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Tutorial: How to Create an Event on the Events Calendar

This is a step-by-step tutorial about creating an event that will populate in the university calendar as well as specific department, location and college/school calendars within the main university calendar and on the website. You will see reference to Localist throughout this tutorial. Localist is the name of the platform that we use for the university calendar.

You will need a Localist profile to add an event to the events calendar. Navigate to this webpage [http://events.webster.edu](http://events.webster.edu) and look in the top ¼ of the page for the words “Login” or “Sign Up”. If you have an account “login”, if not click “Sign Up” and create an account. **NOTE:** This system IS NOT connected to other university credential systems. You have to create an account if you don’t have one and it will be separate from all other system logins for Webster. If you want to keep it simple, you can create your account using your Connections username and password.

Please understand that if you update you Connections password elsewhere, if WILL NOT update automatically for the calendar system/Localist. If you need 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](http://webster.edu/globalmarketingcommunications/project-work-request.html)).
Steps for creating an event: (asterisk = required field)

1. Login 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, add the name of your event.
   - Note: Be descriptive. Be BRIEF. There is no need to include “Webster University”, “LOCATION” or “School of XXX” in the title.
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, Weekly, Daily, etc. etc. (GMC can assist with this if necessary)
   *Event Place*: Type the LOCATION into the text box and select the building or 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 # or Auditorium, etc. etc.
   *Photo*: This can be tricky.
   - The photo load as square boxes but display as circles. DO NOT load a flyer or something with a bunch of words. It DOESN’T look right. If you do not load an image, the default Webster Logo image or an image of the building with auto populate upon publish.
6. **EventType**: Select from the drop-down menu. You can add multiple types by selecting them 1 at a time from the dropdown.
   - *Ex: “Student Events” “University Events” and “Athletics”

7. **Department**: Select from the drop-down menu. You can add multiple types by selecting them 1 at a time from the dropdown.

8. **LEAVE THESE FIELDS EMPTY**. GMC will add/assist as necessary.
   - Department / Group
   - Register for Seminar
   - Go Back
   - Eventbride ID

9. **Ticket Cost**: If there is a cost to attend, add it here.

10. **Ticket URL**: paste in the URL to the ticket purchasing webpage/site.

11. Click inside the text boxes corresponding to **Keywords and Tags**
   - Start typing keywords for the event. As you type commonly used keywords will appear. ALWAYS choose a keyword or tag that appears rather than creating a new one unless there is no pre-populating keyword that is close to what you want. Keywords and Tags are used to filter event so that they appear on specific calendars across the university. Note: Do not remove comma in between keywords and tags.

12. **Twitter Hashtag**: If you have one.

13. **Event Website**: If you have one.

14. **Facebook Event Page**: If you have one.

15. **Vanity URL**: One or two words only. You can use this URL to share event.

16. Leave the following fields unchecked:
   - Sponsored Venue Page Only
   - Exclude from Trending

17. **Featured**: Leave this blank. GMC will add/assist as necessary.

18. **Visibility**: Select “Public”

19. Do not check “Exclude from Trending”

20. Click the green “Save” or “Save Changes” button at the bottom of the page.
   - If you have successfully saved the event, the message “This event is pending review or 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.