Hosting an event? Let the entire Columbia College Chicago community know with the official Events Calendar, hosted on Localist. These guidelines will walk you through the steps and make your online event listing a success.

**Make an Account**
Before you can create your event, you’ll need to create an account. Go to [events.colum.edu](http://events.colum.edu) and click the “Sign Up” button at the top of the page. Use your official Columbia email address (Loop Mail or Outlook account) to sign up.

**Event Guidelines**
The Events Calendar is for Columbia College Chicago hosted and/or sponsored events only. Events not affiliated with the college will not be approved. Event submissions are reviewed for appropriateness, completeness and style prior to approval; you will receive an email when your event is approved. Events hosted on campus require an EMS Booking ID number, which can be found at [space.colum.edu](http://space.colum.edu). Columbia follows AP Style for all written materials; key rules are explained below for your convenience.

**Step-by-Step Guide**

**EVENT NAME**
Keep name under 150 characters. You can check by typing it on Microsoft Word or Twitter. If the full event title is longer than 150 characters, consider using a shorter version for the listing. Do not use special characters (&, +, etc.) in the event name because they format incorrectly elsewhere on the site.

**DESCRIPTION**
This should be one or two paragraphs to describe your event. Let readers know who will be there and what they can expect if they attend. Key information for your event (date, time, etc.) is listed elsewhere and should not be included in the event description. Remember that the calendar is open to the public, so keep your writing professional.

**Using Hyperlinks:**
Use hyperlinks in the description to direct people to a ticket link, registration page, partner website, artist website and more. Don’t paste the URL directly into the description—instead, select text that relates to the URL and insert the hyperlink (Register here, learn more, etc).

You can also hyperlink to an email address, allowing you to predetermine subject lines for event inquiries, RSVPs and more.
Style Guidelines
Titles with acronyms should have the name spelled out completely on first reference and write abbreviation in parentheses—for example, Student Programming Board (SPB)—then use abbreviated name throughout.

Never type in all caps/caps lock unless the official name of the event is written that way.

Use exclamation points sparingly.

Dates should not include “th,” “st,” etc. on date numbers. Months should be spelled out fully.
Examples: Monday, July 21. August 4

Times should follow AP style. Use a dash to indicate a range of time. Never use noon or midnight. Do not include minute marks for times ending in :00.
Examples: 9 a.m., 11:15 a.m., 1:30 - 4 p.m., 10 a.m. - 2 p.m.

START DATE, START TIME, END TIME
Confirm your dates and times are entered correctly by looking just underneath each text box. Localist will populate the full date or time for you to confirm what you’ve entered. Note that all events must have start and end times to be approved. If it occurs all day, enter the hours of operation for the building.

RECURS
Does your event last more than one day? You can select a daily, weekly or monthly occurrence, and customize it to the day. Click “confirm schedule” and a full list of dates will appear underneath.

Selecting “daily” will pull down a menu to select occurrences by the day. Simply click or unclick days as needed.

*Need help customizing your event times? Contact Aly Mitchell (almitche@coloum.edu) for help.

EVENT PLACE
The calendar has tags for most, if not all, Columbia buildings and event spaces. Enter the address of the building or name of the event space, and it will appear in a drop-down menu.

If your event space doesn’t have a tag, use the building tag instead. You can clarify in the “Room” field.
Events Calendar Guide

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Questions? Contact Aly Mitchell (almitche@colum.edu)

ROOM
Use this box if you need to specify a room or floor. Spell out the word entirely (i.e. “Room,” “Floor”), and use the numerical (i.e. 1st, 2nd, 3rd) format for floors. Examples: Hokin Hall, 1st Floor; Room 401

ADDRESS
If you’ve selected an event place from the menu, this automatically populates for you. If you added a custom location, you’ll need to enter its full address. Localist is linked to Google Maps, so you’ll need the city, state and zip code in order for the address to appear on the map correctly.

EVENT WEBSITE
This is separate from the ticket link. Include this for an external landing page, website for a partner organization, etc.

FACEBOOK EVENT PAGE
This is not required. Only enter if there is an event that is shared with the public.

EVENT PHOTO
Photos must fit the 610 x 407 or 1220 x 814 dimensions to be viewed correctly. Vertically-oriented images will cut off and, therefore, will be illegible. Events submitted without a photo are subject to not be approved. Please use only high-quality images so that they are legible at all sizes.

EVENT TAGS
All of the following sections help to make your event easier to find. Users can search the calendar through all of the following categories:

EVENT TYPE
You may select more than one, but please use discretion. Selections will appear below the drag-down menu, and can be removed by clicking the red ‘x.’

DEPARTMENT
These tags are for official offices and academic departments at Columbia. Again, more than one can be selected, but be precise. Only include a department tag if the event is affiliated with an academic department or office, not if it would interest those within that department.
GROUP
Group tags include all student organizations listed in the calendar. Only one can be selected.

TICKET COST
If there is a ticket cost, enter it as standard currency ($5, $12.75). If your event requires an RSVP or registration instead, leave this field blank, enter the registration URL in the Ticket Link field, then this field will read “Register” instead. If your event is free and open to the public, write “Free” in this box. Using a hyperlink to include the ticket or registration site in the description is always encouraged.

TICKET LINK
This section is required only if there is an online ticket purchasing option.

CONTACT NAME
Please include first and last name. Enter the name of the person responsible for answering questions about the event. This does not have to be the person submitting the event.

CONTACT EMAIL
Columbia accounts preferred (colum.edu, loop.colum.edu)

EMS BOOKING ID
On-campus events require a space reservation. If you’re planning an on-campus event and have not reserved a space, visit space.colum.edu. If you book your own space (like a gallery), enter “booked internally.” If the event is off-campus, enter “off-campus.”

NOTE TO APPROVER
This section is for any additional information you want the admin reviewing your event to know. Please specify which type of information you are providing so that it will be entered correctly:

Keywords – for SEO purposes
Tags – for internal purposes, like linking an event to a department’s page on colum.edu.
Twitter Hashtag – do not include the “#” symbol. You can only enter one.

Other notes can be entered without a category.