hashtag?</td>
<td>openhouse</td>
</tr>
<tr>
<td>Event Website</td>
<td><a href="http://venue.com/event-info">http://venue.com/event-info</a></td>
</tr>
<tr>
<td>Facebook Event Page?</td>
<td><a href="http://www.facebook.com/event.php">http://www.facebook.com/event.php</a>...</td>
</tr>
<tr>
<td>Vanity URL?</td>
<td>annual_fundraising</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SETTINGS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored?</td>
<td></td>
</tr>
<tr>
<td>Allow Reviews</td>
<td>✔</td>
</tr>
<tr>
<td>Featured</td>
<td></td>
</tr>
<tr>
<td>Visibility?</td>
<td>Visible</td>
</tr>
<tr>
<td>Venue Page Only?</td>
<td></td>
</tr>
</tbody>
</table>
Successfully saved.

This non-recurring event is live (#497646)

Verified

Name
Kansas City - Information Session

Description
Webster University is holding an information session at the Kansas City campus location. We are excited to show you our diverse education options and look forward to meeting you. As an added perk, application fees are waived for event attendees. RSVP at http://www.webster.edu/kc.

Start Date
Tomorrow or 'Next Friday' or '4/10'

Start Time
6pm

End Time
10pm

Reserved