How to create an events page using the TMP-3-1-Event-Details template

If your department/centre/division hosts events outside of the public lecture programme, you can use the TMP-3-1-Event-Details template in Contensis for each event listing. It is a structured template that has specific fields relevant to events, offering more functionality than a regular Standard Content Page.

Using the template will also mean you have the option for the event to appear in the LSE Events Search Results Page (SERP). This will help to promote your event to a wider audience.

This guide will cover:

1. A complete guide to using the events template
   a. Creating the page
   b. Header image/colour
   c. Event thumbnail and social media image
   d. Event details
   e. Ticket information
   f. Event description
   g. Disclaimer
   h. Promo event
   i. Chair, moderator and speakers
   j. Cross content promotion
   k. Required metadata
   l. Properties tab
   m. Using accordions.

 2. Getting your event listed in the LSE Events' Search Engine Results Page (SERP)
   a. The role of the Events Team in the Communications Division
   b. Check if your event meets the SERP criteria
   c. Email the LSE Events team
   d. Next steps for approved events
   e. Submit your page for approval.

1. A complete guide to using the events template
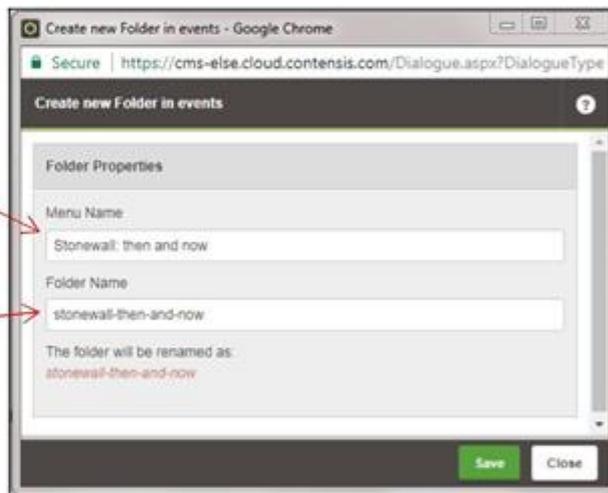
a. Creating the page

In your events folder, create a **new folder** for the event you want to build a page for. Don't forget to make your folder name lower case as this forms part of the URL. To find out more about URL guidelines email Comms.Digital@lse.ac.uk to request the guide.

testing-area
- about
- events
- news
- people
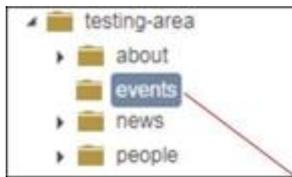
In your main events folder, right click and select 'new folder'. It will open a pop-up window like below

Menu name – this should be the title of your event – it will appear in the breadcrumb trail

Folder name – this is the name of the folder and should be lowercase letters with no punctuation

Create new Folder in events - Google Chrome

Secure | https://cms-else.cloud.contensis.com/Dialogue.aspx?DialogueType

Create new Folder in events

Folder Properties

Menu Name

Stonewall: then and now

Folder Name

stonewall-then-and-now

The folder will be renamed as:
stonewall-then-and-now

Save   Close

testing-area
- about
- events
  - stonewall-then-and-now
- news
- people

The folder will then appear in the tree

Next, right-click on the folder icon and select "new content". Select "Web Page" at the top of the list, then choose the **TMP-3-1-Event-Details template**.

The "untitled" page will appear in the folder. Change the **title of the page** to the title of your event. This field should be up to 80 characters (including spaces) to ensure titles are optimised for podcasts and YouTube.

Make sure you use punctuation and follow LSE's [house style](#) for event titles. Any words before a colon should have an upper case first letter. Any words after a colon should have a lower case first letter, unless they are names. Eg, "Stonewall: then and now".

b. Header image/colour

The header image/colour is the **banner** of the page. You can choose to use an image here but it must be cropped at **1920px X 830px** and the image file size must be around 200kb. Alternatively, you can choose a colour: purple or blue.

c. Event thumbnail and social media image

The **OpenGraph image** is the image which pulls through to social media whenever anyone posts the event's URL. It is very important to add an image here and to make it relevant and engaging. For PLP events, the Social Media team will create a branded OpenGraph image. The OpenGraph image should be cropped to **1200px X 600px**. Note that the social media platforms will crop off the margins of the OpenGraph image (roughly 30px at the left and right, and roughly 10px at the top and bottom).

You must also add a **thumbnail**. This will show in the Event SERP listing and related content listings across other pages. The image must be cropped at **386px X 216px** and the image file size must be under 100kb. If you do not crop to this dimension, the CMS won't accept the image.

TIP: The image crops the ends out when it pulls through to the SERP, so make sure the focal point is in the centre of the image – example below.

TIP: If the image is not uploaded and approved properly in the CMS, then the thumbnail in the SERP will appear as a blank box. When you upload the image to the CMS, click 'save

and approve' (not just save). If the box is still blank, right-click on your image, click edit and then in the workflow tab click 'submit and approve'. This will republish your image.

d. Event details

Add the **location** of your event, eg, "Online public event", or "Wolfson Theatre, NAB".

