

Medicine Advertising events

BACKGROUND

UNSW and its affiliated organisations run a series of events throughout the year. The following instructions have been devised specifically for UNSW Medicine staff to help self-manage the promotion of events through the UNSW events website, Faculty website and weekly events newsletter.

Please note: The UNSW events calendar platform is being upgraded and a new events team is being formed to be launched in January 2018.

Event Basics

Images

- Images for events are important - Having a high quality event image helps attract attendees to your event
- Avoid images that have a lot of text, logos, and fliers. The additional information in the photo can distract attendees when viewing it on your event listing
- Any images you use must be yours or adhere to Creative Common copyright licenses.



Where can I find images?

- www.flickr.com/creativecommons - Free images are available from the Creative Commons section of Flickr - use photos under "Attribution License," which allows you to use the works as long as you give credit to the copyright owner
- You can also purchase images through sites such as iStock (www.istockphoto.com/au) or Shutterstock (www.shutterstock.com)

Event Title

- A good title is to the point and eye catching - your title should give your potential attendees an idea of what and why but leave them wanting to know more.
- Realistically, your event title will be the first and only thing people read about your event so be mindful of the type of information you include/exclude in the event title. The right title will convert views into clicks, where interested readers can learn more about your event.



Best practice tips

- Titles should be direct and to the point – **Aim for between three and six words** (no more than approximately 65 characters)
- Use words with impact
- Make Your Event Title SEO ([Search Engine Optimisation](#)) friendly



What to leave out

- Details - The purpose of the title is to get clicks so people can find out more. It is once they click into your event that they can start reading the details. Nobody was ever hooked by a headline saturated with details.
- Duplicate Titles - Make sure the name you choose for your event doesn't already exist or is generic - Avoid using titles like "Seminar Series" or "Symposium".

Event Description

- Include the most interesting and most important information in the first line as this typically becomes the "teaser text" on web listings/event emails - it needs to engage people quickly.
- Give information - not opinion or rhetoric
- Avoid empty, superfluous words that don't provide useful information

Advertising on UNSW website

All medicine events should be advertised through the UNSW events page www.unsw.edu.au/events. Only events run by UNSW or affiliated organisations will be accepted. Any UNSW staff member can submit events.

You can add your event via the webform at www.unsw.edu.au/event/add - a member of the UNSW events team will approve your event for publication on the UNSW website.

Once approved your event will appear on the UNSW website and will flow down to the Faculty of Medicine News and Events database for automatic publication on various Medicine websites.

Helpful tips

- You need to make sure that you have an appropriate image (no logos or fliers) and that you have rights to any image you upload.
- As per the UNSW Writing Style Guide, capitals are to be kept to a minimum; they should only be used at the start of a sentence and for proper nouns
- For the "Area" webform field, please select "Medicine" - This will ensure your event automatically feeds through to the [Medicine events website](#)

An example of how upcoming events display on UNSW website www.unsw.edu.au/events appears below

Upcoming events



Diagnostics informing treatment of drug resistant infections and cancer.

Friday, 15 September 2017, 3pm

An outline of the evolution of PlexPCR, from PhD project to the engine that underpins a range of diagnostic tests.



Keeping selective native mammals as human companions: an unevaluated conservation strategy

Friday, 15 September 2017, 3pm

Keeping selective native mammals as human companions: an unevaluated conservation strategy



Shanghai Express by Mary-Anne Gifford

Friday, 15 September 2017, 7pm

Staged reading of a new Australian play. A dramatic thriller with comedy and songs from Spring Gully to Shanghai.

Advertising on the Faculty website

In cases where events have a local focus (e.g. faculty/school/centre specific) you should add your event via the Faculty of Medicine News and Events database <http://newsevents.med.unsw.edu.au>

See **Appendix 1** for a list of Faculty staff who have access to the database

Remember:

- Any event submitted via the UNSW events webform tagged 'Medicine' will appear on the Faculty website – there is no need to submit it again.
- All events that appear on the Medicine events website will automatically be included in the Faculty's weekly events newsletter (subscribers only) – sign up available at med.unsw.edu.au/events

See **Appendix 2** for a step by step guide to adding events to the medicine website (authorised users only)

Appendix 1 – UNSW Staff Members with access to the Medicine News and Events database (by School/Centre/Institute)

School/Centre/Institute	Name
Centre for Big Data Research in Health	Michele Partridge
Centre for Primary Health Care and Equity	Sarah Ford
Kirby Institute	Lucienne Bamford Elaine Lee Sarah-Jane Schmidt Sergio Sandler
Medical Sciences	Derek Williamson Mike Williams
NDARC	Marion Downey Morgaine Wallace-Steele
Office of Medical Education	Kerrie Arnhold Suzanne Mobbs
Office of the Dean	Vicki Truskett Lise Mellor (Triple I research stream) Rebekah Puls (Mindgardens research stream) Tanya Ward (Cancer research stream)
Prince of Wales Clinical School	Kara Jacob
Psychiatry	Brad Turney
Psychiatry – 3DN	Daniel Pua
Psychiatry - CHeBA	Brenda Wai Heidi Douglass Kate Crosbie Melissa Chungue
Public Health and Community Medicine	Nina Mili
South Western Sydney Clinical School	Craig Smith
St George and Sutherland Clinical School	Fatima El-Assaad Marina Margarian
St Vincent's Clinical School	Melinda Gamulin
Women's and Children's Health	Samantha McFedries Sara Savige

