

# Best Practices for Event Titles and Descriptions

## Event Titles

1. The event title should be less than 120 characters long, including spaces.
2. Principal words should be capitalized. Do not capitalize words like “a,” “and,” “in,” “of,” or “the” unless they are the first word of the event title. All caps should not be used.
3. Single quotation marks should be used around the titles of books, plays and movies.
4. Event titles should not include details like event sponsor. These details should be included in the event description, which appears on the event detail page.
5. Please proofread titles for proper grammar and spelling.

## Event Descriptions

The event description should typically give community members a sense of **who**, **what** and **how**. Briefly explain who is speaking/performing and what will they be talking about or doing. A lecture title alone generally won't get people to attend. Provide more details and context to generate interest. If there are multiple event sponsors, the description will also list the **co-sponsors**.

Please proofread descriptions for proper grammar and spelling.

## Examples

*[event title]*

Government Careers Forum

*[event description with two sponsors]*

Explore public service through this popular networking and recruiting program. The Government Careers Forum will feature a keynote presentation by Massachusetts State Representative Tackey Chan '95, followed by round table networking sessions for students, alumni, faculty and staff with agency representatives. This event is sponsored by the Hiatt Career Center and the Brandeis University Alumni Association.

*[event title]*

Charter Cities: From Idea to Implementation

*[event description]*

Paul Romer, a prominent American economist and specialist on the theory of growth and innovation, will discuss charter cities and their potential impact on economic prosperity. According to Romer, a well-run city is an engine for growth and collaboration among its citizens leads to a more efficient way of life.

*[event title]*

Brandeis Theater Company: 'Ordinary Mind, Ordinary Day'

*[event description]*

Experience Virginia Woolf's darkly elegant voice in an original stage adaptation of four compelling short stories. Follow her fascinating characters in a quest beyond fact and reason to the rich inner life beneath the routines of our days. Discover theater that brings to life not only the outside world but also the internal experience of a moment — a moment that may recall a catastrophic memory, a passionate longing, a forbidden question or a hidden truth.

*[event title]*

'Winter's Bone' Film Screening and Discussion with Filmmaker Debra Granik '85

*[event description]*

Debra Granik '85 will screen and discuss her best-known work to date – the Oscar-nominated film "Winter's Bone." The movie tells the story of a teenage girl struggling to survive in the drug-infested Ozark Mountains while searching for her missing father. Granik will take questions from the audience after the screening. This event is sponsored by the Film, Television and Interactive Media Program and the Edie and Lew Wasserman Fund.