

How to load Events for your Events Calendar via Audubon Works

We've built a system to collect event submissions from across the network via Audubon Works. Events submitted here are kept in a single Audubon-wide database, and can be fed into a variety of different online applications, most of all your State or Center website's events calendar.

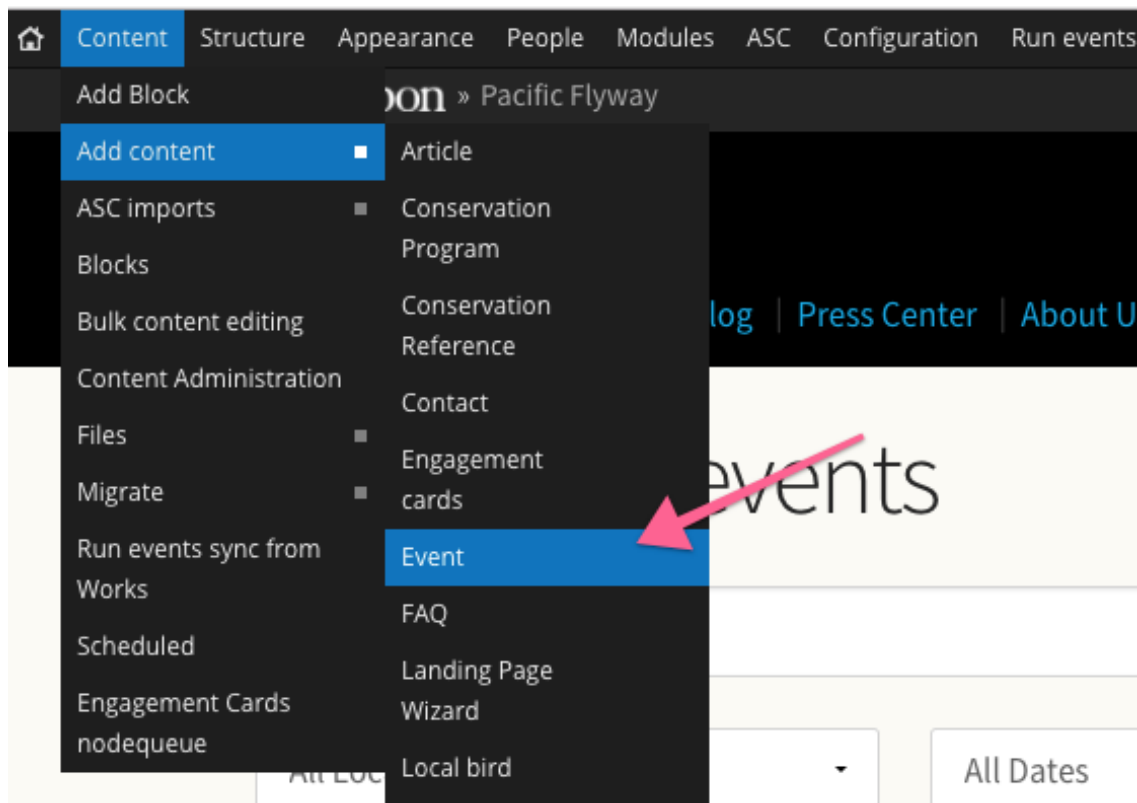
Think of events posted to Works as classified ads—if you want to drive public attendance to an event, this will hopefully help you do it. The system does not currently provide infrastructure for registration or paid attendance, but it is flexible enough to accommodate whatever system you're currently using.

If you're a Center, you probably have lots of events—regular bird walks or nature hikes, guided tours, youth programs, etc. If you're a State office, you can use events to promote specific advocacy actions (rallies, etc), or you can choose to aggregate all Center events in your state. Soon, we will roll this system out to chapter leaders, so the state site can act as an aggregator for all events happening across the Audubon network in that state.

Here's the procedure for loading events. **NOTE:** You must have an Audubon Works account to load events, and that account must be configured by IT to post your events to the proper Audubon entity (ie, your state office or center). If you're in the pilot group, your Works account should already be configured. If you have any problems, submit a [Website Access ticket to JIRA](#).

Step-by-step guide:

1. **From your state or center site's admin bar, choose Content -> Add Content -> Event.** You'll be taken to Audubon Works to create the event—log in to Works with your Audubon network email address and password if necessary.



Alternatively, you can go straight to works.audubon.org and click Events in the main menu bar, then click the orange "Create Event" button in the upper right. If you're a state or center website user, though, it's preferable to use the "Add content" link in your site's admin bar as described above, as that's the only way to take advantage of the automatic syncing and some of the other features described below.

2. Select "Public websites" when asked where you'd like to display your event, and make sure the website where you'd like the event to appear is checked in the list that appears. In many cases you will only have one option—your site.

If you do not see the proper entity listed here, submit a Jira ticket for the proper access and we'll configure your account.

Home » Add content » Event

Event's target sites » Event's data

Create an Event

Please select where you'd like to publish your event: *

- Public websites (Your affiliated State or Center site, National Audubon site, etc) *
- Audubon Works (For internal Audubon events only) *

Where would you like to publish this event?

