

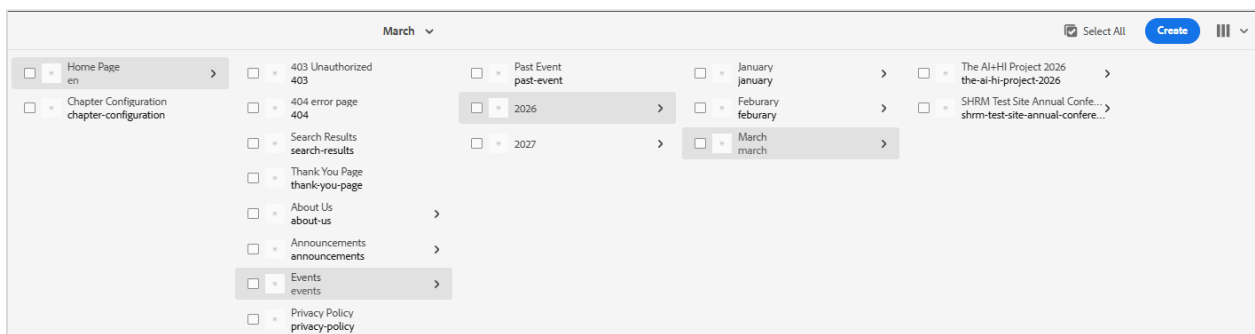
Creating an Event

This document provides step-by-step instructions for creating events in AEM.

The SHAW platform provides you with the ability to create an event, and in doing so, a registration form and confirmation page will automatically be generated for you.

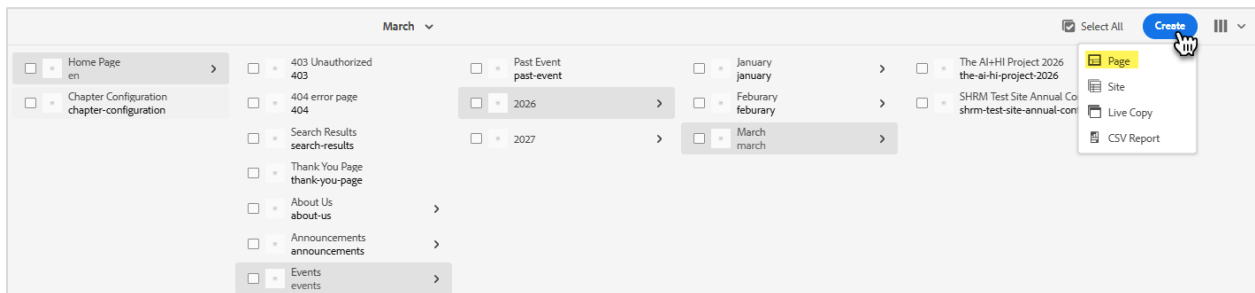
Step 1: Select Event Location

- In your AEM console, navigate to **Events**.
- Select the desired **year**.
- Next, select the appropriate **month**.



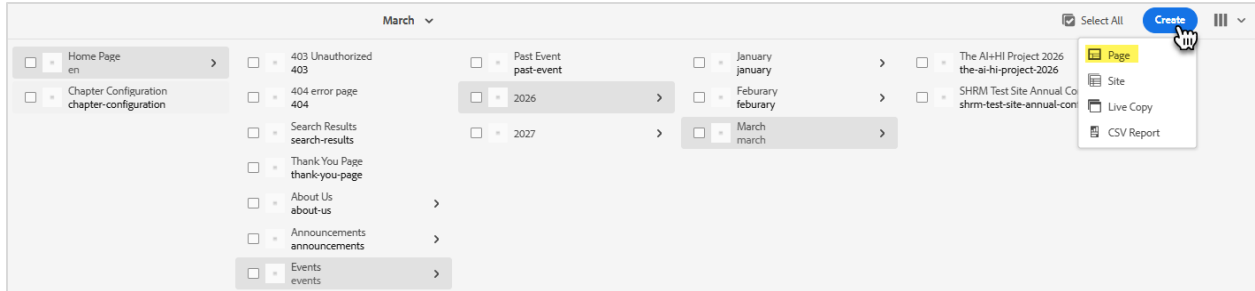
Step 2: Create the Event Page

- Click the **blue Create button** in the upper right corner.
- From the drop-down menu, select **Page**.



