

# Event Creation Checklist

Events are displayed alongside each other on the website so it's vital they have a consistent style, no matter who creates them. This checklist, together with the help system, will help you achieve that.

**Where the Help system conflicts with this checklist, the Checklist prevails.**

**If you are unsure about any step, please ask for help from the webmasters. It's easier for us to help you get it right up front than sort it out afterwards**

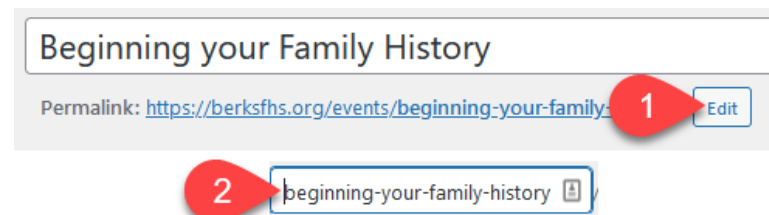
**Any field not specifically mentioned below must be ignored. If you use one, it's effect on other fields and if/how it displays are unknown and need to be configured by the webmasters in advance.**

## Essential Prep

- Topical Event Image 300 x 300 px including shading (no more no less)**  
**The image must either be in the public domain or from a licensed source.** The webmasters can obtain images from <https://depositphotos.com/stock-photography.html> for free if you tell them what you want. <https://berksfhs.org/member-protected-content/image-request/>
- Location details** if not already listed
- Speaker Bio and Photo** if not already listed
  - Speaker's permission to use both, in writing (email will suffice)
- Zoom meeting must be created in advance** so that the URL containing the password is available

## Creating the Event

- Title** is the **topic** only. **No speaker, date, time etc.** Please keep the title short so that it is max 2 lines on home page events section
- In the **event details** provide a full description (and agenda if there is one.) **Do NOT include details provided in other fields**
- If you create an event by copying an earlier one and the title of the new one is different, you MUST delete the slug (2) and let the system regenerate it**



- Excerpt – Mandatory.** You'll find this at the bottom of the screen. The excerpt is what appears on the main listing page and is what sells the event. It must not be too short. Two or three sentences are required. Copy and paste the first couple of paras of the event description.

## Event Details

- Every event must have a both **start and end dates and times**

- Notes on time** is the place for comments such as “19:15 for a 19:30 start”
- Location Venue(s) - Required.** The box “Don’t show map in single event page **MUST** be checked. **Remember that each branch now has its own “Webinar” location e.g. Abingdon Branch Webinar**
- Organiser(s) - Required**
- Cost > Event Cost - the headline cost with no member discount e.g. 5**
- Virtual Event - Zoom meeting link is mandatory.** No event may be published without it

## Booking Options

- Total Booking Limit** is the venue capacity or max virtual participant
- Ticket Name** = Member or Non-Member (you will usually need both). **Members’ ticket must be listed first so that booking confirmations always go to the member when a mix of tickets is purchased.**
- Start and End Times are required**
- Description is optional**, should you have any further need to describe a ticket
- Price** is a number only, **no currency symbol**
- Price label** is where you enter the currency symbol and price e.g. £5
- Available Tickets** is only completed if you need to apply a quota to the tickets by member type
- Stop Selling Tickets** - recommend this is set to a minimum of 1 day before the event to give you time to send final joining instructions to the participants

## Other Fields

- Category** is **mandatory**. Choose ONE only. **If you need a new one, contact the Webmasters. Do NOT create one yourself. Give them plenty of notice - a new category requires lots of changes to web pages.**
- Speaker(s)** - pick from the list or create a new one  
*Note: Always check the existing list before you create a new entry*
- Featured Image – Mandatory** and must be 300x300px shaded
- If all the above are checked**, you may PUBLISH

## As soon as the Event is published

- Check how the event appears on the Home Page carousel and main listing and CORRECT ANY MISTAKES.** Please do this immediately because any errors may become baked into any bookings that are made in the interim

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