Add the **LSE address**. If the event is hosted on campus, put the full postal address. If it's hosted online, put the name of the platform, eg, Zoom Webinar.

Select the **geographical area** and audience type as required.

Select **organiser department**. If the event is only hosted by your department then select your department from the drop-down list. If it is a joint event or your department is not listed, type the details of all of the organisations hosting the event (including your own department – don't select it from the drop-down list) in the "other organiser" field. You must start with "the", so "the LSE Library and LSE Spectrum". If you select an option from the drop-down list, any text entered in the "other organiser" field will not show on the listing.

Select the **category** from the drop down list, if applicable. These are LSE RO codes.

Select the **event type**: public event, concert, conference, exhibition, etc.

Add a **short description** of the event. Search engines will display this in event listing results. Eg, "Explore the phenomenon and evolution of music at this LSE event."

Add around six **keywords** or phrases that are associated with the event.

If you are creating an event for the first time, select the **status** "**scheduled**". If your event has been postponed, cancelled or rescheduled (after it is published) then change the status of the event again. This will only update the event in Google search results and won't be visible on the event page. You can choose from the following:

- **Cancelled** - Select this if your event has been cancelled after it's published. Keep the original date in the start date of the event.
- **Postponed** - Select this if your event has been postponed (but the new date isn't known yet). Keep the original date in the start date of the event.
- **Rescheduled** - Select this if your event was rescheduled. Update the start date and end date with the new dates. Add the original date into the Original Date field below.
- **Rescheduled and moved online** - Select this if your event has changed from happening in person to online.

Add the **start and end** date/times.

If your event is being **hosted online**, put the URL into the "live stream URL". Update the "live stream text" to explain where your event will be hosted online, eg, "This event will be live streamed on Facebook".

Add your department's **Twitter** handle if applicable.

e. Ticket information

Provide a sentence or two about:
- How much do the tickets cost, how many tickets are available, is it on a first come first served basis or balloted?
- Contact details (email address and phone number) for users to get in touch with any queries.
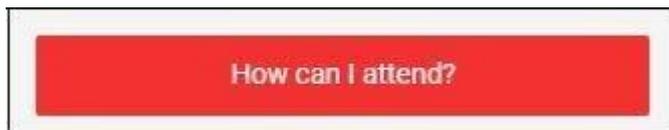
For example:

This online public event is free and open to all but registration is required.

Registration will open after 10am via Zoom on Thursday 5 November.

For any queries email xxx@lse.ac.uk.

This information will appear in the "How can I attend box?" which will show in a pop-up modal player when clicked.

f. Event description

Aim for a maximum of 200-250 words. Use full sentences, plain English and avoid jargon. The information needs to be clear, concise and broken into small paragraphs so that when users read it on a mobile phone it shows digestible chunks, not long reams of text. Our tone of voice is approachable, insightful and dynamic (AID) therefore wording should be simple, accurate, warm, engaging, and presented with potential event attendee needs in mind. Use an active voice, eg, "we" rather than "LSE".

The **first paragraph** should describe the event in one sentence. This should be a teaser to entice audiences, and will always appear **bold** at the top of the page. For example:

Ruth Hunt, Chief Executive of Stonewall, will reflect on Stonewall's history, the progress made and the work still to be done regarding equality for LGBT people with an emphasis on women.

Your **second sentence** should include information about what type of event it is, such as a lecture, a book launch, discussion, debate, or seminar. For example:

This discussion will bring together professionals from across various sectors to address the impact of the Stonewall Workplace Equality Index on LGBT+ equality in the workplace and beyond.

Your **third sentence** should explain what the audience will learn from the event. This should be a more detailed description, giving the audience an idea of what they are coming along to.

Add a bold line of text "**Meet our speakers and chair**". Provide brief biographies of each speaker and put them in alphabetical order by surname. Also include a bio of the event chair. Follow LSE's [house style](#) for titles and names. Include their Twitter handles and hyperlink to staff people pages and departments where applicable.

Add a bold line of text "**More about this event**". Provide a short description about the host department/centre/organisation, including a Twitter handle and a link to your landing page.

Include the event **hashtag** to help people keep track of the event. Capitalisation in hashtags can affect accessibility. Please capitalise first letters in hashtags, so #BlackHistoryMonth, not #blackhistorymonth. Also capitalise the first letter after #LSE: #LSEThinks, not #LSEthinks.

Do not duplicate information. Entry requirements should only be included in the "Ticket Information" section of the page.

After the event, return to the page and add a link to the **event podcast or video** if these have been created.

g. Disclaimer

Add this information in the disclaimer box:

From time to time there are changes to event details so we strongly recommend that if you plan to attend this event you check back on this listing on the day of the event.

Once your event has been approved for inclusion on the Events SERP, return to the disclaimer and add this extra text:

Whilst we are hosting this listing, LSE Events does not take responsibility for the running and administration of this event. While we take responsible measures to ensure that accurate information is given here (for instance by checking the room has been booked) this event is ultimately the responsibility of the organisation presenting the event.

h. Promoting related events

Link to any other related events you have by clicking on browse and finding the event page in the tree. It's always worth promoting other events as it will encourage users to look at more pages.

i. Chair, moderator and speakers

Add the full name (and academic title) of the chair, moderator (if you have one) and speakers.

