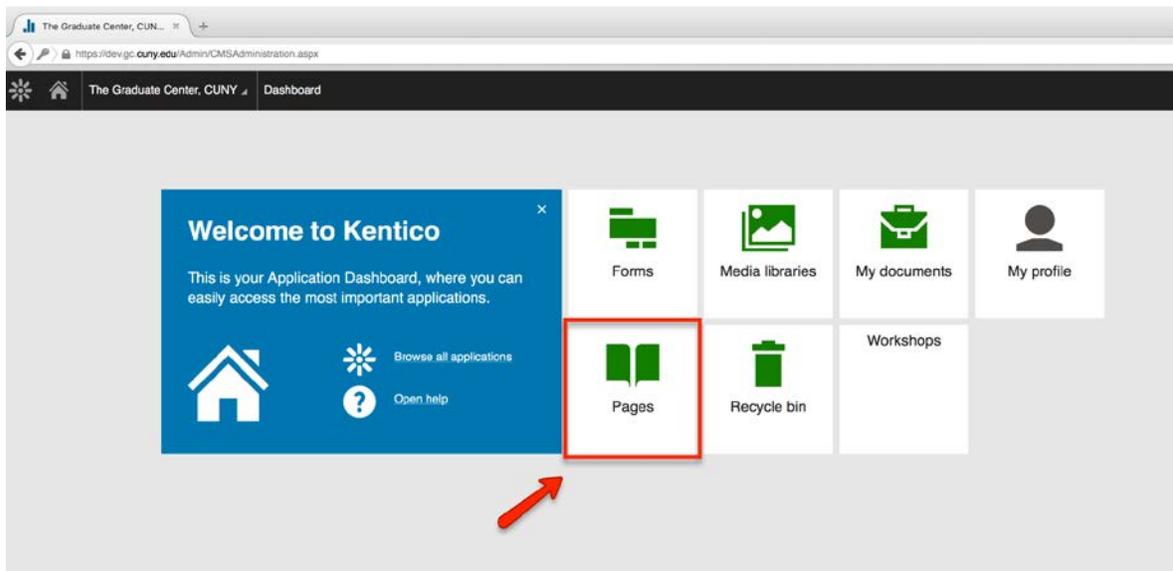**Event Calendar Item Instructions – Communications and Marketing**

Here's a review of the required steps to create an event calendar item. If you already know how to log in to Kentico CMS Desk and submit events—but need a refresher on the steps—please see page 3 for program/center/institute events or page 7 for administrative events. For a complete tutorial from the start, please read the entire document.

Getting Started with Kentico CMS Desk:

In your web browser (for best results please use Firefox), go to the address bar and copy and paste the following link: https://www.gc.cuny.edu/cmsdesk. Enter your username and password, typically your GC email address and password (e.g., rmadsen@gc.cuny.edu or mdinesen@gradcenter.cuny.edu).

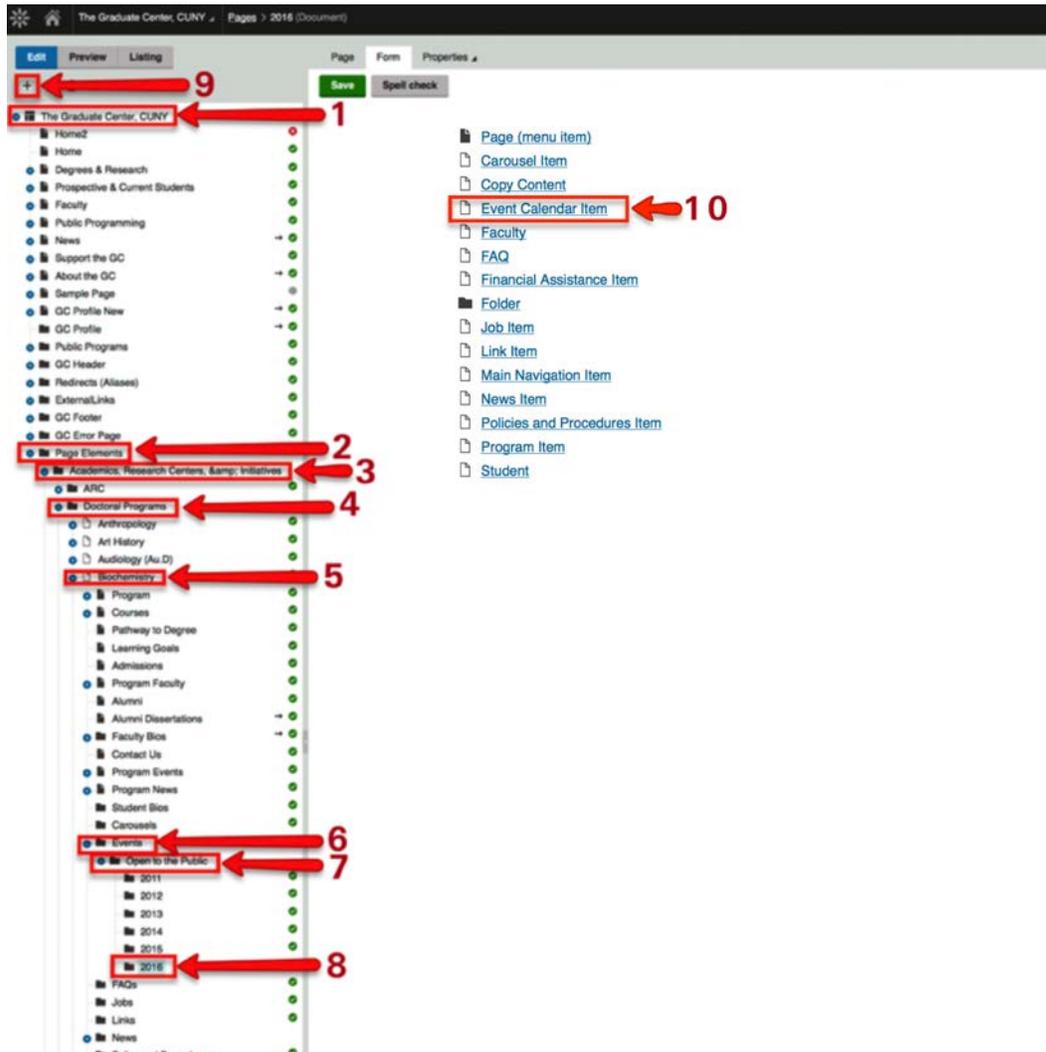Once you've logged, select Pages.

If you are unable to log in, please contact IT Services for assistance: itservices@gc.cuny.edu. **Communications and Marketing is not responsible for creating roles or assigning permissions in Kentico.**

Creating an Event Calendar Item for a Center, Institute, or Program:

If you do not have the appropriate IT permissions to create an event calendar item, please contact IT Services before proceeding.

From the content tree at left, beneath "The Graduate Center, CUNY" (1), select "Page Elements" (2), "Academics, Research Centers, & Initiatives" (3), and "Doctoral Programs" (4).

Select the desired center, institute, or program, and locate the "Events" folder. For example, to create an event for the Biochemistry program, select "Biochemistry" (5), and scroll down to "Events" (6). Open the subfolder "Open to the Public" (7). After selecting the current year (8)—be sure that the folder is highlighted—create a new document, select the + icon (9) and click "Event Calendar Item (10).

Fill in all of the required fields denoted with an asterisk.

If you only want an event to appear on your program, center, or institute's web page, please check "Internal." If this box is left unchecked, your event will also appear on the GC-wide calendar. "Event Series Display" allows users to create a parent event and list all child events within the series (e.g., "Biochemistry Colloquia" and all subsequent colloquia events will be listed beneath the original event calendar item). "Unlisted" keeps your event hidden, and it is only viewable to those have the link. "Publish from and to" allows you to schedule your event so it appears for a particular time frame.

Note: Events on the GC-wide calendar are automatically populated in digital signage. These event calendar items will appear—on the day of the event but not before—in one or both of the following locations. See image below.

To ensure that your event calendar item appears in digital signage, the following criteria must be met within Kentico:

- The event title must be under 75 characters.
- A location is selected from the drop down menu of "GC room."

Things to Remember:

- There is a two-day turnaround time for publishing events. Event calendar items are typically reviewed from 10:00 A.M. – 4:00 P.M. Please submit your event calendar items in advanced to ensure a Kentico editor has sufficient time to review your submission. Events will be published in the order we receive them.

- **Please do not tag another center, institute, or program in your event calendar item without their permission to do so. Communications and Marketing is not responsible for removing tags on behalf of centers, institutes, and/or programs. If you are tagged in an event and would like it removed, please contact the entity that generated the event calendar item.**

- **Edit once and submit once!** Before you submit an event calendar item, be sure that all information is accurate—double-check all of the event fields. Submitting and then resubmitting an event calendar item repeatedly will delay the time it takes to review and publish your event.

