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

BY CITS
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Background

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?

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. 

**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.
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](http://www.ntu.edu.sg/Events/Pages/Default.aspx)
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
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?**

For student clubs, access to NTU Event Calendar Admin Module is only granted to NTU-issued role-based accounts (eg. ClubXYZ-Secretary@ntu.edu.sg).

Student clubs who do not have any NTU-issued role-based email account need to first apply online via **StudentLink**. NTU-issued role-based email accounts are available in blocks of 20 accounts. Note that each student club can have only one of these NTU-issued role-based accounts be granted access to NTU Event Calendar Admin Module for accountability reasons.

The President of a student club may apply online from **StudentLink => IT Services => Student Club Website and Email Accounts Application**.

[Note: Student clubs whose Presidents are NIE students (who cannot access NTU StudentLink) need to apply using this PDF form](http://www.ntu.edu.sg/cits/gettinghelp/webpublishing/Documents/niestudentclub.pdf)

For account application details, you can visit: [http://www.ntu.edu.sg/cits/gettinghelp/webpublishing/Pages/club.aspx#webacctgen-studorgnapply](http://www.ntu.edu.sg/cits/gettinghelp/webpublishing/Pages/club.aspx#webacctgen-studorgnapply)
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/eventregsysteem.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
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), if your club's folder appears there, you can upload into it else you can post it into the generic folder “Student Clubs”

- Student Clubs
- NPCC

=> 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
Input Description

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.

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

8

9 Input **Event Venue and Contact Information**

9

10 Select **On Campus** for campus event

10

11 Select appropriate **Target Audience**

11
For Freshmen Orientation Event only:

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

Dear Students,

This month's feature is about "Kopi Talk @ NTU". It is a dialogue session organized by Nanyang Technological University students and alumni on Thursday, 20 September.

Disclaimers: This event is posted on behalf of the mentioned organization/company. Any responder should verify the information independently if necessary.

Arts and Culture:

'B' at Goodman Arts Centre

Date: 6 - 29 Sep 2012

Community Service:

South West A Million Volunteer Hours Campaign

Date: 30 Aug - 30 Sep 2012

"A Million Volunteer Hours" Campaign is a three (3)-year district-wide initiative to encourage active citizenship by encouraging residents to volunteer in projects that will benefit the community.
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