The **avatar** is a headshot. These should be **100px X 100px** and the file size should be under 50kb. Browse to where the headshots are saved in your Assets>Images folder and select. Avatars are optional, but the page looks far better when used.

j. Cross content promotion

Tick "show related programmes" and select the host department from the list. "Show related content" does not work at the moment so leave this unticked.

k. Required metadata

Your **metadata description** is used and displayed by search engines and social media platforms. It should support, but not repeat, the event title. Please follow this convention with your metadata description:

Time, date | Speakers names | Information

For example:

6.30pm Wed 19 Feb | Chloe Aridjis, A L Kennedy, Daljit Nagra, Ganga Shreedhar | Free event at LSE, no ticket required.

Aim to include around **six keywords**. These keywords won't appear anywhere on the page, but will be crawled by search engines, so it's important to include them.

l. Properties tab

The **file name** will form part of the URL so make sure that it is all lower case and contains no punctuation. Remove apostrophes, colons, full stops etc. If the event title is very long, then you can use some of the keywords rather than the full title here.

The **menu name** is the official title of the page and is visible to users. Make sure this has all the punctuation that you would expect to see on a live page.

IMPORTANT: The boxes underneath are currently ticked by default. **UNTICK "Include in search"**. This will make sure the event does not appear in the LSE Events Search Results Page (SERP). Do not tick this box until you've received permission from the Events team.
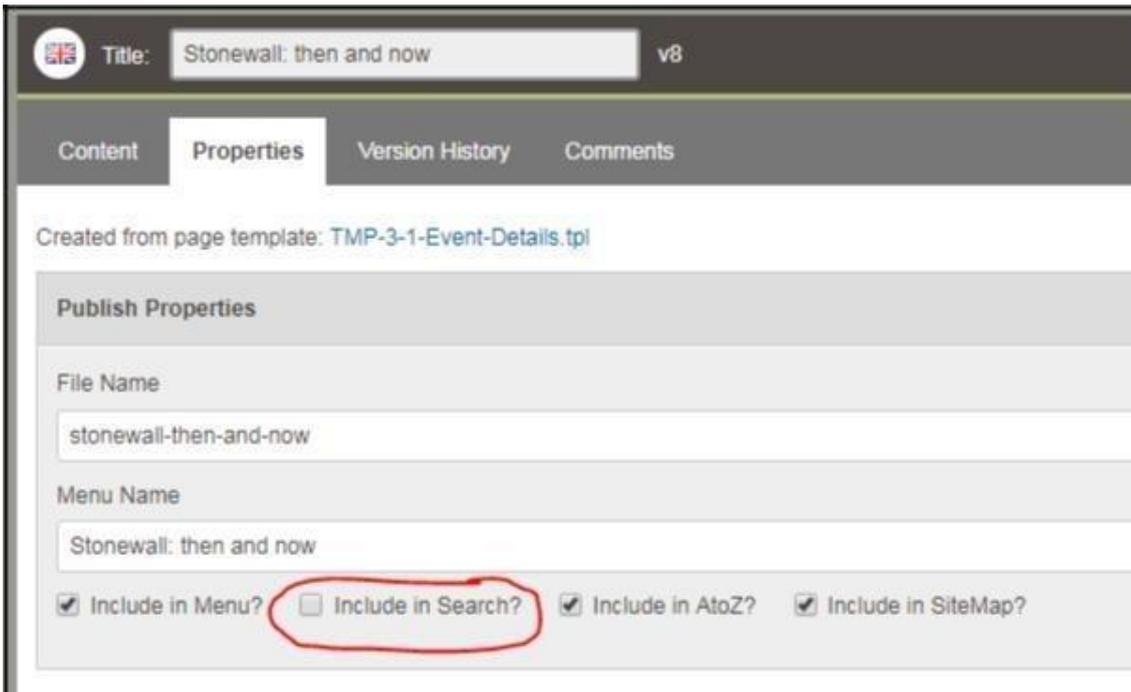
m. Using accordions