- Audubon New York
- Prospect Park Audubon Center

3. Populate the fields on the submission form. Each field has a description of what's required below, and only those with a red star are mandatory. A brief overview here:

Basic info:

- **Event Title:** The name of your event. Be as direct and succinct as possible.
- **Event Subtitle:** A brief, one-line summary of the event that gives more information. This will display on your calendar landing page along with the title.
- **Event Description:** The body of your event listing. Here you can provide the full description of the event, along with any information someone would need to have a good time, such as suggested attire for outdoor events, etc. You can include images in the description area if you wish (optional).
- **Event type:** Select the type that best matches your event. If you'd like to suggest a new category of event, please **submit a Jira ticket**.
- **Main Image:** This is the main image associated with your event. It is optional.

Where:

- **Event Location Name:** The name of the facility where the event is happening, such as "Prospect Park Audubon Center" or "Williamsburg Community Center"
- **Location special instructions / Contact:** An optional field where you can add additional text underneath the address listing. Use this for any special instructions that may not be clear from the address alone, or to put in contact information for help in locating the event/etc.
- **Address:** Fill in a valid street address, including city/state/ZIP, for the location. Then click the "show location" button and you should see a preview of the map that will appear on your event.

When:

Use this to fill in the date or dates of your event. There are several options. This more or less works like your Outlook calendar.

- **All day:** Check if this event is all day. Otherwise, fill in the Start and End date in the fields that appear. A calendar widget will appear if you click once into the field.
- **Repeat:** Just like in Outlook, it's possible to create recurring events in the system. Check this box and you will see some new options appear:
 - Repeats Daily/Weekly/Monthly—you still need to specify the date and time of the first instance in the Start date/End date fields above

- If you choose Daily/Weekly/Monthly, new options will appear to specify when exactly each event appears.
- You must set an end date for the repeating event. You can either enter a maximum number of occurrences, or a specific date where the event will cease to repeat.
- **A note on editing recurring events:** If you make a change to a recurring event, upon saving you'll be asked if you'd like to apply the change to every event in the series, every event after the specific instance being edited, or just the specific event date being edited.

Registration

- **Registration instructions:** This text appears right above the "Register Now" button and can be used to give additional information about how to register.
- **Registration button URL:** The web address attendees should go to register or get more information for the event.
- **Registration button label:** The text on the actual button, such as "Register Here"

Attachments

- If you want attendees to be able to access a registration form or other printable document, attach it here

4. When all of your fields are entered, press the SAVE button at the bottom of the page. This is important!

5. After saving, you'll get a preview of your event. Note: this isn't how it will actually display on your site, but most fields should be visible. If you need to correct any errors, click the Edit tab at the top to return to the edit screen.

6. You'll also see a new "Sync now" button at the top of the preview screen. Press this button to run a sync on your state or center site immediately, after which you'll see a report of events added, updated, or deleted.

Your event may take a few minutes to appear on the listing page.
 Registration settings have been saved.
 Event *Hello Event CA* has been created.

Sync now?

If you'd like, you can sync your state or center website events calendar now. After sync, any new or updated events that aren't in the past should appear right away. You can also sync later from your state or center website using the "Run events sync" link in the admin bar.

[Sync Now](#)

To sync events from Works to your site at any other time:

Your site will sync events daily from Audubon Works, so there's no need to sync it manually. But if you need an event to appear immediately, you can force the sync on your own site.

1. In your site's admin bar, click the "Run events sync" link. Your events will sync, and you'll see a list of events that were created, edited, or deleted.

To find an event you've already created to edit or remove it:

1. While logged in, view the event page on your own site and click the "Edit Event Details" tab. You'll be taken to Audubon works, where you can make any necessary changes, including deleting the event. Remember, for changes to take effect on your site, you must sync with works by clicking the "Run events sync" link in the menu bar.
2. OR: to see all events published to Audubon works, go to yoursite.audubon.org/admin/content/administration and click the "Events" tab at the top. You'll be taken to Audubon works, where you'll see a listing of all the events created for your site. You can edit them to make changes on works, then re-sync.

To delete an event

1. When viewing the event page on your site, click the "Edit event details tab"
2. You will be taken to this event's edit screen on Audubon works. At the bottom, press the delete button. You'll be asked if you really want to delete the event—say yes.
3. You'll be taken to the Audubon Works home page. You need to return to your own site and run the events sync process for the event to be removed.

To make events appear elsewhere on your site

Events can now be added to any Editorial Card module on any landing page, or to any Related Content fields on static pages or articles. But to make them look nice, you'll want to fill out their editorial card fields. To access them, click the "Edit Editorial Card Fields" link when viewing the event on your site and add a Title, Subtitle, and Editorial card image if necessary.



We'll be adding more features to the events system over time. If there's anything you'd like to see, [let us know](#).

Related articles

- [How to load Events for your Events Calendar via Audubon Works](#)
- [How to syndicate content from the National site \(or any other site\)](#)
- [How to use the Landing Page Wizard to create a new category for content](#)