

CBE TRUMBA EVENT POSTING GUIDE

Quick guide for students, faculty and staff

LOGGING IN

Go to u.washington.edu/calendar/trumba. If you have trouble signing in, try an incognito or private browser window.

CREATING A NEW EVENT

- **Owning calendar:** College of Built Environments > CBE Internal Planning
- **Template:** CBE Template
- **To publish the event:** In Also shows on, select only College of Built Environments. Do not select any other calendars.

The screenshot shows the 'Event Information' section of the Trumba event creation interface. It includes three dropdown menus: 'Owning calendar' set to 'College of Built Environments > CBE Internal Planning', 'Template' set to 'CBE Template', and 'Also shows on' with 'College of Built Environments' selected. Below these is a 'Title' field with a red asterisk and a checkbox labeled 'College of Built Environments' which is checked.

- **To track an event without publishing it:** Leave Also shows on blank.
- **Department placement:** Under CBE Categories, select your department so the event appears on the department calendar.
- **Additional categories:** Select only the other categories that clearly match the event and its audiences.

The screenshot shows the 'CBE Categories' and 'Event Types' section. On the left, there are labels for 'CBE Categories', 'Event Types', 'Event image', and 'Event sponsors'. To the right, there is a list of categories with checkboxes: 'Architecture', 'Climate', 'Construction Management', 'Equity Diversity and Inclusion', 'History Humanities Futures', 'Information Session', 'Landscape Architecture', and 'Real Estate'. The 'Architecture' checkbox is selected.

WRITING THE EVENT LISTING

Keep the tone welcoming and straightforward. Use active voice, spell out acronyms on first reference, and avoid overly promotional or urgent language.

- **Event title:** Aim for eight words or fewer. Avoid jargon and internal acronyms.
- **Opening invitation:** Begin with one welcoming sentence, such as *Join us for...*, *You're invited to...*, *Be part of...*
- **Event overview:** In two to four sentences, explain what the event is, who it is for and why it matters.
- **Distinctive element:** In one or two sentences, highlight a speaker, student showcase, research insight, community partnership or timely theme.
- **Logistics:** If needed, briefly clarify whether the event is in person, hybrid or virtual and note important audience details.
- **Call to action:** End with a clear action, such as *Register to attend. Learn more and RSVP. Explore the full schedule.*

ACCESSIBILITY STATEMENT

Include this statement in every listing:

For disability accommodations, contact cbееvents@uw.edu. Please request accommodations at least 10 days in advance whenever possible.

For virtual events, confirm that captions, transcripts or alternative formats are available as appropriate.

IMAGE REQUIREMENTS

- **Default Image:** there are several purple and tan monotone images setup as defaults for dept and general to use if you do not have a picture. For custom images see specs below.
- **Recommended size:** 1080 x 720 pixels (3:2 aspect ratio)
- **Minimum width:** 540 pixels
- **File type:** JPG or PNG
- **Use:** A high-quality photo that reflects the event theme.
- **Avoid:** Small text, dense event flyers, heavy graphic overlays or stereotypical representations.
- **Alt text:** Write 1-2 sentences describing the action and context. Don't begin with *Image of...*

ENABLING REGISTRATION (RSVP)

Confirm if organizers want attendees to register for the event and if so do the following:

- Open the event and expand the **Registration section**.
- Select **Open registration** to allow anyone viewing the event to register.
- Select the **UW Basic Form**.
- Set the registration limit, number of guests per registrant (if needed) and registration start and end times.

- Add the appropriate organizer. Select **Send notifications** if the organizer should receive registration and cancellation updates.
- **Keep Send email confirmation selected.** Add a custom confirmation message if needed.
- **Under Remind attendees**, schedule a reminder and add custom text with important Know Before You Go details, such as arrival instructions, parking, accessibility, check-in or Zoom information. (Optional)
- **Under Post event email**, schedule a custom thank-you message. This can also include resources, next steps or a feedback survey. (Optional)

Registration

☒ Open registration
☐ Send invitations

Registration form
UW Basic Form
Show more options

Registration limit
Unlimited

Guests per registrant
None

Registration starts
When event is published
Registration ends
Specify date & time
9/18/2026
7:00 pm

Organizers
Kelly Sky (kskye11@uw.edu)
Choose from existing organizers. Type an email address and press **Enter** to add a new organizer.
☐ Send notifications
☒ Organizer check-in

Confirmation
☒ Send email confirmation
☐ Custom confirmation message

Remind attendees
Not scheduled

Post event email
Not scheduled

FINAL CHECKLIST BEFORE PUBLISHING

- ☐ The event uses CBE Internal Planning as the owning calendar and the CBE Template.
- ☐ If the event is public, Also shows on contains only College of Built Environments.
- ☐ The correct department and relevant CBE Categories are selected.
- ☐ The title is concise, and the description clearly explains the event, audience and value.
- ☐ The listing includes a clear call to action and the required accessibility statement.
- ☐ The image meets size and accessibility requirements and includes descriptive alt text.
- ☐ The date, time, location, registration or Zoom links, speaker names and titles are correct.

CONTENT REMINDERS

- **Be concise:** Lead with people, purpose and impact.
- **Use inclusive language:** Avoid gendered or exclusionary
- **Check accuracy:** Verify every link and check time and location details