

Description Example

The Dos and Don'ts

Below are criteria Event Managers look for when approving event descriptions.

- **DO** provide a comprehensive, yet concise, overview of the event, highlighting its purpose, goals, target audience, and any notable features or activities that will take place
- **DO** link event websites, zoom meetings, and registration pages (if applicable)
- **DO** put a speaker's bio (if applicable)
- **DO** put sponsoring organization(s) or funding sources (if applicable)
- **DO NOT** include the date/time/location of your event in the description, as it is already included to the event snippet
- **DO NOT** use the event title or name for the description
- **DO NOT** abbreviate organization names

Below are examples of event descriptions highlighting do's and don'ts.

Example 1 - Club Event

Do - Breakfast Club Pancake Fundraiser

Breakfast Club will host its annual pancake breakfast. An all you can eat/drink event that's open to faculty, staff, and students. Proceeds will go toward scholarships and programs. Silent auction, games of chance, and door prizes will be awarded.

Don't - BC Pancake Fundraiser

BC will host a pancake breakfast.

Example 2 - Speakers, Lectures, Workshops

Do - Autumnal Equinox Demystified

Come learn about the Autumnal Equinox, what we call the first day of Fall. John Star, a PhD candidate in Astronomy & Astrophysics from UC Santa Cruz, will shed light on what is really happening, to cause this change, some misconceptions, and the role of the Earth and the sun. Outside observing afterwards, weather permitting.

Don't - Autumnal Equinox Demystified

Come learn about the first day of Fall under the stars.

Example 3 - Performance

Do - Hartt Steel Band

Featuring music from the Caribbean, the Hartt School Steelband is one of the first conservatory sponsored steel drum bands in the country. The ensemble performs on hand-crafted steel drums (or "pans") created from finely tuned 55-gallon oil barrels by Trinidad native Clifford Alexis and Hartt alumnus Kyle Dunleavy.

This event is free and no tickets are required.

Don't - Steel Band Saturday at 5 p.m.

Come listen to the Hartt School Steelband. The ensemble performs on hand-crafted steel drums created from oil barrels.

Example 4 - Performance

Do - Godspell

"Godspell" began in 1970 with a desire to find festivity in the midst of the chaos and sadness felt by many during that time. The show's creator, John-Michael Tebelak, wanted to reimagine The Gospel in new, fun ways that nurtured the truth in the parables. The Community Building. The Love. He wanted "Godspell" to bring joy to all audiences: Christians, Jews, Muslims, Atheists, The Young, The Old, Everyone.

It is now 2023 and "Godspell" has been revisited thousands of times, off Broadway and on Broadway with the help of music by Stephen Schwartz. Then it was revived another thousand times with an updated score. Then there was a concert version over zoom during the height of the pandemic.

And here we go again. In this tiny black box theater in Hartford, Connecticut.

A lot has changed since 1970. And yet, we are certainly living in a time of chaos and sadness. There is a desire for joy. A NEED for Community. Maybe this is a start...

Directed by Joni Weisfeld

[GET TICKETS]

Don't - Come see Godspell the Musical

"Godspell", once a Broadway play, will be performed at UHart. Directed by Joni Weisfeld. Don't forget to register today.