# Title

Use a maximum of 55 characters (including spaces).

|  |  |
| --- | --- |
| Title | The name of your event. |

# When

When will you hold your event? For multiple dates, copy and paste the table below.

|  |  |
| --- | --- |
| When | Date and time of your event. |

# Summary

Use a maximum of 150 characters (including spaces).

|  |  |
| --- | --- |
| Summary | A preview of your event that will encourage people to attend. It will display under the title of your event in search results and the [Events page](https://www.forgov.qld.gov.au/news-events-and-consultation/events/_nocache). |

# Purpose

Describe why a reader needs to visit your page and how it can benefit them. This will help you understand what information you need to put at the start. The Government need will help you confirm if you should publish your page on *For government*. **If your purpose is to promote something, this should be a News story; not an accordion page.**

|  |  |
| --- | --- |
| Audience need | The reader needs to know (how, what, why, when) to do something. |
| Government need | The Queensland Government (is legally required to publish, is responsible for publishing, will benefit from publishing) this content. |

# Event details

Your event will appear on the [Events page](https://www.forgov.qld.gov.au/news-events-and-consultation/events/artificial-intelligence-and-privacy-can-they-be-friends) as an image tile with a title and summary. Tell us what you’d like to happen when readers select the event to find out more. Select 1 option below.

### External website

I want readers to be taken to an external website with the full course information.

|  |  |
| --- | --- |
| Link | The web address of the website containing more information about your event. |

### Event description

I want readers to be taken to a *For Government* event page with the full course information

|  |  |
| --- | --- |
| Event description | Add event details including how to register. Use formatting including headings and lists as needed. |

# Readability

[Enable readability statistics in Word](https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2). Highlight your content and complete a [Spelling & Grammar check](https://support.microsoft.com/en-us/office/check-grammar-spelling-and-more-in-word-0f43bf32-ccde-40c5-b16a-c6a282c0d251). If it asks you to check the rest of the document, select **No**. Word will show a readability score for your content. You can also use a free online app called, [Hemingway Editor](https://hemingwayapp.com/).

See also the [Queensland Government Web writing and style guide](https://www.qld.gov.au/forgov-dev/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/website-standards-guidelines-and-templates/write-for-queensland-government-websites/web-writing-and-style-guide).

|  |  |  |  |
| --- | --- | --- | --- |
| Style guide check |  |  | |
| Flesch-Kincaid Grade Level |  |  |  |
| 9 or less | 10 to 13 | 14 or more |
| Good | OK | Poor |

# Images, video and supporting material

You’ll need a feature image. This image will appear at the top of your event and must be at least 1350 x 300px in size. If you need help, email the CX design team at [qsscxdesign@hpw.qld.gov.au](mailto:qsscxdesign@hpw.qld.gov.au).

|  |  |
| --- | --- |
| Feature image | Attach to your email when sending this content brief. |

If you’re including images, videos or supporting material to the body of your content, provide details here. See the [documents and media guide](https://www.forgov.qld.gov.au/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/publish-on-queensland-government-websites/publish-on-for-government/how-to-publish-on-for-government/for-government-publishing-guides/publish-documents-and-media-on-for-government) for accessibility and formatting requirements.

|  |  |
| --- | --- |
| Images | Attach to your email when sending this content brief. There are no image size requirements. |
| Video | Provide the embed code or a link to download the file. |
| Supporting material | Attach documents to your email when sending this content brief. If you have links to other web sites, list them here. |

# Category

Select 1 or more categories to display your event under. This will help you attract the right readers.

|  |  |
| --- | --- |
| Category | Community  Facilities  Finance  Government and law  Human resources  Information communication technology  Infrastructure  Leadership  Mail  Procurement  Property  Services  Vehicles  Wellbeing |
| Primary category | If you selected more than 1 category, tell us the primary category. |

# Audience

Readers have the option to filter event search results based on agency, profession and role.

|  |  |
| --- | --- |
| Agencies | Leave blank for all agencies. Copy and paste agencies from [For government audiences](https://www.forgov.qld.gov.au/information-and-communication-technology/communication-and-publishing/website-and-digital-publishing/publish-on-queensland-government-websites/publish-on-for-government/how-to-publish-on-for-government/for-government-audiences) to display to select agencies. |
| Professions | Select the professions this event applies to or leave blank for all professions.  Communications  Finance  Human Resources  Information communication technology  Policy  Procurment |
| Roles | Select the roles this event applies to or leave blank for all roles.  Individual contributor  Team leader  Program leader  Executive  Chief executive |

# Contact

Tell us who to contact about the event and how to contact them. You must nominate an agency. Phone and email are optional. A group email and/or team phone number is best. These will be published. If you provide a person’s name and contact details, you need to get their consent.

|  |  |
| --- | --- |
| Phone | Optional |
| Email | Optional |
| Agency | Required |

# Subject matter expert

The person who will approve the accuracy of the content.

|  |  |
| --- | --- |
| Name |  |
| Signature |  |
| Date |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |

# Editor

The person (web publisher) who will review your content and provide editorial advice ***before*** you get approval.

|  |  |
| --- | --- |
| Name |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |
| Date |  |

# Director or equivalent approval

To publish on *For government* you need to get Director or equivalent approval. If your agency requires further levels of approval, copy and paste the table below.

|  |  |
| --- | --- |
| Name |  |
| Signature |  |
| Date |  |
| Position |  |
| Business unit |  |
| Organisation |  |
| Phone |  |

# Publishing information

## Publishing date

What date do you need to publish this content? You need to give your editor appropriate time to edit, your approver enough time to review your content, and your publisher enough time to publish it—no less than 2 weeks.

|  |  |  |
| --- | --- | --- |
| Publishing date |  | More than 2 weeks from today’s date |
| Less than 2 weeks from today’s date |

## Classification

Most of the content we publish on *For government* is public, meaning anyone can see it—supporting our commitment to government transparency.

Some content we publish is sensitive or may be confusing to the public. We set this to ‘private’ and make it only available to government employees who log in. **This content won’t appear in search results.** Employees will need a link to the page or to navigate to it via the menu.

Please choose a classification:

PUBLIC—this content doesn’t pose a risk to security or reputation for the Queensland Government.

PRIVATE—this content may pose a risk to security or reputation for the Queensland Government if made public.

## Metadata

|  |  |
| --- | --- |
| Keywords | List key search terms and phrases. Separate with commas. |

## Review contact

|  |  |
| --- | --- |
| Review email | The email address of the team responsible for reviewing the content (usually a web team). |

## URL path settings

|  |  |
| --- | --- |
| URL alias | If you want a specific URL, request it here. |