Create a **folder** called "accordions" in the folder where your event sits, right-click on the accordions folder and click on "new content".
Select "web page" then select the **S9-Accordion template** highlighted below. If you cannot find this template, please contact your assigned web producer in the digital team.
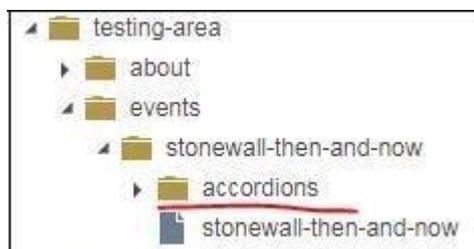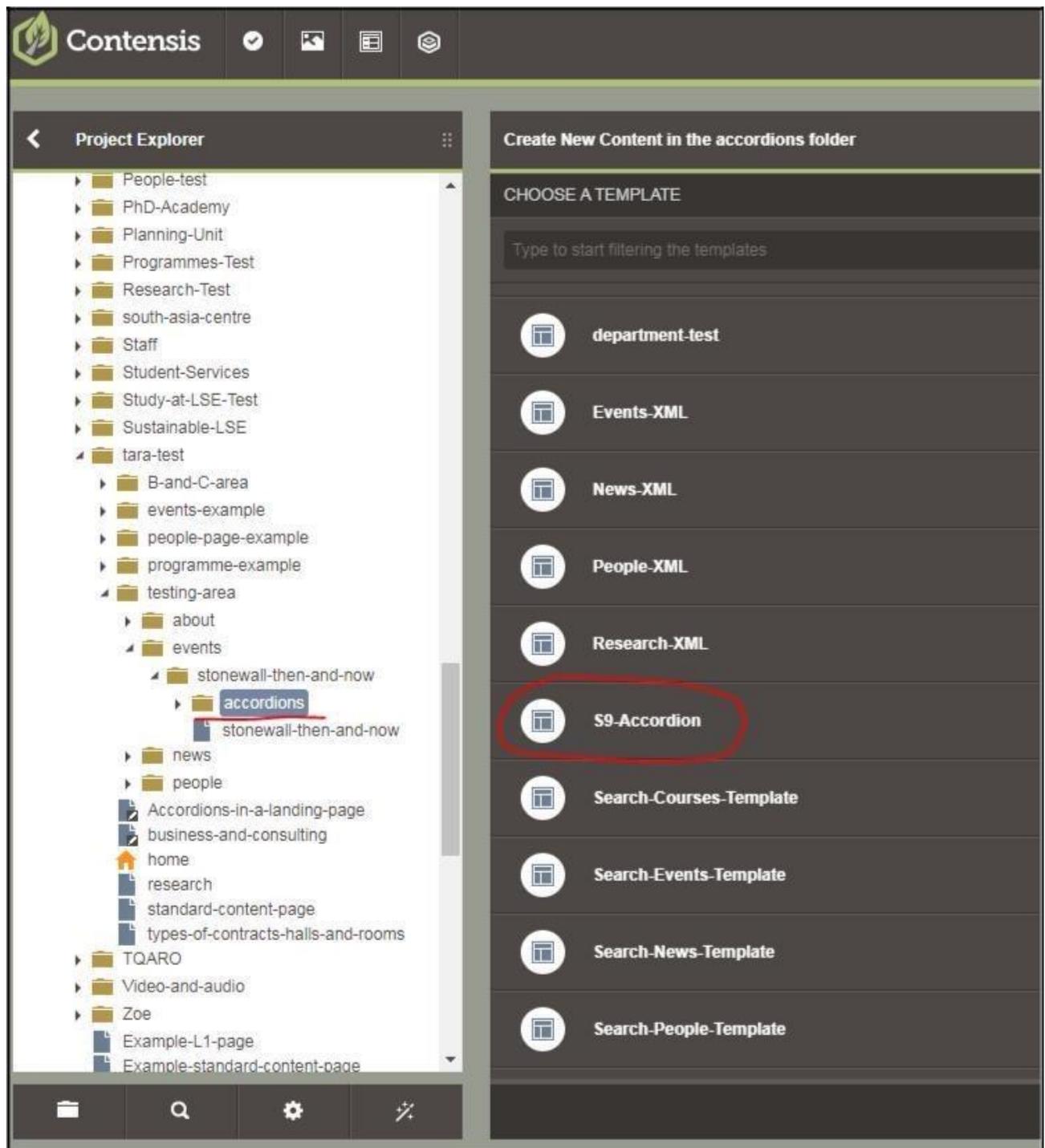
The S9-Accordions template will then appear in the folder as "untitled". Click and edit the template. **Rename the title** – this will become the title of the accordion.

Add information to the "Accordion item **description**". You cannot use imagery. Add keywords into the box.

Save then **submit and approve** the accordion template. Make sure you do this, or accordions won't display when you publish your event page.

