



## Web Site Mini-Guide: Events

If you conduct calendar-based events, you can use the Events module to display a simple calendar of events.

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## Overview

The Events module allows you to display a Web page of “events”. It has a number of uses – for example:

- If you conduct public workshops and seminars, list them here and allow people to make a booking;
- If you travel a lot, list your itineraries so that clients can contact you when you’re in their city;
- If you set aside certain times for client contact – e.g. coaching sessions – list them here to show that you’re unavailable during those times.

It’s really a very simple calendar that appears on your Web site – for example:

Fri 11th - Sat 12th April	<a href="#">Auckland: Internet Marketing Boot Camp</a>
Mon 14th April	<b>Auckland: Consulting Sessions</b>
Tue 15th April	<b>Travel</b>

**May 2008**



Wed 7th May	<a href="#">Teleseminar</a>
Mon 19th - Fri 23rd May	<b>Hong Kong: Thought Leaders Immersion Program</b>

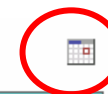


Users can click an event title and it "opens up" to show the details:

Wed 9th April	<b>Sydney: Thought Leaders Development Day</b>
Fri 11th - Sat 12th April	<p><u><a href="#">Auckland: Internet Marketing Boot Camp</a></u></p> <p>In this two-day Boot Camp, you'll learn the secrets of marketing the right way on the Internet - and avoiding the wrong way. You'll learn how to avoid the Internet marketing techniques that waste your time and energy, so you can focus on those that give you the greatest leverage and earn you substantial rewards.</p> <p><b>Venue:</b> <u><a href="#">The Institute of Chartered Accountants</a></u></p> <p><u><a href="#">More information ...</a></u></p>
Sun 13th - Wed 16th April	<b>Holiday</b>

Each month also has a calendar icon to the right:


**April 2008**



Tue 1st April	<u><a href="#">Melbourne: Consulting Sessions</a></u>
Wed 2nd April	<u><a href="#">Melbourne: Consulting Sessions</a></u>

Clicking that opens up that month in a more traditional calendar view:



<a href="#">March 2008</a>		<b>April 2008</b> 					<a href="#">May 2008</a>
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
		1 <a href="#">Melbourne: Consulting Sessions</a>	2 <a href="#">Teleseminar: Ten Things You MUST Have on Your Web Site</a>  <a href="#">Melbourne: Consulting Sessions</a>	3 Holiday	4 Holiday	5 Holiday	
6 Holiday	7 <a href="#">Sydney: Consulting Sessions</a>	8 <a href="#">Sydney: Consulting Sessions</a>	9 Sydney: Thought Leaders Development Day	10 Travel	11 <a href="#">Auckland: Internet Marketing Boot Camp</a>	12 <a href="#">Auckland: Internet Marketing Boot Camp</a>	
13	14 <a href="#">Auckland: Consulting Sessions</a>	15 Travel	16	17	18	19	

It's by no means a full-featured calendar; for that, we recommend a more sophisticated service such as Google Calendar at [calendar.google.com](http://calendar.google.com).



Your events list has a unique Web address, so you can link to it from your Web site or from an e-mail message – for example:

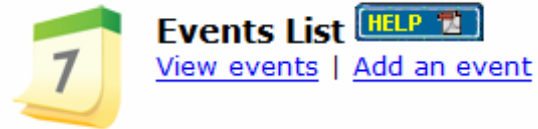
<http://fsplugins.com/events/leverage>

## Administration

This is an E-Service facility, so log in from the E-Service site [fsplugins.com](http://fsplugins.com) (or your Web site administration page, if the E-Service options appear here).

**Note:** Depending on where your site is installed, you might have to change [fsplugins.com](http://fsplugins.com) to [www.eservice.com.au](http://www.eservice.com.au). If you're not sure, please check with First Step.

Scroll down to the Events List section:



## Adding events

Click the “Add an event” link, which opens a form, which you fill in as follows:

- **Date From:** The date of the event. Either type in the date in yyyy/mm/dd form or click the calendar icon to display a calendar for choosing the date.



Note: If you manually set the day of the month to 0 (e.g. 2007/10/00), the day won't appear at all. This is useful when you'd like to promote plans in advance even when you don't know the exact date (e.g. "I'll be in Vienna in October 2007").

- Time From: (Optional) Starting time of the event.
- Date To / Time To: (Optional) For events spanning more than a day, use these fields to specify the end date and time.
- Location: (Optional) An arbitrary field to specify the event location – for example, a town, city or store location. If you've added events before, their locations appear in the drop-down list. Or you can type in a new location by choosing Other from the drop-down list and typing the new location in the Other: field.
- Event Title: The name of the event.
- Description: (Optional) A brief description.
- Venue: (Optional) The name of the event venue. Again, choose from the drop-down list of previous venues, or choose Other and type the new venue in the Other: field.
- Link to Map: (Optional) Web site address of the venue. This can be a link to the venue's Web site, or a link to a map giving directions to the venue. Use Google Maps at [maps.google.com](http://maps.google.com) for free maps of locations world-wide.

If you have more than one event with the same Venue, you don't have to set the Link to Map field every time. Just set it for one of the events, and the system will automatically use the same map link for all other events at that venue.

- Link to More Information: (Optional) Link to a Web page with more information about the venue.



