

Advertising and promoting events via the campus calendar

First of all, if you need a properly branded poster for your event, please fill out the [Promotional Materials Request Form](#).

Second, to put the event on the campus calendar, go to <https://events.uiowa.edu>

- Click “Add new event”
- Login again with Hawk ID

Third, fill in the form

- **Title:** title your event
- **Media:** upload your poster
- **Website:** you don’t have to do anything with this but can, if you want, put in a website address
- **Scope:** select what level you want –department, campus wide, division, etc.
- **Contact info:** your name, phone, email
- **Date:** make sure to check repeat if it’s repeated
- **Location:** select from the drop down (if on campus, make sure country is set to none)
- **Description:** copy in text about the event
- **Units:** “tag” your department from the drop-down menu (you can type it in too)
 - **Note:** when you tag your dept, the division and CLAS are automatically tagged
- **Audience:** you can select one and then add another item if necessary (or select “everybody” if you want a large crowd)
- **General interests:** Select “humanities.” If you want to get on the arts calendar, select “Arts Iowa;” “After class” is a student life calendar. You can always add another item to tag a separate calendar
- **Types:** this is your type of event (arts/entertainment, community, etc.)
- **Keywords:** not necessary to add anything
- **Ticketing:** this is for when/if you are charging money
- **URL:** you don’t need to do anything
- **Click save**

What happens next?

- Your event will be approved by a Division level approver
- It will show up on the Iowa events calendar, your departmental and DWLLC websites

How to check on whether an event has made it to the calendar

- Go to <https://events.uiowa.edu>
- Check by date
- Check via filter; click on “departments” (use the downward arrow to navigate through CLAS to the Division and then to your department)

Need further help? Email lynette-williams@uiowa.edu