This title will become the title of your accordion

This is where the body copy for the accordion should go

Add keywords here
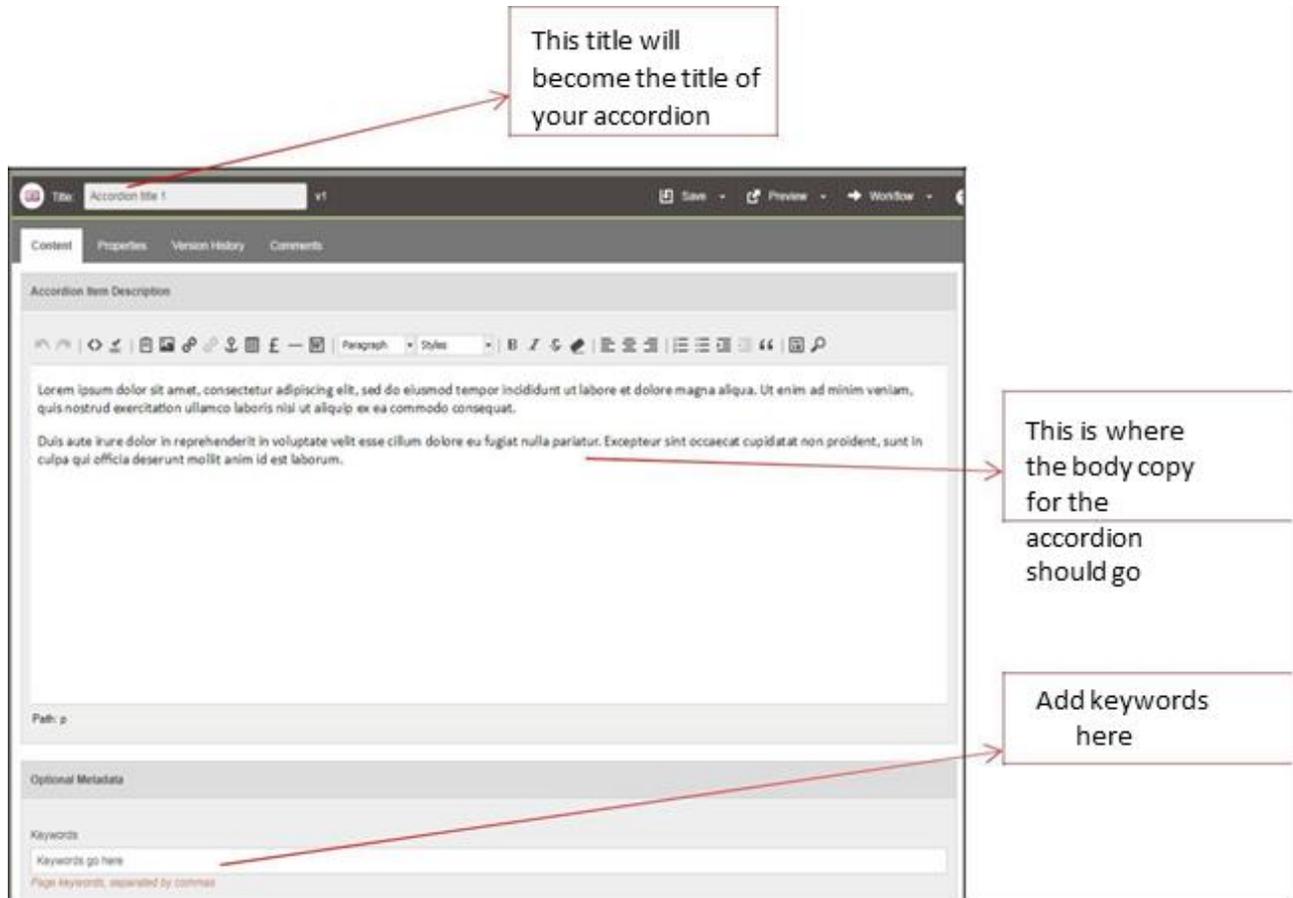
The accordion will now **automatically appear** when you preview the page. The accordions are always placed under the description of the event and above the disclaimer information.

You can add as many accordions as you wish. If you want to **change the order** of the accordions, simply right-click on the main event folder then click on "manage menu". You can then rearrange the accordions there.

TIP: There is some **lag time** between creating the accordions and it appearing on your Event Details template page in preview mode. Do give it some time to process.

This is how the accordions will look on an Events Details template page:

The Events team recommend including these two accordions to provide information about social media coverage and, for in-person events only, Wi-Fi access. You can copy and paste the text below, including the hyperlinks.

[Accordion title] Twitter and Facebook

[Accordion information] *You can get immediate notification on the availability of an event podcast by following LSE public lectures and events on Twitter, which will also inform you about the posting of transcripts and videos, the announcement of new events and other important event updates. Event updates and other information about what's happening at LSE can be found on LSE's Facebook page.*

Only add the next accordion if your event is in-person and on campus:

[Accordion title] Wi-Fi Access

[Accordion information] *LSE has introduced wireless for guests and visitors in association with The Cloud, also in use at many other locations across the UK. If you are on campus visiting for the*

day or attending a conference or event, you can connect your device. See more information and create an account at [Join](#) [the Cloud](#).

Visitors from other participating institutions are encouraged to use eduroam. If you are having trouble connecting to [eduroam](#), please contact your home institution for assistance.

The Cloud is only intended for guest and visitor access to Wi-Fi. Existing LSE staff and students are encouraged to use [eduroam](#) instead.

[Accordion title] Accessibility

[Accordion information] If you are planning to attend this event and would like details on how to get here and what time to arrive, as well as on accessibility and special requirements, please refer to LSE Events FAQ. LSE aims to ensure that people have equal access to these public events, but please contact the event's organiser as far as possible in advance if you have any access requirements, so that arrangements, where possible, can be made. If the event is ticketed, please ensure you get in touch in advance of the ticket release date. Access Guides to all our venues can be viewed online.

