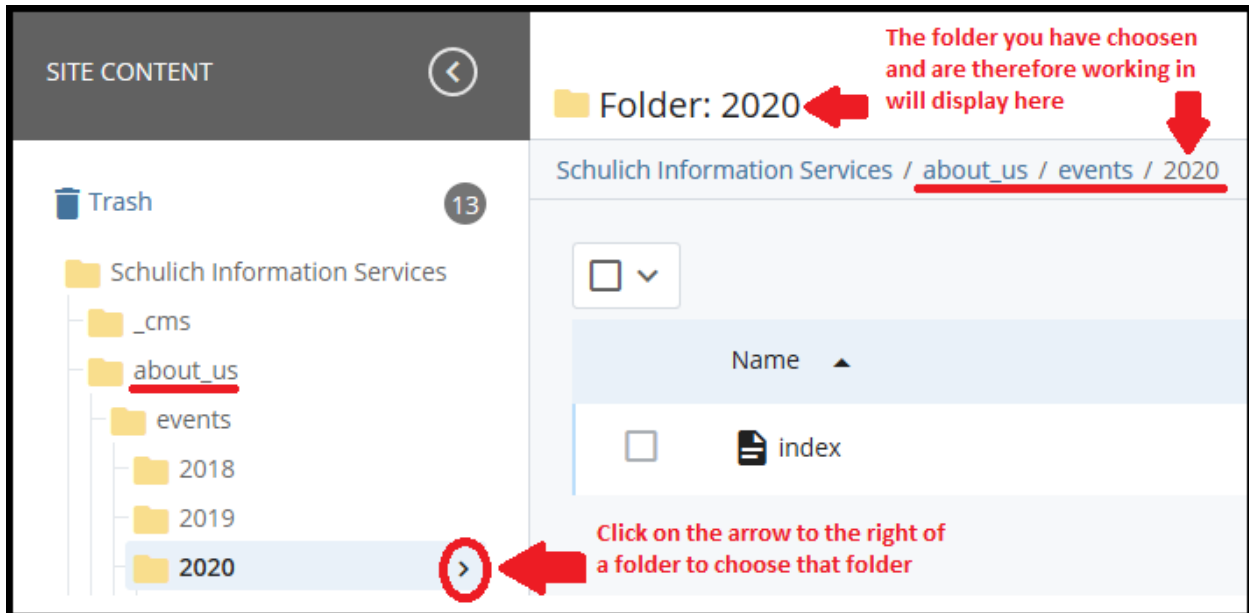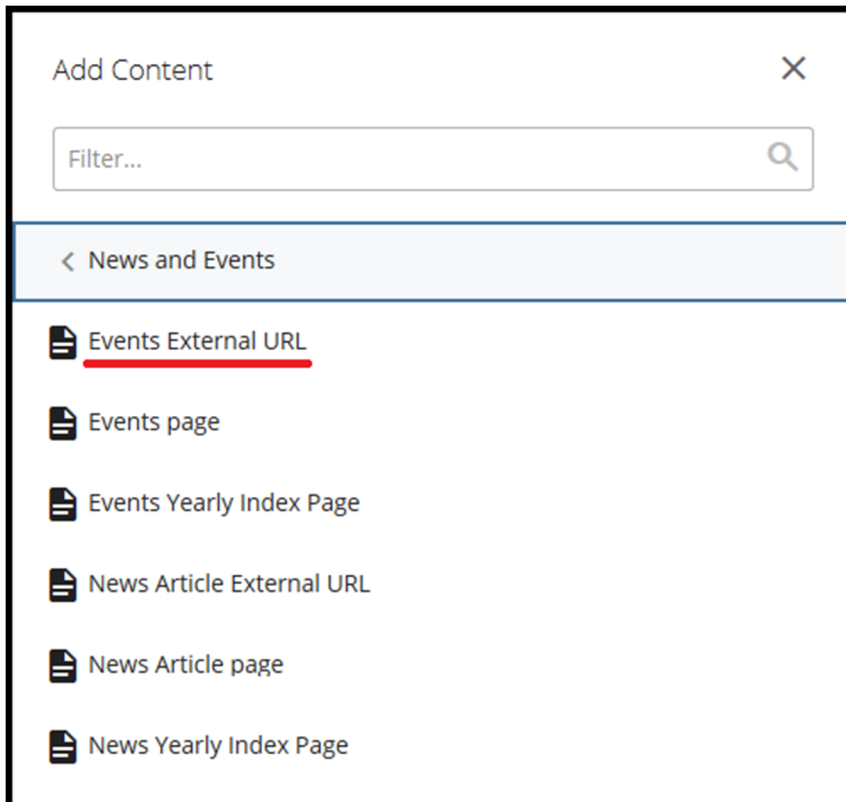# Creating an External Event

The Event folder is located in the "About" or "About Us" folder.

To create an External Event article choose the correct yearly Event folder (e.g. 2020) by clicking on the arrow to the right of the folder.

Once you have chosen the appropriate yearly events folder click on "Add Content > "News and Events" > "Events External URL".

Create your external event page in the window that opens by adding the following (see the screen shot on the following page):

1. Title try to keep the title short as it is part of the URL. If you need a longer title to appear on the page add the full title in the "Alternative Page Title" field and keep the title in the "Title" field shorter
2. Summary (this is what will show on your homepage and your event index pages)
   a. A summary is a good way to introduce your news article while giving a brief overview to the readers to grab their interest. Summaries should be 2-3 sentences either giving an overview of the article or simply just contain the first couple sentences of the article
3. "Show on Department Home Page is automatically checked for you. Leave "Show on Schulich Events Page" unchecked
4. Leave Alternate Page title blank or add the longer title here
5. Add the **actual** date of the event in the Event Date field
6. Add the URL for the event in the "URL for external event" field
7. Leave the editor area **empty**.
8. Click "Advanced Submit" (three ellipses) icon and then "Submit"
9. Review the yearly index page, the events index page, and your homepage to ensure the article is showing on all three (3) pages
10. Once the above steps are complete you will need to publish all relevant index pages (yearly index page, events index page, homepage – see the screen shot at the end of this document).

    NOTE: The External Events Article page cannot be published but all relevant index pages MUST be published.

Placement Folder *

📁 2020

Schulich Information Services: /about_us/ev...

← **Ensure you are in the correct folder**

Display Name

Information Services

Title

add the title of your event

← **Try to keep the title short as it is part of the URL. If you want a longer title to appear on the page keep the title in this field short and add the full title in the "Alternative Page Title" field below**

Summary

add your summary
(this will appear on your homepage and events index pages)

Show on Department Main Page

☑ Yes   ← **leave this checked**

Show on Schulich Events Page

☐ Yes   ← **leave this unchecked**

Department Event

⌄ **Alternative Title**

Alternative Page Title

← **If you want a longer title to appear on your page keep the title in the "Title" field shorter and add the longer title in this field**

Event Date

← **Add the date of the event**

URL for external event information

← **Add the URL of the external event**

Content

Edit ▾   Format ▾   Insert ▾   Table ▾   View ▾   Tools ▾

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LEAVE THIS AREA EMPTY

Publishing - Once you have created your external event you must publish all relevant index pages. This includes the yearly index page, the events index page, and your homepage.

Note: Do not publish the External URL Event page.