# Purpose

What does a reader need to know after viewing your event? How will it benefit them? This helps decide what information to include first. The business need confirms if you should publish your event on *For government.* **If your purpose is to promote something, this should be a** [**News story**](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-content-briefs)**; not an event page.**

|  |  |
| --- | --- |
| User need |  |
| Business need |  |

# Style

How will you write your content? Follow the Queensland Government Style Manual. Your content must be professional and inclusive, and accessible to the entire *For government* audience (readability grade 9 or lower).

# Title

The name of your event. Maximum of 55 characters (including spaces).

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# When

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

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# 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) Maximum of 150 characters (including spaces).

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# Event details

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

## External website

​​  ​ I want readers to be taken to an external website.

|  |  |
| --- | --- |
| 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.

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

# Images, video and documents

You’ll need a feature image. If you’re including additional images, videos or supporting material in the body of your content, 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 requirements.

|  |  |
| --- | --- |
| Feature image | Attach to your email when sending this content brief. Minimum size 1350 x 300px. For help, email at [customeronline@chde.qld.gov.au](mailto:customeronline@chde.qld.gov.au). |
| Additional 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. |

# Readability

Use [Microsoft Word’s Flesch-Kincaid readability or [Hemingway Editor](https://hemingwayapp.com/) to assess the content’s readability score.](https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2)

|  |  |  |  |
| --- | --- | --- | --- |
| Readability score | Pass (Grade 9 or less) | Warn (Grade 10 to 13) | Fail (Grade 14 or more) |

# Category Select 1 or more categories to display your news story under. This will help you attract the right readers.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Community  Facilities  Finance  Government and law | Human resources  Information and 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  Procurement |
| Roles  Select the roles this event applies to or leave blank for all roles. | Individual contributor  Team leader  Program leader | Executive  Chief executive |

# 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 |  |

# Classification

Most *For government* content is public, supporting our commitment to transparency. Some content, if it is sensitive or potentially confusing to the public, is private (only available to government employees who log in).

PUBLIC—this content does not 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.

# Contact

Tell us who to contact about the event and how to contact them.You must nominate an agency. 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 must get their consent.

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

# Subject matter expert (first level approval)

The person who provides the information and reviews the accuracy of the content.

|  |  |
| --- | --- |
| Name |  |
| Date |  |
| Position |  |
| Organisation |  |

# Content designer (second level approval)

The person who provides the editorial advice and approves the content ready for publishing online.

|  |  |
| --- | --- |
| Name |  |
| Date |  |
| Position |  |
| Organisation |  |

# Director or equivalent approval (third level approval)

The person who approves the content to be published online.

|  |  |
| --- | --- |
| Name |  |
| Date |  |
| Position |  |
| Organisation |  |