Events functionality has been revamped and finalized in preparation for site launch. This functionality will evolve over time, post-launch. You will have a Featured Events Zone on your homepage. You will have another Featured Events zone on your Events page. Both will function the same, pointing to Events within Personify and Blackbaud, as explained below.

**The Home Office will set up your initial Featured Events tiles.** You may choose to keep these Featured Events tiles *(in which no further action is required on your part to be ready for launch,)* or, create your own tiles which we can link for you.

**To create a Featured Event Tile:**

As before, you will create Event tiles first, and then choose from created tiles within your Featured Events zone. Each Events tile will display title, blurb, event type, date and teaser image. These are the only fields you will need to fill out; other fields may be disregarded (such as “Register Button,” “Registration URL,” etc.) as they will Not Appear.

1. Click on EVENTS in your left navigation, then click the + sign.
2. Make sure you are on your FORM tab and click on your new Event. This will appear to be the prior “Events Summary” page but only 5 fields will display on your tile. **Disregard ALL fields except these five:**

- Title
- Blurb
- Event Type
- Date
- Teaser Image

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**Example Chapter Event**

*2017 Awareness Month*

**Title:** Pancake Breakfast

**Blurb:**
Come eat pancakes and help raise money for our cause!

**Date:** May 19, 2018

**Event Type:** Fundraiser

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**Register Button Text:**

*Ignore this field; nothing will show*
### Event Details

#### Event Type:
- Advocacy
- Awareness Month
- Conference
- Educational Program
- Fundraising
- Galas
- Support Groups

#### Event Subtype:
- None
- Caregivers
- Chapter Developed
- Common Programs
- eLearning
- Longest Day
- Other
- People with Dementia (Early Stage)
- RivAlZ
- Walk

#### Event details:

#### Registration URL:

*Ignore this field; nothing will show*
3. SAVE. (No approval required).

4. Your final step in creating a Featured Event tile is to send the destination link (where you would like your tile to click to within Personify or Blackbaud) to cmssupport@alz.org. An admin will be able to link your tile up to your Featured Event within those programs.

**To assign Event Tiles to your Featured Event Zone:**

Now that you have Event tiles from which to choose, you may select three to display on your homepage, and three to display on your Events page. As before, within PAGE view, click the gear icon to configure your Featured Events zone.

1. **DESELECT ALL**
2. Event tiles must be chosen IN THE ORDER IN WHICH THEY WILL APPEAR. In the example below, you must first click “Example Chapter Event” for this to show as your first tile; you must click “Pancake Breakfast” next for this to show as your second tile; and finally click last on “The Longest Day” for this to appear as your third tile.

Managing your Kentico Event Tiles

We encourage you to request deletion of expired/past events, in order to keep your selection list manageable and streamlined. If you have too many events, it may be difficult to choose the Events you would like to select, in the correct order. For events that you may re-use later, you may move them to the “Archive” folder under Events. Since old events may appear in your selection list alphabetically, we recommend renaming your old events with “ZZZ” or “XYZ” so that they appear at the end of your list. This will reduce clutter and make Event selection easier.

Featured Events vs. All Events and How They Appear in Search

To summarize, “Featured Events” is a zone that will appear on both your homepage, and Events page. “Featured Events” will display 3 events of your choice. However, site visitors may view ALL Events – including National and Chapter – by searching by zip or type.

Events listed in Personify and Blackbaud will appear in the site Events search. However, “one-off” Event pages, should they exist, will NOT appear in search. This is why it is strongly advised to create an Events tile pointing to Personify or Blackbaud rather than creating separate pages for your events.
How to Find All Events

You’ll see under your 3-tile “Featured Events” zone, there are two ways to find All Events: by Zip Code, or by Type.

By Zip:

By Event Type:
How to Determine Where to List Your Event in Personify or Blackbaud

All events will be served from within Personify or Blackbaud. This allows them to show up in the Event Search.

Please go to the Events Category Reference Sheet at the link below for comprehensive, multi-tabbed information to help you determine where to best list your Event:

https://docs.google.com/spreadsheets/d/1ata-TimpkyUrNpwd3ftdzfCGADONyYSGE2k7hG29SQo/edit#gid=0.