2. Getting your event listed in the LSE Events' Search Engine Results Page (SERP)

a. The role of the Events team in the Communications Division

The Events team is responsible for arranging, promoting and organising all of LSE's core events which include the Public Lecture Programme (PLP), LSE Arts exhibitions, concerts and the annual LSE Festival. The team is responsible for maintaining these main pages on the LSE website:

- LSE Events landing page: http://www.lse.ac.uk/Events
- LSE Events Search Engine Results Page (SERP): http://www.lse.ac.uk/Events/SearchEvents
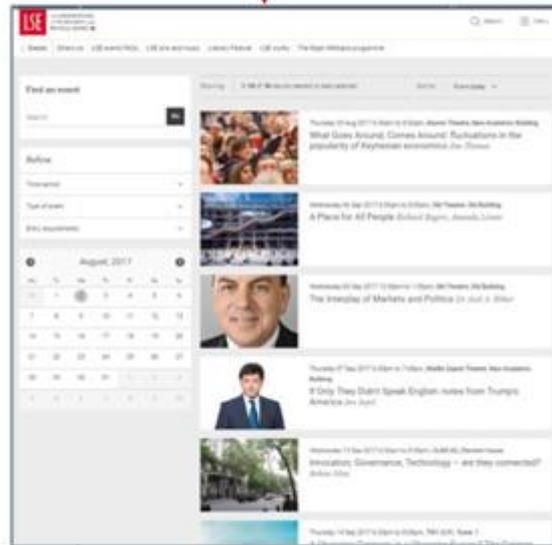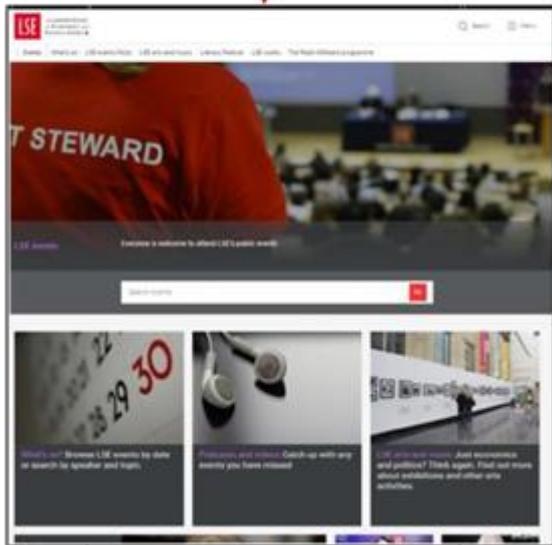
b. Check if your event meets the SERP criteria

Not all events are suitable to be listed in the Event SERP. Generally, event listings will only be accepted into the Event SERP if:

- The event is open to the public.
- You have confirmed an event chair. Please read section 6.2 of the LSE Code of Practice on Free Speech and confirm your chairperson meets the eligibility criteria.
- The event is taking place in a venue of 50+ capacity (in-person events only).
- You have a confirmed room booking (in-person events only).
- The event listing is submitted at least 10 working days before the event.

c. Email the LSE Events team for approval

If you have an event that meets this criteria, you will need to contact the events team on Comms.Events@lse.ac.uk to ask if it can be listed in the SERP.

- Your name and department/centre/organisation.
- Details about the event (speakers, chair, topic, date, venue).
- How many people are expected to attend or venue capacity.
- Why you think it should be listed in the Event SERP.

Wait until someone responds to your email. It will usually take around two working days. If your event is approved, the Events team will let you know who to pass the listing onto in Contensis (see below). Follow the next steps.

d. Next steps for approved events

Create your event page using steps **1a-m** of this guide and add this additional text to the **disclaimer** box (1g):

Whilst we are hosting this listing, LSE Events does not take responsibility for the running and administration of this event. While we take responsible measures to ensure that accurate information is given here this event is ultimately the responsibility of the organisation presenting the event.
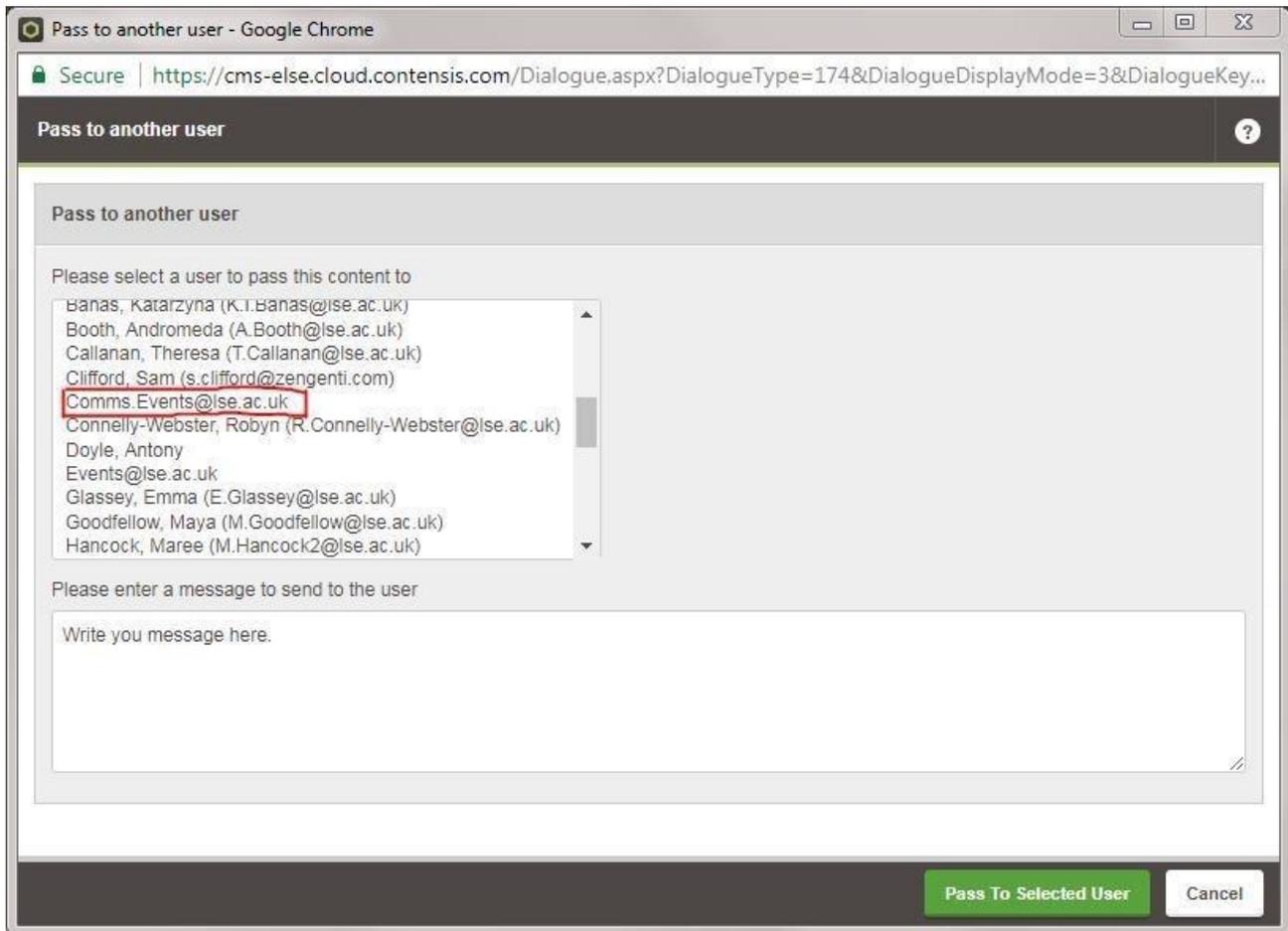
e. Submit your page for approval

