

UTA Events Calendar Guidelines and Best Practices

The UTA Events Calendar (events.uta.edu) is the University's official events calendar and serves as a central resource for students, employees, alumni, and members of our community to discover all there is to do at UTA.

To help your event reach and attract its intended audience, follow these guidelines and best practices.

Types of events to submit

The Events Calendar is for events organized, hosted, sponsored, or cosponsored by UTA colleges, schools, departments, centers, and official student organizations. Events can be any size, though they should be open to UTA faculty, staff, students, alumni, and/or members of the local community. Examples include:

- academic lectures, seminars, and guest speakers
- student organization events open to non-members
- athletic, club, and intramural events and activities
- career and other on-campus resource fairs
- admission events and campus tours
- concerts, theatrical performances, and art shows

Closed office, departmental, organization, or other group meetings are not suitable for the UTA Events Calendar. If only members can attend, consider other avenues for promotion.

Please note: Students submitting events for their student organization should submit through MavOrgs ONLY. MavOrgs events are synchronized to the UTA Events Calendar.

When to submit an event

For maximum visibility, submit your event as early as possible, but at least seven days before the event.

Who can submit an event

Students, faculty, and staff may use their UTA credentials to submit an event.

Students submitting events for their student organization should submit through MavOrgs. MavOrgs events are synchronized to the UTA Events Calendar.

How to submit an event

Visit <https://events.uta.edu/event/create>, log in using your UTA NetID and password, and complete the form before selecting “Add Event.” Your event will be submitted for event administrators to review before its published to the calendar.

Best practices for creating an event

Implementing these tips will help increase the awareness of, and traffic to, your event listing.

- Make your event name as specific as possible. For example, “Undergraduate Symposium on Diversity” is better than just “Symposium.”
- Write a description that’s at least 160 characters. There is no need to include the event time, date, or location, as all will be displayed automatically in the listing.
- Remember that you are writing for the public. Make sure the information would make sense to someone outside your department or organization.
- Include a link for registration or RSVP under the “Ticketing” section. If registration or RSVP should be completed via an email, please include this in the main description area instead.
- When providing a link, include the full link address (<https://www...>)
- Include a 500 x 500 pixel photo that represents your event. If you don’t include one, a generic one will be assigned.
- Under Location > Place, start typing in the name of the building where the event will be held and select from the populated options so your event is linked to Campus Maps.
- For virtual or hybrid events, include a link under “Stream URL.” If the link will be sent to the user only after registration, make note of this in the main description area and include a link to the registration site.
- Use filters to specify the event type, the audience the event is open to, and the department hosting it.