Step 3: Select Event Page Template

- You will be directed to the Create Page screen, where you will choose the **Event Page** template which defines the event's structure.
- Click the **blue Next button** to continue.

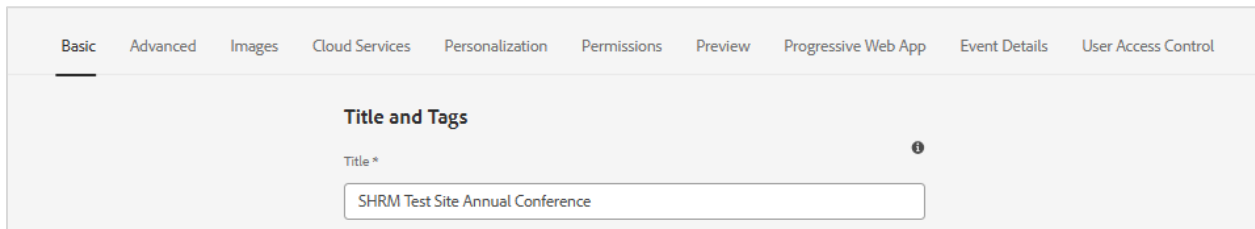


Step 4: Enter Event Details

On the **Page Properties** screen, complete the required tabs, Basic and Event Details (highlighted in red):

Basic Tab

- **Enter the Event Title** (e.g., SHRM Test Site Annual Conference).



Event Details Tab

- **Event Type:** Select event type from the following options:
 - Career Development
 - Certification/Study
 - Conference
 - Education
 - Meeting
 - Member Orientation
 - Mentoring
 - Social/Networking
- **Event Format:** Select event format from the following options:
 - In-Person
 - Virtual
 - Hybrid
- **Event Start Date:** Enter event start date and time
- **Event End Date:** Enter event end date and time
- **Registration Closing Date:** Enter the date and time you want to close registration.
- **Event Organizer:** Optional field for organizer info (e.g., chapter sharing State Council event).
- **Location:** Event Location
- **Pricing:** Leave blank for free event or enter pricing
- **Button Text:** Default is **Register Now**; you may customize.

Event Type * ⓘ

Event Format * ⓘ

Event Start Date * ⓘ

▲ Your timezone (UTC-05:00) will be used instead of the server setting (UTC+0000)

Event End Date * ⓘ

▲ Your timezone (UTC-05:00) will be used instead of the server setting (UTC+0000)

Registration Closing Date * ⓘ

▲ Your timezone (UTC-05:00) will be used instead of the server setting (UTC+0000)

All Day

Event Organizer

Location ⓘ

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1800 Duke Street
Alexandria, VA 22314

Pricing ⓘ

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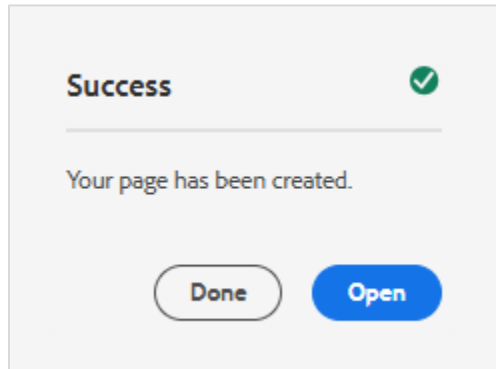
Member: \$150
Non-Member: \$250

Button Text

Button URL

Step 5: Finalize Event Creation

- Click the **blue Create button** in the upper right corner.
- You will see a confirmation with two options:
 - **Done:** Returns you to the folder view.
 - **Open:** Directs you to the newly created event to add more content.