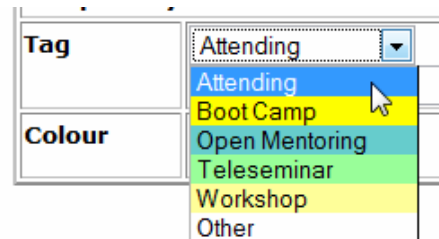
- Shopping Cart Item: (Optional) If this is a seminar in your shopping cart, choose it from the drop-down list. Otherwise, leave this blank.
- Temporarily Hidden: (Optional) Tick this box if you'd like this event to be in the list, but not visible to the public.
- Tag and Colour – see below.

## Tags and Colours

As you can see from the screen shots above, different events can have different colours. You do this through the use of "tags".

Briefly, you can assign an arbitrary "tag" to each event, and use the same tag for similar events. You can choose a colour for each tag, so this gives you a nice way of grouping similar events. For example, if you run a public seminar every month, give them all the same tag (e.g "Public Seminar") and then choose a colour for that tag.

To do this, when you create an event, choose a tag for it from the drop-down list:

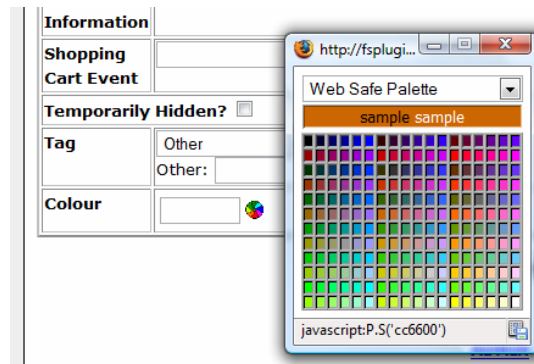


To create a new tag (which you'll have to do the first time anyway), choose "Other" from the list and then type in the tag name:



<b>Tag</b>	Other <input type="text"/>
	Other: <input type="text"/>

You can also choose a colour for this event by selecting it from the colour selector (click the coloured wheel to pop up that window):



You're actually selecting a background colour, so don't make it too dark, or you won't be able to read the text.

If you choose a colour and the event also has a tag, all other events with the same tag automatically have the same colour. This gives you a convenient way of setting the tag colour in one place only.

It's recommended that you only set the colour for each tag in one event that uses that tag, and leave it blank in other events for that tag (e.g. Set the colour for the first Public Seminar, but leave it blank for all others). It **is** possible to override the colour in future events, but this complicates things later if you ever want to change the colour (You have to change it in two places).



## Displaying the events list

After adding an event, or if you click the “View events” link from the administration page, you’ll see a full list of events.

On that page, you’ll also see the option “See the public version of this page”:

**Events**

[ADMIN](#)

[See the public version of this page](#)

**October 2007**

Mon 8th October	<a href="#">Melbourne: Short Black - Informal consulting session</a> <input type="button" value="Change"/> <input type="button" value="Delete"/> <input type="button" value="Copy"/>
Tue 9th October	<a href="#">Sydney: Personal mentoring sessions</a> <b>HIDDEN</b> <input type="button" value="Change"/> <input type="button" value="Delete"/> <input type="button" value="Copy"/>

Click that link to open a new browser window, showing the public view of the list.

Note that past events (i.e. with a date earlier than today) and hidden events are not shown on the public list.



## Customising the Event List Layout

You can use CSS (cascading style sheets) to customise the formatting of the event list. These classes are available for you to specify in your style sheet:

- `fscEventsTable`: The entire event list is stored in a table. This specifies the style of the entire table (i.e. the `<table>` tag).
- `fscEventsTable td`: Within the table itself, use this to specify the style of the individual event rows.
- `fscEventsDate`: The style of the date field for an event.
- `fscEventsTitle`: The style of the title field for an event.

For example, this set of specifications sets no border for the table, but includes a border around each event; and sets the font size and bold for the table cells.

```
.fscEventsTable {border: none;}  
.fscEventsTable td {border: thin solid #666666;}  
.fscEventsDate {font-size: 8pt;}  
.fscEventsTitle {font-size: 8pt; font-weight:bold;}
```

## Customising the Calendar Layout

Similarly, you can define styles for customising the calendar view of the list:

- `fscEventscalTable`, `fscEventscalTable td`, `fscEventscalDate` and `fscEventscalTitle`: As above.
- `fscEventscalWeekend`: The style of the table cell showing Saturdays and Sundays. By default, this has a background colour of `#eeeeee` (a very light grey), but you can override that here.



- `fscEventscalToday`: Similarly, the cell showing today has a default colour, which you can override here.





## More Help

- Frequently Asked Questions: <http://first-step-support.info/>
- Help Desk <http://firststep.com.au/help-desk.html>
- Other support options: <http://firststep.com.au/support.html>
- Consulting: <http://gihanperera.com/consulting.html>
- Products: <http://gihanperera.com/products.html>
- Other User Guides: <http://www.firststep.com.au/fast-forward-guides>



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More fully, at First Step Communications [www.firststep.com.au](http://www.firststep.com.au), we help information experts – speakers, trainers, consultants, coaches, authors, service professionals and others like them – to leverage their expertise on the Internet.

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