

Tip Sheet: Google Calendar

Below are tips for how to most effectively use the CSE Student Groups' Events Google Calendar to promote your student group's events.

1. Make event title short, catchy, and informative.
 - DON'T DO THIS: "Google Lecture"
 - DO THIS: "Engineering Lecture Hosted by Google"
2. Include the following information in the event description:
 - **When** – Date AND time
 - **Where** – Building AND room number
 - **What** – Describe the event
 - **Who** – Is the event open to all students?
 - **Why** – Why should students be interested? What will they gain from attending the event?
 - **How** – Do students need to RSVP to attend? If it's an off campus event, is transportation provided?
 - **Contact information** – Email or website where students can find more details or get questions answered
3. Feel free to attach flyer, handout or other materials in calendar event.
4. Proofread! Check for spelling errors and make sure all event details are correct.
5. Encourage members in your student group to add the event to their personal Google calendar.
6. Promote the event on your student group's website and social media, make flyers to hang up, etc.

Sample Google Calendar event:

Google

MTS Systems Corp. Info Session

Wed, February 11, 2:30pm – 3:30pm

Where Akerman Hall, Room 313
[map](#)

Calendar Kayla Choate

Description Learn more about a career at MTS Systems Corporation at this information session featuring Gysler Castelino, CSE alumna and current electrical engineer at MTS.

Based in Eden Prairie, Minn., MTS is a leading global supplier of high-performance test systems and position sensors. At this event, Castelino will provide an overview of the company, discuss what it's like working as an engineer, and answer any questions.

FREE pizza provided!

The event is open to students of all majors. RSVP to swe@umn.edu by Tuesday, Feb. 10 to attend.

Hosted by the Society of Women Engineers (SWE).

For more information, visit tc.umn.edu/~swe or email swe@umn.edu.

Notifications No notifications set
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