EVENT LISTING GUIDELINES

With more and more UChicago Alumni Club and Affinity Group events taking place around the world, it is increasingly crucial that events listed on and submitted to regional UChicago Community Online (UCCO) sites are consistent.

Standard event listing should demonstrate the following:

- **Accuracy:** Quadruple check every logistical detail before you submit the event to be published.
- **Editorial quality:** Event listings should be original content, citing any sources quoted or referenced and including any relevant hyperlinks.
- **Formatting consistency:** We want our users to have a cohesive experience at every stage of the UChicago event process, which starts with viewing the upcoming event on a UCCO site.

PUTTING IT TOGETHER

- **Title:** Titles should be concise and intriguing, communicating immediately some key details of the event.
- **Sub-title:** Be succinct but engaging. Consider this the tagline to the event title, focusing on giving a further glimpse into the event itself and sharing a few more key details.
- **Description:** The body of the listing should be between one and three short paragraphs describing the event. Volunteers should hyperlink any University articles, and references, as well as the websites of any venues or speakers involved.

Include the following details in event description:

- **Cost:** Include the cost of the program in the format of “$00.00/per person”. If there is no cost, use the term “complimentary” instead of “free”.
- **Registration process:** Include link to the RSVP page or note that no registration is required if applicable.
- **Deadline or limited availability details:** If applicable, share the registration deadline or number of available spaces, e.g., “Event limited to 16 spaces and tickets are nonrefundable.”
• Contact: Always include a name, email address, and phone number if available for an event contact

GENERAL EVENT DISCLAIMER

Cut and paste the following section into the event description:

If you are having difficulty registering on the site or logging in, please contact the Alumni Association at uccosupport@uchicago.edu, 877.292.3945 (toll-free), or 773.702.3945. A staff member will return your message during regular business hours (8:30 a.m.–5:00 pm CT Monday–Friday).

If you want to register over the phone or via email, call Alumni Association at 773.702.2150 or email alumniassociation@uchicago.edu. If you send or leave a message, include your name, club event, and preferred contact information. A staff member will return your message during regular business hours (8:30 a.m.–5:00 p.m. CT Monday–Friday). If registering over the phone be prepared to share your guests name, an email for event confirmation, and allow up to two weeks for the registration process to be completed, including charges to your credit card, listing on the “Look Who’s Coming”, and viewing the event in your account.

If you have any questions regarding logistics of the event, e.g., where to meet, special assistance requests, parking, please contact the Event Contact listed above.

MANAGING THE EVENT LISTING

Event sells out
If the event sells out, remove the registration link and replace it with the following statement:

Registration for this event is no longer available. The maximum number of participants has been reached.

Event tickets no longer for sale online
Once tickets are no longer available for sale online, remove the registration link and replace it with the following statement:

Online registration for this event is no longer available. Walk-ins are welcome on the day of the event to purchase ticket on site with cash or a check (credit cards are not accepted on site).

Event cancellation
If the event has been canceled, remove the registration link and replace it with the following statement:

We apologize for the inconvenience, but due to circumstances beyond our control, this event has been canceled. If you purchased a ticket, you will be refunded in the same manner of payment.
TAGGING

Keyword tags create a filter that alumni can use to sort events by based on interest. Frequently used tags include the following:

- Alumni Association
- Club Hosted
- Campus Partner
- Career Program
- Networking
- Webinar
- Concert
- Complimentary
- Online
- Social