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

BY CITS
05 SEP 2013
Background

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
Student will receive the latest weekly events via their emails.

**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
- Social Media Features
  - Bookmark and share

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

- A placeholder for Highlights to highlight special event
- Displays of category headers using different images
- 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...
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
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

a. A pop-up window will appear at the top of the page. Click on ‘Browse’ to look for the image you want to upload. Click ‘Open’, then click ‘OK’.

b. The pop-up window below will appear. Select the Content Type ‘Image’. Optionally you may change the Name and enter a Title for your image. Click on ‘Save’

c. You will return to the Edit page of your event. The image will be inserted in the placeholder.

=> 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

Note: Thumbnail image: maximum width = 82 Pixels for posting in Event Calendar, maximum width = 230 Pixels for posting in Campus Buzz. If publishing in both Event Calendar and Campus Buzz, only 1 thumbnail image with max width = 230 Pixels needs to be uploaded. Image bigger than this limit will appear distorted.
6 Input Description

- Insert text
- Insert images (refer to 5)
- Upload a document

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.

(i) In the ‘Description’ field, click on ‘Click here to add new content’.
(ii) The Edit Menu Bar will appear as below. Click on the ‘INSERT’ tab. Click on ‘Upload File’ option.
(iii) A pop-up window will appear. Click on ‘Browse’ to look for the file you want to upload. Click ‘Open’, then click ‘OK’.
(iv) The selected file will be uploaded and inserted in the placeholder.
7 Input **Event Start Date & Time** and **End Date & Time**

8 Input **Event Venue and Contact Information**

9 **Select On Campus** for campus event

10 **Select appropriate Target Audience**

For campus Buzz, remember to check “public”
Select a **Category**

- Please select
- Arts & Culture
- Community Service
- Competitions & Contests
- Conferences, Seminars & Fairs
- Fitness & Leisure
- Others
(12-16) For Freshmen Orientation Event only:

12 Input **Club Name** *(E.g. School, Centres or Research Units)*

13 Input **Contact Person**

14 Input **Web and Registration URLs**

---

**Web URL**

Type the Web address: *(Click here to test)*

http://

Type the description:

---

**Registration URL**

Type the Web address: *(Click here to test)*

http://

Type the description:

---

Meta-Keywords (no more than 255 characters)
Select one of the **Event Sub Categories**
Select "Conferences, Seminars & Fairs" as Category
Step 3: “Publish” the page
Event Calendar

http://www.ntu.edu.sg/Events/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