

## IATA Event Calendar - Addendum

### Goals:

- Harness the power of the calendar since it is where we list and organize our Chapter and Alliance events.
- Standardize listings with consistent formatting.
- Enhance the promotional value of our events by conveying your passion for trail segment through photos and compelling hike descriptions.
- Harness the power of sharing by making sure events are social-media-ready.

### Consistent Format for Event Descriptions:

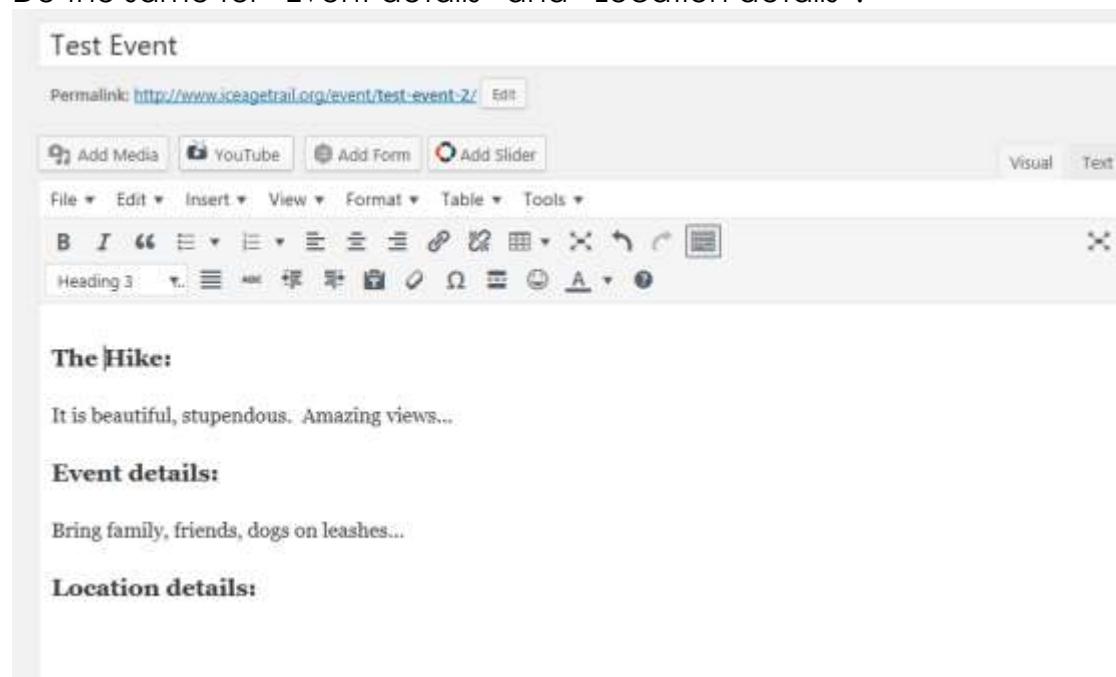
Fill in the event description, making sure the font selected is “Paragraph”. If you cut and paste text from a word document, it should automatically insert the text as “Paragraph”.

Organize the event description by using the three headings: “The Hike”, “Event details”, and “Location details”.

**The Hike:** Highlight the phrase, “The Hike” and select Heading 3 to differentiate this phrase as a title.

Describe what people can expect to see and experience.

Do the same for “Event details” and “Location details”.



The screenshot shows a web editor interface for an event page titled "Test Event". The URL is <http://www.iceagetrail.org/event/test-event-2/>. The editor includes a menu bar with options: File, Edit, Insert, View, Format, Table, and Tools. Below the menu is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, link, unlink, list, indent, outdent), alignment, and other functions. The main content area displays three sections, each starting with a bold heading:

- The Hike:** It is beautiful, stupendous. Amazing views...
- Event details:** Bring family, friends, dogs on leashes...
- Location details:**

## Excerpt:

Create a short excerpt, one – two sentences in length. You may use the description of the hike here. The words used here will show up in social media posts. Make sure the excerpt is interesting and descriptive.

Excerpt ▲

Experience a blaze of autumn color during our fall hike on the Ice Age Trail. Unplug, unwind, and rejuvenate as you saunter through the woods. Catch a glimpse of glittering kettle lakes reflecting the season's beauty. Come solo or bring friends and family!

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

## Snippet Editor:

Complete the Meta description by clicking on the “Edit snippet” button. If the bar stays brown you’ve used too many words.

Shorten your text until the bar turns green. Then click on “Close snippet editor”.

Readability ● Enter your focus key... +

Snippet editor ?

Snippet preview

**Test Event - Ice Age Trail Alliance**  
[www.iceagetrail.org/test-event-2/](http://www.iceagetrail.org/test-event-2/)

▶ Experience a blaze of autumn color on the Ice Age Trail. Unplug, unwind, and rejuvenate. Immerse yourself in beauty during our annual fall hike.

Edit snippet

SEO title

%%title%% %%page%% %%sep%% %%sitename%%

Slug

test-event-2

Meta description

▶ Experience a blaze of autumn color on the Ice Age Trail. Unplug, unwind, and rejuvenate. Immerse yourself in beauty during our annual fall hike. |

Close snippet editor

**Photo:**

On the right-hand side, select “Featured Image”.

Choose “Upload Files” in order to upload a photo from your computer.

The BEST photos are those sized to a 3:2 ratio and contain 600X400 pixels. They load quickly and won’t overload a computer or phone.

You will want to resize your photos before you load them into the Media library.

