



Event

A scheduled occurrence in Slate that you create, manage, and track.

Events bring people together and keep everyone informed and engaged.



DIFFICULTY
Beginner



ESTIMATED TIME
5 minutes



CATEGORY
Engagement



1. Why this matters

Events help you plan, promote, and run activities that connect with students, families, and colleagues. They drive engagement and support your school's goals.



2. Think of it like...

An event is like a calendar invitation with a purpose. You set the details, invite the right people, and keep everyone in the loop.



3. The Big Picture



Events help you plan, communicate, and measure success.



4. Common Misconceptions

- Events are only for in-person activities.
- Events are the same as mass emails.
- Creating an event automatically registers people.
- Events are only for public audiences.



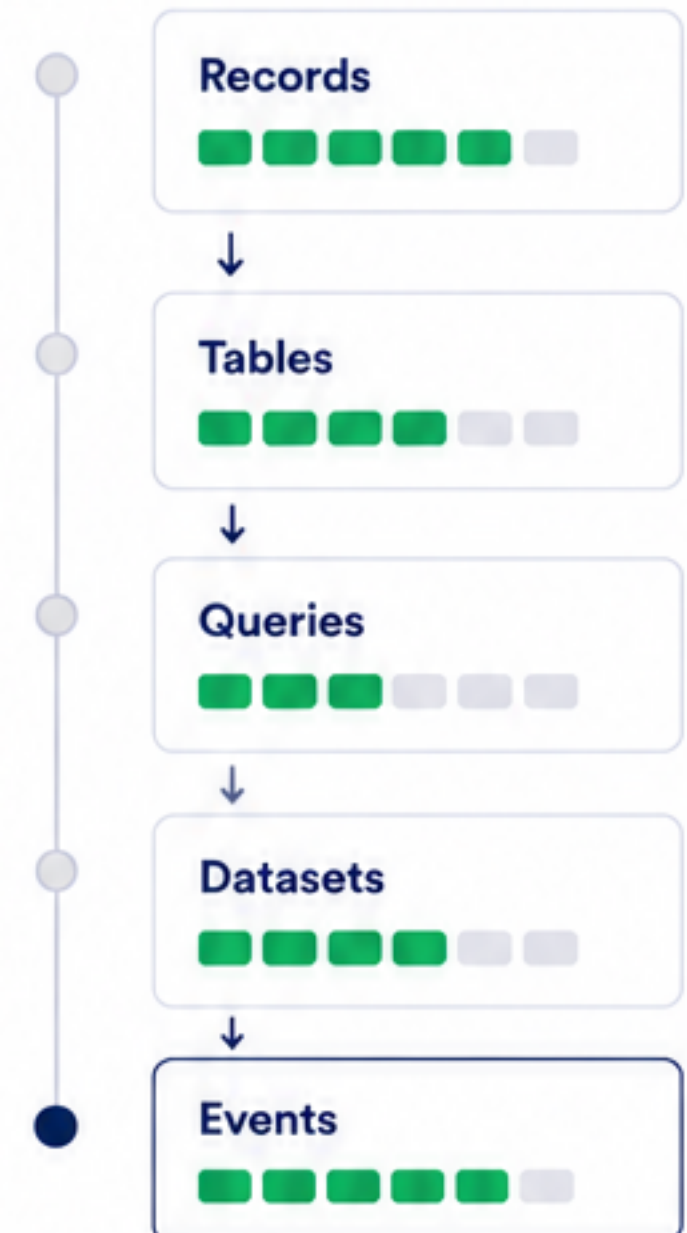
5. Key Takeaways

- ✓ Events are scheduled activities you create in Slate.
- ✓ You can promote, manage, and track engagement.
- ✓ Events support many use cases across your school.
- ✓ They help you build relationships and strengthen your community.



Understanding Meter

See how this concept fits in your learning journey.



Common Uses

- ✓ Open Houses & Info Sessions
- ✓ Campus Tours
- ✓ Virtual Webinars
- ✓ Recruiting & Admissions Events
- ✓ Parent & Family Events
- ✓ Training & Workshops
- ✓ And much more!



Next Concepts

- Deliver
- Rules
- Populations