Step 6: Add Additional Event Content (Optional)

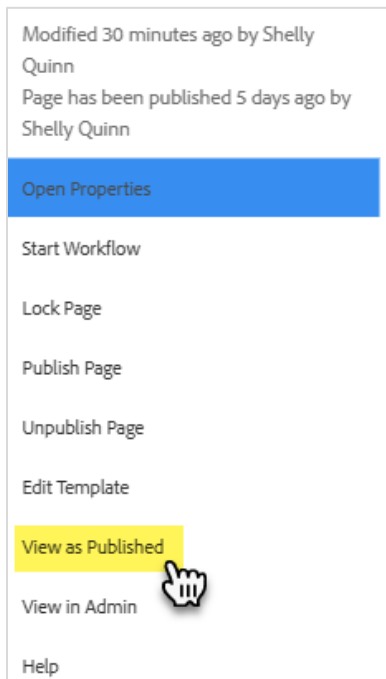
If you wish to add more details (agenda, speaker bios, handouts, etc.):

- Use **components** (reusable building blocks) to enrich your event page.
- Click **Drag components here**, then the **plus sign** to view available components.
- Example: Add **Image** and **Text** components for visuals and descriptions.

Step 7: Preview and Publish Event

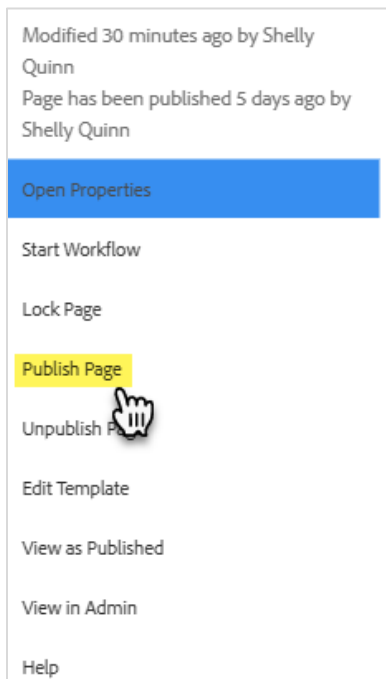
1. Preview the Event:

- Click the **Page Information** tool at the top of the page to open the drop-down menu.
- Select **View as Published** to preview how your event will appear to users.
- The preview will **open in a new browser tab**, allowing you to review the content and layout before publishing.



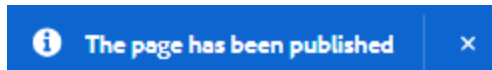
2. Edit or Publish

- Review your event.
- If edits are needed, return to the editor and make necessary changes.
- When ready, click the **Page Information** tool again and select **Publish Page**.



3. Confirmation and Publishing

- After selecting **Publish Page**, a **blue pop-up** will appear at the bottom of your screen indicating the event page has been submitted for publishing.
- Your event will be **live on the site within an hour**.



Step 8: Review and Edit Registration Form

A **default registration form** is automatically generated:

- **Customize fields:**
 - To delete a field, click the field and then the **trash can** icon.
 - To add a field, click **Drag components here** and the **plus sign** to select form components.
- **Publish the registration form:**
 - Click **Page Information** and select **Publish Page**.

Step 9: Review and Edit Confirmation Page

A **confirmation page** is also generated:

- **Default message:**
 - If pricing is blank, users are thanked for registering.
 - If pricing is entered, users are prompted to pay.
- **Add payment options:**
 - SHAW does **not** include a payment gateway. Use a third-party (e.g., Stripe, PayPal).
 - Obtain the **embed code** from your payment provider.
 - Add the code:
 - Click **Drag components here**, then the **plus sign**.
 - Select the **Embed** component.
 - Click the **Embed** component, select the **wrench** icon.
 - Choose **Embeddable > Universal** and **paste your embed code**.
- **Publish the confirmation page:**
 - Click **Page Information** and select **Publish Page**.