Mount Royal Event Calendar Guidelines

The Mount Royal University event calendar is available on the public website and MyMRU and serves as a central source of event information for both the internal and external communities. The intent of this calendar is to showcase Mount Royal's vibrancy and the depth of the experiences available on campus.

Events calendar links

- [View the events calendar](#)
- [Submit to the events calendar](#)

Guidelines to consider when posting an event

1. **Events Only**: The calendar is not intended for deadlines, ongoing class schedules or ongoing services. Events must have relevance to the community.
2. **Audience:** When posting your event, select the audience for which the event is open to: General, Conservatory, Cougars Athletics, Student Learning Services Workshops and Employee Training.
3. **Timing**: The events calendar is an opportunity for areas to promote their events for free. It is recommended that events be posted as early as possible. Best practice is to have each semester completely populated at least a month prior to the first day of classes.
4. **Details, details, details:** Calendar listings share critical details about the event such as the date, time, location and cost. They can also link to other pertinent information. It is also highly recommended that you provide a brief and enticing description that lets people know what the event is about.
5. **Accuracy**: Be aware of spelling, grammar and formatting. Please refer to the [Mount Royal Style Guide](#) for guidelines. Please check that all facts are correct before submitting, as any errors or unclear information can delay the posting of your event. Please note that submissions may be edited for content and style.
6. **Banners:** The event calendar banners are used to highlight specific events that appeal to a broad audience. These banners will be scheduled for at least three weeks prior to the event and all banners are linked to a webpage that provides additional information.
7. **Have a lot of events?** Consider creating a Google calendar, which can be embedded on one of your pages on mtroyal.ca. Contact Rob Petrollini (rpetrollini@mtroyal.ca) for more information.

If you have questions or require additional information regarding the guidelines, training, or posting an event please contact your area's strategist or email marketingandcommunications@mtroyal.ca.