Seniors Week 2019

Celebrating a Queensland for All Ages

Useful Tip - Creating an Online Event Listing

You have planned your event, now what?

You have invested a great deal of hard work, time and resources into planning your Queensland Seniors Week event(s).

So, what do you need to do now?

Now is the time to register your events in the online calendar.

Here are some useful tips to get you started.

1. Event Name

First impressions count. Keep this in mind when naming your event. Keep it simple and snappy. Try to keep the title between 20 and 40 characters and do not use any special characters, for example; &*@. When you use "&" it generally appears as "example &amp example".

Do not worry about putting the date in the title as listings are searchable by the date, keywords, postcode radius and accessibility.

As this is the Queensland Seniors Week website, you may want to go ahead and skip using Seniors Week in title too.

2. The Date

When setting the date for an event listing, double check it is correct before submitting. This will save confusion later, or **if there has been a date change** contact seniorsweek@cotaqld.org.au as soon as possible to change the event listing. Local media channels use the calendar to promote events in their area based on the information you have submitted.

3. The Event Description

When writing your event descriptor, write it as if you would an invitation. Craft the description in a way that is inviting, provides the reader with the key details of the event and creates a general feeling of celebration. Include interesting or relevant information that a writer of an editorial site or newspaper can latch onto should they want to feature the event.

4. Don't forget the details

The online events calendar is searchable by accessibility and it is important to know if your venue is wheelchair accessible or has a hearing loop, and the full physical address of the venue for linking with Google Maps.

5. Price

Remember to include the price to attend. *Every event has a price, remember 'Free' is a price!*

7. Need more help?

COTA's Seniors Week Coordinator, Lisa Hodgkinson is more than happy to assist. Contact Lisa on 07 3316 2908 or by email seniorsweek@cotaqld.org.au.