A one-stop event publicity from the Event Calendar to Campus Buzz e-newsletter

BY CITS
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The revamp project was initiated and sponsored by Prof Kwok, Associate Provost (Student life). The university wants to have only one event calendar for all event disseminations. Everyone posts to and views the same calendar, be it department, school, research centre or student club.

- **Aims**
  - To reach out and stay connected with the campus community on campus happenings
  - To portray the vibrancy of campus life in NTU
How it works?

Event Calendar is a common calendar platform for NTU event dissemination.

Campus Buzz is a weekly email newsletter on student events.

Student will receive the latest weekly events via their emails.

The Event Calendar and the Campus Buzz e-newsletter are closely related. It is a single source of event published from the Event Calendar to the Campus Buzz and then to the Students.
Key Features: Event Calendar

- Calendar Control
- Search Event Control
- Target Audience Control
- Category Listing Control
- Tab Control for listing of events
- RSS feeds enabled for all categories: [http://news.ntu.edu.sg/RssFeeds/Pages/RSSFeeds.aspx](http://news.ntu.edu.sg/RssFeeds/Pages/RSSFeeds.aspx)
- Social Media Features
  - Bookmark and share

http://www.ntu.edu.sg/Events/Pages/Default.aspx
Key Features: Campus Buzz

1. A placeholder for Highlights to highlight special event
2. Displays of category headers using different images
3. Use “On Campus” icon to indicate to readers that an event is held on campus

http://enewsletter.ntu.edu.sg/campusbuzz/Pages/default.aspx
Tips for using Event Calendar & Campus Buzz

Where to access?

Visit: http://www.ntu.edu.sg/Events/Pages/Default.aspx

To publish your event, click “Submit New Event”
**Tips for using**

**Event Calendar & Campus Buzz**

**Who can post?**

Staff appointed by the school or office to publish events can apply for their personal accounts to be granted access to NTU Event Calendar Admin Module via the online application form in Stafflink:

**StaffLink > Resource Request > IT Services > Email/Network/Web Account > Apply for Staff Computer Account.**

*(In the form details, choose the option 'Others' and specify that you wish to be granted access to NTU Event Calendar Admin Module)*

Your application must be routed to your supervisor for approval. Schools and offices are strongly encouraged to use role-based accounts for event publicity. Role-based accounts enable flexibility and ease of change in personnel or job responsibilities.
Tips for using
Event Calendar & Campus Buzz

How to post?
1. Quick guide

2. User’s guide

3. FAQs and Information on event publishing
http://www.ntu.edu.sg/cits/gettinghelp/webpublishing/Pages/publishingevents.aspx

4. Event Registration System
http://www.ntu.edu.sg/cits/gettinghelp/webpublishing/Pages/eventregsyste m.aspx
Tips for using
Event Calendar & Campus Buzz

How to make your event more appealing?
✓ Use of meaningful and colourful images
✓ Select the right target audience
✓ Select the right category

Who to contact if in doubt?
Please send an email to servicedesk@ntu.edu.sg
3 Easy steps to Post an Event

Step 1: Access news publishing module

Step 2: Select “Create”

Step 3: “Publish” the page
Step 1: Access news publishing module

1. Go to [http://www.ntu.edu.sg/Events/Pages/Default.aspx](http://www.ntu.edu.sg/Events/Pages/Default.aspx)
2. Click “Submit New Event”
Step 2: Select “Create”

1. Input Page Title and URL

Please note:

- No spacing
- No non-alphanumeric character e.g. @#$%^&*()'
2. **Input Event Title**

3. **Select Event Calendar, Campus Buzz as appropriate**

4. **Input Event Publishing Date/Time and Expiry Date/Time**
5 Upload an image for Thumbnail
(Remember to publish the images)

=> Uploading the images
(Choose the correct folder before upload the images)
- CAO
- College of Engineering
- MAE
- SCE
- Research Centers
- NITHM

=> Naming the images
“thumbnail_pix_eventname.jpg” for thumbnail
“pix_eventname1.jpg” for images used in description
“pix_eventname2.jpg” for images used in description

=> Image sizes and resolutions
230 (w) x 115 (h), 72dpi for thumbnail
700 (w) x [any size] (h), 72dpi for images used in description
6 Input Description

Input text and images only. Do ensure appropriate paragraph spacing

Note:

☐ Do not copy content directly from MS words. Please transfer it to notepad first before copying it to the placeholder.

☐ Do not do any styling e.g color, font size etc.. The event Calendar template has its own pre-set styling

7 Select an appropriate Category
8. Input **Event Start Date & Time** and **End Date & Time**

![Event Start Date/Time](image1)

![Event End Date/Time](image2)

9. Input **Event Venue and Contact Information**

![Venue](image3)

Name: David  
Email Address: david@ntedu.sg

10. Select **On Campus** for campus event

![On Campus Icon](image4)

11. Select appropriate **Target Audience**

![Target Audience](image5)
For Freshmen Orientation Event only:

- Select **one** of the freshmen event categories

- Please select:
  - RC-NAMC
  - RC-EXQUISITUS
  - Freshmen Welcome Ceremony
  - College and school Orientations
  - Non Acad Constituent Clubs
  - Academic Constituent Clubs
  - Non Constituent Clubs
  - Halls of Residences
Step 3: “Publish” the page
Event Calendar

http://www.ntu.edu.sg/Events/Pages/Default.aspx
Campus Buzz

http://enewsletter.ntu.edu.sg/campusbuzz/Pages/default.aspx
Weekly Email sent to students
Steps to Edit an Event

Step 1: Access news publishing module

Step 2: Select “Event Calendar” from the category

Step 3: Search for your event

Step 4: Edit the event

Step 5: Publish the event
Steps to Delete an Event

**Step 1**  Access news publishing module

**Step 2**  Select “Event Calendar” from the category

**Step 3**  Search for your event

**Step 4**  Edit the event

**Step 5**  Delete the event

**Step 6**  Close the window to go back to Event Calendar
Questions & Answers
The End