Appendix 2

Adding Events to the Faculty of Medicine News and Events Database

The address for the database is <http://newsevents.med.unsw.edu.au/>

Login with your zID and zPass

Any problems email servicedesk@unsw.edu.au

Remember!

- if you submit an **event** via the UNSW events site ie <https://www.unsw.edu.au/event/add> **DO NOT add it to medicine news and events database as well** (as all events tagged 'medicine' will automatically flow to the medicine website from the UNSW website. This will cause duplication on the faculty website, the digital sign event listings and the events email
- If you save your event then go in and change the name of the event in any way, the database thinks this is a new event and pushes a new copy to the faculty (and other) websites. The incorrect event will need to be manually removed from the target website

Questions? - Email medicineannounce@unsw.edu.au

Submitting events

The screenshot shows the UNSW News & Events website interface. At the top, there is a navigation bar with the UNSW logo and the text 'UNSW News & Events'. Below this, there are several menu items: Home, UNSW News Feed, UNSW Events Feed, Medicine News, Medicine Events, Digital Sign Events, Digital Sign Images, and People. A red box highlights the 'Add content' button in the top left corner. A blue arrow points from this button to a text box labeled 'i) Click on "Add content"'. Another blue arrow points from the 'Events' menu item to a text box labeled 'ii) Click on "Events"'. The main content area shows a 'Home' section with 'How to Access' and 'Note' sub-sections, and an 'Add content' section with a list of options: Basic Page, DS Image, Digital Signage Main Image, Events, and News.

The next screen will look like this – fields marked * are compulsory

Create Events

The screenshot shows the 'Create Events' form. At the top, there is a 'Title' field with an asterisk indicating it is compulsory. Below this is a 'Target Sites' section with a list of checkboxes for various UNSW departments and centers. A blue arrow points from the 'Medicine' checkbox to a text box that says 'See "Event basics" above for tips on effective titles' and 'NOTE: If you save your event then go in and change the name of the event in any way, the database thinks this is a new event and pushes a new copy to the faculty (and other) websites. The incorrect event will need to be manually removed from the target website'. Another blue arrow points from the 'Medicine' checkbox to a text box that says 'Select your school/centre site - if you want your event to appear on the Faculty site (recommended) click "Medicine"' and 'Please do not automatically add your events to other school/centre websites without their permission.'. A third blue arrow points from the 'Digital Signage' checkbox to a text box that says 'Select if you want your event to be listed on Kensington campus digital signage (AGSM, Samuels and Wallacw Wurth buidlings)' and 'NOTE: if you want to add an image/advert to the digital signs, email med.news@unsw.edu.au'. At the bottom, there is an 'Image' section with a 'Choose File' button and an 'Upload' button. A blue arrow points from the 'Image' section to a text box that says 'See "Event basics" above for tips on images' and 'Note file types and image size requirements'. The 'Image' section also includes instructions: 'Files must be less than 2 MB. Allowed file types: png gif jpg jpeg. Images must be smaller than 640x480 pixels.'

Event date

Event date

Show End Date

Date: Time:

E.g., 23/09/2017 E.g., 12:15pm

Add another item

Location

Eg: Rm 220, AGSM Building (UNSW Kensington Campus) **Map Ref G27**
Include [UNSW map](#) reference where appropriate

Event Type
- None -

Event open to

Brief description of your audience **eg. Medicine Staff, UNSW cancer researchers**

Seats available

Cost

If no charge, enter "FREE"

Contact for bookings

Enter a Name + email address as a minimum

Contact for inquiries

Booking deadline

Date: Time:

E.g., 23/09/2017 E.g., 12:15pm

Booking url

Further info url

Only include if required

Provide a link to your event web page if it exists (http://...)

Body

Source | X | Copy | Paste | Undo | Redo | Find | Bold | Italic | Underline | Strikethrough | Bulleted list | Numbered list | Indent | Outdent | Text color | Background color | Link | Unlink | Source code | Help

Format - | B | I | U | S | x | x | | | | | | | | | | | | | | | | | |

Describe your event here
See "Event basics" above for tips on event descriptions

File Attachment

Add a new file

Choose File No file chosen Upload

Files must be less than 5 MB.
Allowed file types: txt jpeg pdf xls doc docx zip ppt rar.

Relevant files (eg pdf version of program) can be added here

Menu settings
Not in menu Provide a menu link

Revision information
No revision

Authoring information
By z9900564

Publishing options
Published

Save Preview