

The Town of Louisburg calendar is the town's central, all-inclusive events calendar. The calendar informs and connects the community with the wide array of events offered in and around Louisburg. If you have questions regarding the calendar contact us at events@townoflouisburg.org

Please note: The Louisburg Community Calendar Policy and Standards is subject to change without notice.

EVENT SUBMISSION REQUIREMENTS

Events may only be submitted for consideration for the calendar by community residents.

- **Use the [Submit Event](#) tab** - Events must be submitted through the calendar's online [submit event](#) tab. Events cannot be emailed to Marketing and Communication staff for inclusion in the calendar.
- **Be an Approved Entity** - Events should be organized by an entity (school, department, program, office, center, institute, club/group, non-profit or church, organization). *No political affiliated groups or entities.
- **Provide Complete Event Information** - Event listings must include event title, date and time, location, complete and thorough description, sponsor and contact information and a high-quality image. A website link for additional information is encouraged. Only event information that is finalized and ready for public viewing will be published to the calendar.
- **Be an Appropriate Event** - Appropriate events include, but are not limited to, lectures, workshops, seminars, conferences, art events, performances, cultural events, community service events, social events, information sessions and athletic events. Events that aren't appropriate for the calendar include faculty and staff department meetings, student club/group meetings and other similar meetings where event attendance is limited to a small group and not a larger audience.
- **Event Submissions** - Event submissions must be submitted at least five business days before the event to be included in the calendar. However, event organizers are encouraged to submit their events to the calendar as far in advance as possible to allow adequate time for event promotion, ideally a minimum of two-to-three weeks in advance of the event. (Events submitted day of will not be approved to the calendar).

EVENTS NOT APPROVED TO THE CALENDAR

- Events that lack required information.
- Events that lack appropriate entity
- Events submitted less than five business days before the event date.

- Private department meetings, student club meetings, etc. and call for application/submission/registration deadlines will not be displayed on the calendar.

CALENDAR REGULATION & AUTHORITY

The Marketing and Communication department determines what event listings appear on the Louisburg Community calendar and the townoflouisburg.org website.

Special community events are selected based on their appeal to a large audience, may appear on the community news section of the website, therefore please refrain from contacting Marketing and Communication with special requests to feature your event in the community news area of the calendar.

Event submissions are considered on a case-by-case basis, and the approval process can take up to three business days. The Marketing and Communication department may edit event listing information without notice for style, consistency, length and provided image. The Town of Louisburg reserves the right to delete and/or edit event listings if they do not meet appropriate criteria, including language that doesn't meet community standards, policies and procedures, or violates local, state or federal law.

EVENT UPDATES & CANCELLATIONS

Update or cancellation requests from event organizers should be submitted to events@townoflouisburg.org to be considered and managed in a timely manner (within 24 hours) whenever possible. Exceptions may include holidays and weekends or cancellations due to inclement weather.

The calendar administrators are not responsible for alerting possible event attendees of event cancellations. Event organizers/sponsors should take proactive steps to alert possible event attendees through available channels. Also consider posting a note on the event website or information page.

BEST PRACTICES FOR CALENDAR LISTINGS

Event Title, Description and Image Standards and Best Practices

Marketing and Communication follows Associate Press (AP) Style for calendar titles and descriptions. Please note: these standards and best practices are subject to change without notice.

Event Title

- The event title should be less than 50 characters long, including spaces. Event titles that go beyond 50 characters may be truncated with an ellipsis in some calendar views.

- Principal words should be capitalized. Do not capitalize words like "a," "and," "in," "of," or "the" unless they are the first word of the event title. All caps should never be used.
 - Examples of prepositions not to be capitalized (four or fewer letters): at / by / down / for / from / in / into / like / near / of / off / on / onto / over / past / to / upon / with
 - Examples of conjunctions not to be capitalized (four or fewer letters): and / as / but / for / if / nor / once / or / so / than / that / till / when / yet
- Single quotation marks should be used around the titles of books, plays, magazines, newspapers, TV shows and movies when used in event titles.
- Event titles should not include details like event sponsor. These details should be included in the event description, which appears on the event detail page.
- Numbers 0-9 should be written out; numbers that are 10 or higher should use the figure.
- References to dates or numbers should not include "st", "nd" or "rd" as part of the date or number, e.g., 1st, 2nd, 3rd.
- Superscript and subscript should be avoided, instead use straight text, e.g., e.g., 1st, 2nd, 3rd.
- Please proofread titles for proper grammar and spelling.

Event Description

Event descriptions should typically provide a sense of who, what and how. Briefly explain who is speaking or performing and what attendees can expect to see or hear. An event title alone generally won't get people to attend. Provide more details and context to generate interest. Also note if the event is free and open to the public. Provide location of events with street addresses, specific directions, rooms/buildings or venue name, if the event is in person or virtual and an alternate date for event if available.

Please proofread descriptions for proper grammar, spelling and style.

Event Title & Description Example

1. **Event Title:** Agricultural Leadership Summit

Event Description with Sponsors

The Agricultural Leadership Summit is for professionals seeking to effectively lead agricultural change in the face of today's complex challenges.

The summit will focus on key trends found in agricultural capital trends report that identifies critical Ag trends. Sponsored by Hillman's University of Money.

2. Event Image

To maintain quality standards, only high-quality images are posted to the Louisburg Community calendar. Events posted without images will still be approved to the calendar. **The following kinds of images are not permitted on the calendar:**

- Low-quality images or low-resolution images that are provided at a size not large enough for the calendar.
- Images provided at the incorrect aspect ratio, e.g., a vertical image is provided for horizontal display.
- Images containing text (per federal website [accessibility requirements](#)).
- Any type of logo.
- Screenshots or images of posters or document attachments. Images of poster (and text) is not legible on smaller sizes like smartphones and images containing text don't comply with federal website accessibility requirements.
- Images that are clearly copyrighted or subject to copyright and written permission has not been provided for online use.

Documents & Attachments

All documents posted to the calendar must comply with **federal accessibility requirements**. Document types include PDF, Word, Excel, PowerPoint, among others. If documents are found not in compliance, accessibility remediation may be required, which may delay approval to the calendar.

Documents that duplicate the same information that is already provided in the calendar title, description or image will not be posted to the calendar.