Once you are finished with your page, submit it to the Events team for them to review and approve it. To do this, click on: workflow > pass to another user.
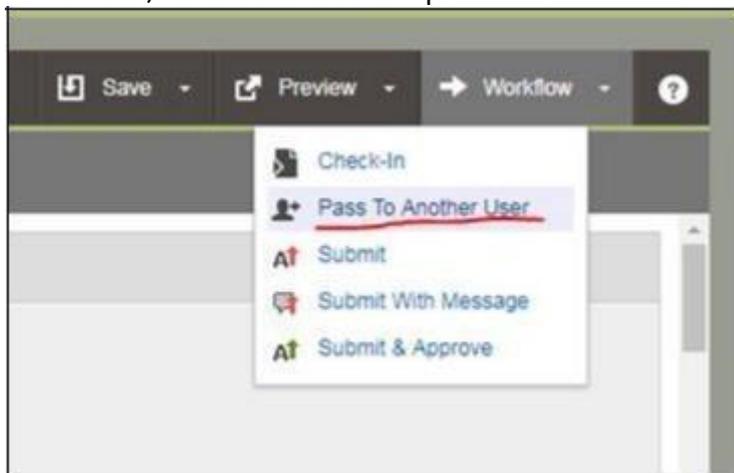

A new window will open.

- From the list, select the contact you were given by the Events team.
- Write your message, eg, *"Ready for you to approve this page".*
- Click on "pass to selected user".

Contensis will alert the Events team by email and they will then check your page. Please note they will respond within **five working days**.

Once they are satisfied with it, they will then **pass the page back to you**. Contensis will alert you via email and you can see any comments from the Events team in the email.

