

Cheat Sheet: Best Practices for Event Formatting

For the sake of consistency, clarity, and readability, we suggest these best practices for formatting your event:

- **Event title field**
 - To draw attention to your event in a long list of events, keep the text in your event title field as brief as possible —

- **PDFs:** We suggest you use PDFs sparingly. Much of the information in a PDF can be used in other fields — the description, time, date, location, media. Also, PDF quality often is diminished in a calendar listing.
- **Locations**
 - When possible, use locations already listed in the campus calendar dropdown menu. If your location is not there, you can add it, but make sure it follows Clark editorial style; avoid using acronyms for buildings — spell out the name of buildings (external audiences don't know Clark like we do).
 - For example: