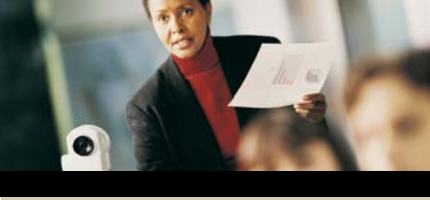


# Trumba Connect:

## Website calendars for higher education

### Higher Education



#### CUSTOMER EXAMPLES:

University of Chicago,  
Humanities Division

<http://humanities.uchicago.edu/calendar/>

Philadelphia University

<http://www.philau.edu/calendar.html>

University of Washington,  
Chemistry department

<http://depts.washington.edu/chem/>

Washington University  
of St. Louis

[http://hopecenter.wustl.edu/activities/hc\\_activities\\_calendar.html](http://hopecenter.wustl.edu/activities/hc_activities_calendar.html)

**Demonstrate the vibrancy of your academic community. Showcase upcoming events. Integrate website calendars and other event widgets fully into your brand look and feel.**

Allow students, faculty members, alumni, and members of the community to add your events to their personal calendars and take other event actions.

You can do all this and more with Trumba<sup>®</sup> Connect, a web-hosted solution for publishing customized, design-quality website calendars, promoting events, and connecting with your constituents.

### Get up and running quickly

- Take advantage of Software as a Service by subscribing to our web-hosted solution.
- Nothing to download or install. Save time and money by relying on our secure server and network infrastructure.

### Set up and then let go

- Create and customize calendars and other event widgets and embed them into pages on your institution's website then turn maintenance over to the departments responsible for the events.
- Immediately benefit from new features and bug fixes without suffering through labor-intensive patch and update processes.

### Provide events that everyone easily finds and remembers

- Tailor calendar views to specific constituencies.
- Provide control widgets that allow calendar visitors to search for and filter events, change the way events are displayed, and more.
- Include customizable upcoming event widgets throughout your website to promote events and draw visitors to the full calendar.
- Monitor how often site visitors view your calendars and other widgets, add events to their personal calendars, set up RSS and iCal feeds, and take other actions.

## Reach out to donors and the community at large

- Invite specific people to events, track responses, and send reminders.
- Set up open registration with limits and deadlines so people can sign up for events from your website calendar.
- According to a schedule you specify, automatically send email messages containing upcoming events to people on a distribution list.

## Develop custom event types that reflect your needs

- Control the content of your events by creating event types composed of built-in and custom information fields.

## Manage and update events using your own process

- Set up an account structure that allows for both account administrators and event editors.
- Centralize responsibility for creating calendars and handling accounts while delegating maintenance to the appropriate departments and individuals.
- Create as many calendars as you need to organize and categorize your events, and then mix calendars together to publish views tailor-made for specific constituencies.

## Keep your school colors and brand at the forefront

- Customize colors and fonts so your calendars and other event widgets reflect your brand and integrate fully into your website.

## Broadcast events or keep them private

- For each calendar that you publish, control how public the events will be. You can protect calendars with passwords, make them unsearchable, use secure URLs, and more.

### Additional questions?

- Contact Sales at **1.800.925.0388**.
- Watch an online demonstration. Visit [www.trumba.com](http://www.trumba.com) to learn more.

