Website Event Submission Guide

Best Practices for filling out the Website Event Promotions Request Form

Title

- Keep your title short
- Don't include campus name, dates, etc.

Date & Time/Repeating

- Select your start/end date and time
- If you have events happening throughout the day, select All Day and give more details in the description
- Use repeating for reoccurring events and events that run for multiple days.
- You cannot use repeating if one or more of your dates has a different time, ex: theatre matinees. In this case, the matinee will need a separate event.

Location

- Be specific as possible, ex: Don't choose All Campus if your event happens in Room 101.
- In some cases your location won't be listed – select the closest option and then give details in the first line of the of the description Ex: Location: Arts Building; Description: Check in at Theatre Lobby.

Tags

- Choose your Tags based on the type of event; Multiple tags are allowed
- Users can use tags to sort events (ex: View only Arts events or only Athletics events)

Contact

- This can be a specific person or a department (ex: Solution Center)
- Always include a phone number or email – a name is not enough
- Don't include a web page in this field – Web pages should be in Link instead

Description

- Description is where you can give more details
- Who's hosting? Student Club? Continuing Education? Theatre group?
- What is it? Don't assume people will know just by the title.
- Why should people come?
- If your event runs multiple days with different times, list your entire schedule in the description. Ex: Godspell Production times: August 2-3, 7 p.m. and August 4, 2p.m.
Link

- You need to enter text people will see Ex: Buy tickets online and the URL (web address): buytkts.com
- How do people register, get tickets or find out more information? Direct people to a specific Web site or email address.
- Do not link to the homepage.
- Don’t use “click here” – instead use a descriptive call to action: Register for Preview Day. Buy tickets online. Learn more about Student Government.
- A link is not required and it is okay to leave off if there’s nothing to link to.

The Music Man Jr.

**Location:** Helen Connor Laird Theater

**Cost:** $10

**Contact:** Box Office: 715-389-6534

**Link:** Purchase Tickets Online

**Dates:** Fri, Aug 5, 2016, 7:30 pm to 9:30 pm
Sat, Aug 6, 2016, 7:30 pm to 9:30 pm

**Description**
The Music Man Jr run dates are August 5-6, 7:30 p.m. and August 7, 2 p.m.

The Music Man is an American musical classic, following fast-talking traveling salesman Harold Hill and his visit to River City, Iowa. There, Harold tries convincing the town to adopt his revolutionary music program, "The Think System," or face the moral decline of the youngsters of River City. His plans run amok and chaos ensues when his credentials are questioned and he is forced to prove himself to the citizens as he falls for the straight-laced town librarian, Marian Paroo. Music Man contains some of the best known songs of all time including: "Seventy-Six Trombones", "Gary, Indiana" and more. Come and check it out!

Career Closet

**Location:** Private Dining Room

**Cost:** FREE

**Contact:** Amanda Carron at amanda.carron@uwec.edu

**Link:** Career Opportunities and Events

**Dates:** Tue, Apr 5, 2016, 11:30 am to 1:00 pm

**Description**
Stop by the Career Closet for some free professional attire!

**Dates Include:**
April 5 & 6, 2016