- In the short and detailed description fields, you **do not** have to type the address of the Graduate Center. **The GC's address is automatically included when you submit an event calendar item for approval.**

- If you would like to include an image, make sure that the image is at least 470 pixels wide. Images are not automatically resized. Please make sure your resized image is well-proportioned.

- Only events held at the Graduate Center will be approved and published to the GC-wide calendar.

- When referring to the Graduate Center, please adopt the following: The Graduate Center, CUNY or the Graduate Center, City University of New York *but not* CUNY Graduate Center.

- If including an <iframe> tag, please ensure that it will display correctly. Do not include more than two <iframe> tags in your event calendar item. <iframe> tags, like images, must be set to 470 pixels wide. Please make sure your resized <iframe>, whether an image, slideshow, or video, is well-proportioned.

- Events prior to 2016 may be included for archival purposes. Past events will not be prioritized and/or immediately published by Kentico editors. These will be reviewed and published as time permits.

Creating an Event Calendar Item for an Administrative Office:

If you do not have the appropriate IT permissions to create an event calendar item, please contact IT Services before proceeding.

From the content tree at left, beneath "The Graduate Center, CUNY" (1), select "Page Elements" (2), "Events" (3), and "Open to the Public" (4). Click on the current year (5) and month (6), then create a new document, select the + icon (7). From new document type, click on "Event Calendar Item" (8).

Fill in all of the required fields denoted with an asterisk.

If you only want an event to appear on your program, center, or institute's web page, please check "Internal." If this box is left unchecked, your event will also appear on the GC-wide calendar. "Event Series Display" allows users to create a parent event and list all child events within the series (e.g., "Biochemistry Colloquia" and all subsequent colloquia events will be listed beneath the original event calendar item). "Unlisted" keeps your event hidden, and it is only viewable to those have the link. "Publish from and to" allows you to schedule your event so it appears for a particular time frame.

Note: Events on the GC-wide calendar are automatically populated in digital signage. These event calendar items will appear—on the day of the event but not before—in one or both of the following locations. See image below.

To ensure that your event calendar item appears in digital signage, the following criteria must be met within Kentico:

- The event title must be under 75 characters.
- A location is selected from the drop down menu of "GC room."

Things to Remember:

- There is a two-day turnaround time for publishing events. Event calendar items are typically reviewed from 10:00 A.M. – 4:00 P.M. Please submit your event calendar items in advanced to ensure a Kentico editor has sufficient time to review your submission. Events will be published in the order we receive them.

- **Please do not tag another center, institute, or program in your event calendar item without their permission to do so. Communications and Marketing is not responsible for removing tags on behalf of centers, institutes, and/or programs. If you are tagged in an event and would like it removed, please contact the entity that generated the event calendar item.**

- **Edit once and submit once!** Before you submit an event calendar item, be sure that all information is accurate—double-check all of the event fields. Submitting and then resubmitting an event calendar item repeatedly will delay the time it takes to review and publish your event. You are responsible for editing and proofreading content submitted to the calendar.

- In the short and detailed description fields, you **do not** have to type the address of the Graduate Center. **The GC's address is automatically included when you submit an event calendar item for approval.**

- If you would like to include an image, make sure that the image is at least 470 pixels wide. Images are not automatically resized. Please make sure your resized image is well-proportioned.

- Only events held at the Graduate Center will be approved and published to the GC-wide calendar.

- When referring to the Graduate Center, please adopt the following: The Graduate Center, CUNY or the Graduate Center, City University of New York *but not* CUNY Graduate Center.

- If including an <iframe> tag, please ensure that it will display correctly. Do not include more than two <iframe> tags in your event calendar item. <iframe> tags, like images, must be set to 470 pixels wide. Please make sure your resized <iframe>, whether an image, slideshow, or video, is well-proportioned.

- Avoid repeating the same information: make sure that text in the short description field is different from text that will appear in the detailed description field.

- Don't repeat basic event information, such as the event title, time, room, etc., in the detailed description fields, as these will automatically appear.

Events prior to 2016 may be included for archival purposes. Past events will not be prioritized and/or immediately published by Kentico editors. These will be reviewed and published as time permits.
Once you have saved and submitted your event calendar item for approval, it will be sent to a Kentico publisher, who has permissions to approve and reject these items. If you have followed the above instructions, your item will likely be published.

Note: Remember, you will not be the only GC member to submit an event calendar item. Give Kentico publishers plenty of time to review your submissions. If you made a mistake, a Kentico publisher will need adequate time, before your event takes place, to send back your submission for revision.