Occasionally there is a delay with Contensis emailing alerts when pages have been passed to other users. It is worth looking at the **Contensis dashboard** before chasing a reply. You can get to it by clicking on the Contensis logo in the top left corner. In the **My To-Dos box**, you will see a section called "content passed to me". Hover over the page and click the edit icon.
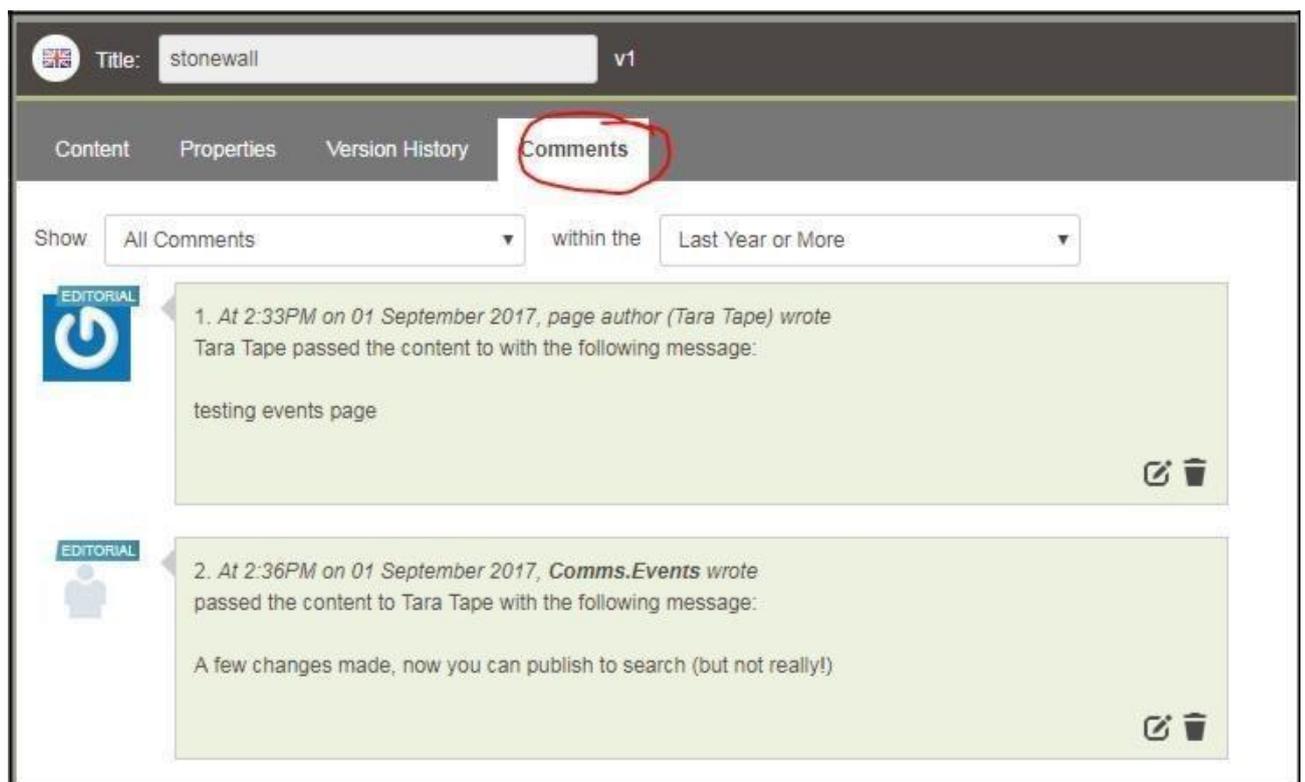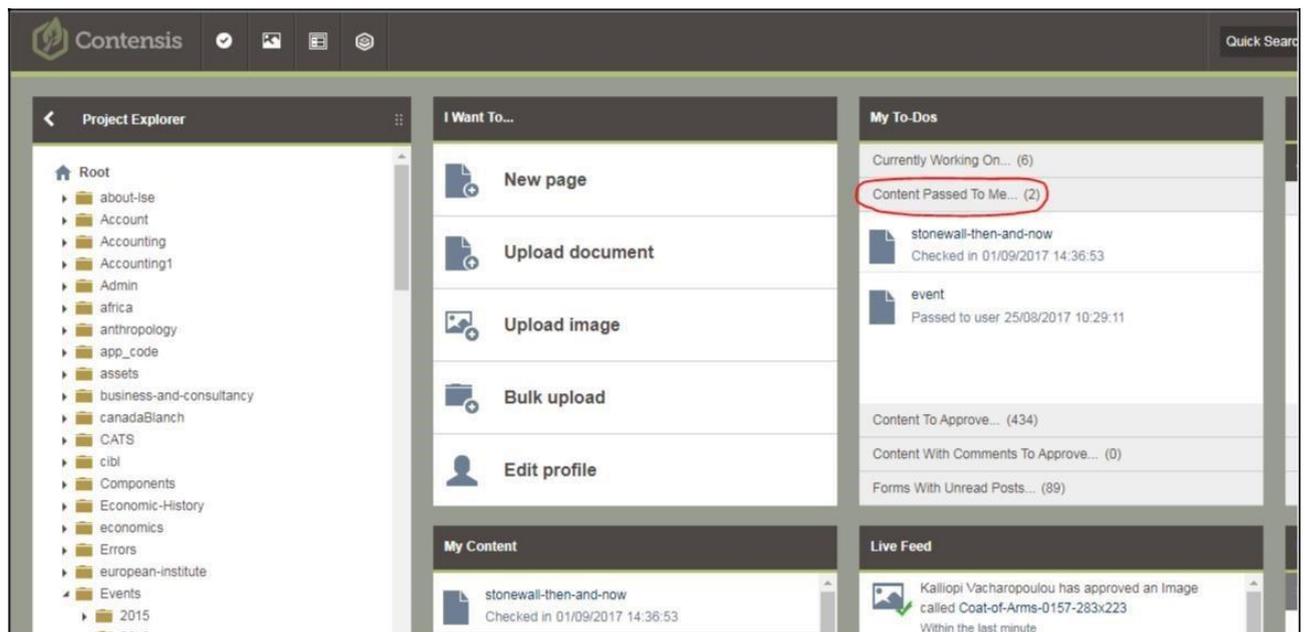
View **comments** made by the Events team by clicking on the "comments" tab. Make any necessary changes recommended by the Events team.

Go to the Properties tab and ensure the "**include in search**" box is ticked. Doing this will ensure your listing will show in the Event SERP. Publish your page and please note that the SERP can take up to a few hours to update.