

02. Event

Scope of the rules for event type of content

An event is a planned and organised experience with an identified beginning and end. Events have:

- an agenda (date, time, programme)
- a location (venue or online videoconferencing platform)
- attendance (with or without registration)

The European Commission is responsible for a wide range of events, many of which are open to the public. Offering a consistent online experience regarding events improves the user experience and contributes to higher satisfaction levels.

There are three states for an event:

- future
- live (via web streaming)
- past

Event organisers can decide to communicate about one, two or all three states. In all cases, information about the event published during its different states should use the same online communication channel.

Purpose

The purpose of these rules is to ensure information about current, planned or past events is structured and coherent throughout the event experience – from the announcement, through updates during the event to post-event information.

Rules

1) Register on SCIC Event Database

If you are organising an event with more than 50 participants and a clear external communication dimension, you must register it on the [Events Database](#). This database is managed by the events management services of the Department for Interpretation (DG SCIC).

Registering events on the SCIC Events Database also allows you to use SCIC [framework contract](#) if you need associated services, including event-related communication.

See the [Corporate Solutions](#) page on the Web Guide regarding the SCIC Events Database. If you have questions regarding the database and SCIC Framework contract, please contact SCIC-CONF-FWC@ec.europa.eu.

Events registered in the Events Database are displayed in the [European Commission website's EVENTS list view](#) and can be simultaneously displayed as a related event on a generic Commission webpage, department page, topic page, policy page or research area page.

2) Follow writing and tagging guidelines

Commission services must:

- follow the [web writing guidelines](#).
- tag content using the appropriate [Digital Europa Thesaurus terms](#) to ensure that:
- users and search engines can easily find the event
- users can easily filter events, eg by year, country...
- the event appears, where relevant, across the Commission experience
- the event can be identified as relevant and disseminated more widely – beyond the Commission experience.

3) Choose the right channel for your business needs

If your audience uses another existing Commission website and cannot be reached just by using SCIC and its dissemination platforms, then add content related to your event on that website or – in the case of large, complex events – create a dedicated website:

- **EITHER: add your event to an existing website**

The way to upload your event to an existing website depends on the website itself:

- **Find out which website could host your content:** if you are not a website owner, contact the communication unit of your DG to evaluate where your event content could be uploaded.
- **Find out what CMS the host website uses:**
 - if Drupal is used to develop the website, you should use the [Event content type](#). The **Event** content type has been tested with users and content producers. It provides DGs with the means to publish coherent content related to the wide range of events the Commission organises. For more information on the Event Content Type, please go to [the step by step guides to content types](#).

- if the website is built outside of Drupal, the format of the event content will be free compared to using the **Event** content type. However, please ensure your content is consistent with other events published by DGs as far as possible. Contact the Communication Unit of your DG for advice.

- **OR: Create a new website**

Depending on business needs, you may have to create a separate website for your event. Event websites are only allowed for large and complex events that cannot be accommodated by existing solutions.

The sole purpose of an event website is to advertise an activity that is open to the public, organised and/or hosted by the European Commission. The website can be temporary and provide information about an event before, during and after it takes place.

Events site category

European Commission websites are subject to specific rules depending on the category of site. See [European Commission websites overview](#) for an overview of site categories.

Event sites from DGs fall under the category: EC-branded Harmonised Websites Group 2 (Events) in most instances. Check the dedicated sections of the Web Guide for related [guidelines](#) and [design requirements](#).

To create an Event website, you should follow [the web request procedures](#)

Depending on your business needs, your event website will be developed on:

- the Europa Web publishing Platform
- Open Europa
- EWCMS
- A wiki
- a different CMS or third party solution, provided that the proposal is approved by COMM and DIGIT, in the framework of the web governance and IT governance procedures

Contact the communication unit in your DG to discuss possibilities.

Contact and Support

Need further assistance on this topic? Please contact the team in charge of the [Europa Domain Management](#) (EU Login required).