

# 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 may have unintended effects on event display and behaviour**

## Essential Prep

**Topical Event Image 300 x 300 px including shading (no more no less)**

**The image must either be in the public domain, AI generated 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/>. They can also generate Ai images for you

**Location details** if not already listed - create new locations in the Events > Locations menu

**Speaker Bio and Photo** if not already listed - create new speakers in the Events > Speakers menu  
 Speaker's permission to use both, in writing (email will suffice)

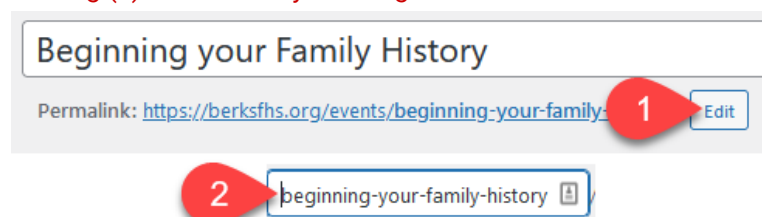
**Zoom meeting must be created in advance** so that the URL containing the password is available

## Creating the Event

**Title** is the **topic** only. **No speaker, date, time etc.** Please keep the title short - no more than 6 words

In the **event details** provide a full description (and agenda if there is one.) **Do NOT include details that belong 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 but neither too long. Two or three sentences are required. Copy and paste enough of the event description to pique interest but not all of it. See appendix for examples

## 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" (on the Advanced Tab)

**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 (in Tickets From)
- Online Event - Zoom meeting link is mandatory.** No event may be published without it
  - Click on the Make Online box
  - Paste the link from zoom into the box;
  - Type 'zoom details' in the Title box;
  - Don't click on 'display zoom link after'

## Booking Options

- Total Booking Limit** is the venue capacity or max virtual participant

## Tickets

- 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** (on the Advanced Tab)
- Description is optional**, should you have any further need to describe a ticket (on the Advanced Tab)
- Price** is a number only, **no currency symbol** (on the Advanced Tab)
- Price label** is where you enter the currency symbol and price e.g. £5 (on the Advanced Tab)
- Available Tickets** is only completed if you need to apply a quota to the tickets by member type (on the Advanced Tab)
- Stop Selling Tickets** - recommend this is set to a 1 day before the event to give you time to send final joining instructions to the participants (on the Advanced Tab)

## 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

Version 10: 17 Nov 2024

# Appendix



Just right

## Tour of St Nicholas Church, Hurst

BOOKING CLOSED

Join our guide, [Chris Curnow](#), for this rare chance to look around St Nicholas' Church in Hurst over 900 years. Come on its connection to the Merton College in Oxford as well as the village's own bread charity.

The sales pitch text is neatly contained within the vertical height of the image



Too short

## Preserving your Family History Research

Will your genealogical research survive into the future? Discussion of ways to preserve it.



## An Historical Tour of the Streets of Old Coley

Too long

This is the final of three talks in the Autumn Potpourri Talks Series. You may book tickets for individual events or for all three talks in the series for a reduced price. This virtual tour of Old Coley will take participants through the streets of Coley before slum clearance and the Inner Direction Road destroyed large sections of working class housing in this inner city area of Reading. Using a mixture of historic maps, old photographs, personal knowledge and desk-top research, Joe and Graham will present a history of the area and tales of life in this tough but vibrant community. They will stop-off along the way to explore the Coley Steps, Coley Primary School, Simonds Brewery, St Saviour's Church and the local brick making industry. It should be of interest to Old Coleyites, local historians, current residents and anyone intrigued about what existed before the IDR.