Posting an Upcoming Event to the ACES Calendar

1. Enter your events on the ACES calendar as soon as you have established the date of the event. **RESERVE YOUR DATE!** That way your colleagues will have plenty of time to get your event on their calendars and so will your clientele!

2. Log in using your ACES email account information.

3. Go to the specific date of your event using the Year/Month/Day tabs and the calendar that appears until you can select [click on] the exact date of your event.

4. Once that date is showing, click on the Submit Event tab.

5. Fill out the fields for your event in the following manner [spelling counts!]:
   - **Event Name** to include pertinent name AND keyword for your program. [i.e. SNAP-Ed, AEFSN, Spanish (or espanol), cancer, etc.] Be sure to use keywords you feel people will be searching on as well as the keywords you know the computer will search for. Also, if this is an Annual, Quarterly or Monthly event, **SAY SO** in the title. Since events are to stay on the calendar all year long, people can still see your event after the fact and may decide to keep an eye out for the NEXT reoccurring event after they see that they missed the most recent one, so they can try to attend! *Ex. “Quarterly SNAP-Ed Nutrition & Recipe Workshop”*
   - **For Calendar(s):** ALWAYS include the Urban Affairs Calendar first; up to 3 calendars may be chosen, so if your event is an Urban event which is also an Animal Science event, then put it on BOTH calendars. But it goes on the Urban Calendar FIRST, lest you forget THAT YOU ARE AN URBAN EMPLOYEE!
   - **Event County:** Put the county where the event is taking place. You can also list surrounding counties that you want included in the announcement. I have yet to find a limit to the number of counties you can choose.
   - **Event Address:** Give the exact address of the event, since some of your attendees may be using GPS to find the location. Gone are the days when everybody knew where the Extension Office was. Anyway, you are using the Internet to bring in NEW people, aren’t you?
   - **Fee:** If it’s free, say so! This N/C stuff is confusing and comes across as a code to the uninitiated. Just say FREE!!!! It will come across as a Real Deal that way.
   - **Start Time:** Don’t forget to include your registration time.
   - **Duration:** Don’t forget that the default is in minutes, just change it to hours and enter the number of hours. For meetings that include a half hour, you will have to enter the **entire time** in minutes. Check the ending time it gives you to make sure your calculations were correct.
Don’t forget to use the right **Contact Name, Email & Phone:** This is how people can get in touch with you for more information. If you use your secretary as contact, be sure she has the information needed.

**Description:** PLEASE, put in a description, even a short one, but include all the important information. And, make sure that you mention if it is a one-time event OR part of a series of classes [i.e. open to the public; #3 in a series of 5; you must be registered to attend]. I was shocked at the number of calendar entries that I saw with absolutely NO description and NO real event name, just something like “Cancer”, that’s not a lot of help to new people. The Calendar of Events is a **Marketing Tool** that can do you no good if you do not utilize it to the fullest. Imagine getting a brochure into the hands of a potential client looking for something to do, and all it says is “We’re doing a program of some sort, for an undisclosed audience, at this time, at some named building [no address], and no description of what we’re doing.” Just how many NEW people do you think would care to TRY to come to that meeting? Or to ANYTHING they would ever come across put on by these mysterious people who are so uninterested in them?

6. Then hit the **Submit** button. Please remember, since **you** entered this event, **you** are the only one that can edit it. **DO NOT remove the event from the calendar after the event occurs.** Having events on the calendar are a wonderful way to advertise events to the public and they let Stakeholders know what Extension is doing/going to do. But, they also let Stakeholders and the Administration know what has been done during the year! They are your proof when it comes to proving yourself AND Extension’s proof when it comes to providing evidence to Stakeholders that, “Yes we are out there in the Community, helping our Clientele!”