MANAGING AN EVENT WEBSITE WITH MODX

1. PROCESS

That's it! Your event website has been created using a template defined by UNICOM, and you now have access rights to add your content. Throughout the construction phase, your website resides in an intranet environment. **It is not yet public**.

Your role as a web publisher is now to complete the site by entering any missing or incomplete content in preparation for its upcoming online publication. When you are ready, you will need to contact webmaster@unifr.ch again, who will carry out a final check before the site goes live.

SAISIE DES CONTENUS

- mettre en forme et publier le **programme** de votre événement (programme journalier, conférencier, atelier)
- modifier la **bannière** principale et publier les éventuelles **photos** des conférenciers
- adapter les **infos pratiques** (accès, lieux des conférences, hébergement)
- ajouter quelques informations sur **l'organisation** (comité, contact)
- traduire les textes et les mettre en page dans les versions linguistiques choisies
- créer un **formulaire d'inscription** à votre événement (avec ou sans paiement en ligne)

VÉRIFICATION

- vérifier que toutes les pages de votre site s'affichent correctement
- vérifier que votre formulaire d'inscription fonctionne correctement
- vérifier les liens externes

MISE EN LIGNE

- contacter webmaster@unifr.ch
- corrections et vérifications formelles effectuées par le webmaster
- mise en ligne du nouveau site web
- annoncer votre événement dans l'agenda de l'Université

EXPLOITATION

- effectuer en tout temps des modifications ou des ajouts de contenus
- gérer les inscriptions à l'événement (et le statut de paiement)
- fermer le formulaire d'inscription en temps voulu
- lorsque votre site événementiel arrive en fin de vie, demander sa fermeture au webmaster

💡 *Throughout the process, the webmaster is available to advise and assist you in case of technical issues. Contact webmaster@unifr.ch .*

2. ACCESS TO THE MANAGEMENT INTERFACE

2.1 LOGGING IN TO MODX MANAGER

You can log in to a website's management interface via a browser by adding `/manager` to the end of the website URL**.**

Example: Website URL: `https://events-stg.unifr.ch/xyz/fr`

Access to MODX Manager: `https://events-stg.unifr.ch/xyz/manager`

⚠️ *The website under construction is located in an intranet environment. If you wish to access it from home (or outside the University's computer network), you must have a VPN connection. More information on this subject can be found here: https://www.unifr.ch/go/vpn*

Then click on **Login SWITCH edu-ID** to log in using your SWITCH edu-ID.
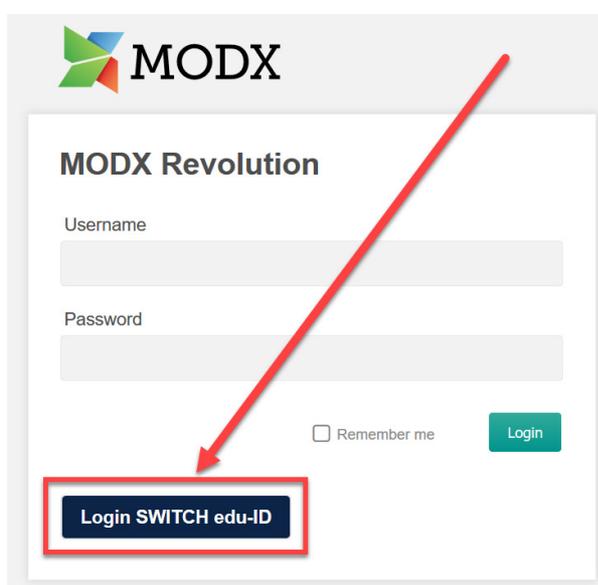
⚠️ *When working in MODX Manager, we strongly recommend using the* **Chrome browser** 🔴 *. The use of any other browser (Firefox, Edge or Safari) is strongly discouraged. If you do not have Chrome on your personal computer, IT support can help you install it.*

2.2 GRANTING ACCESS RIGHTS

Access rights to MODX Manager are managed centrally by Weboffice. If you are responsible for modifying website content but do not have the necessary access rights, please submit an access request to webmaster@unifr.ch .

2.3 PRESENTATION OF THE MANAGEMENT INTERFACE

Site structure

In the left-hand column, select the **Resources** tab to display the complete structure of your website.
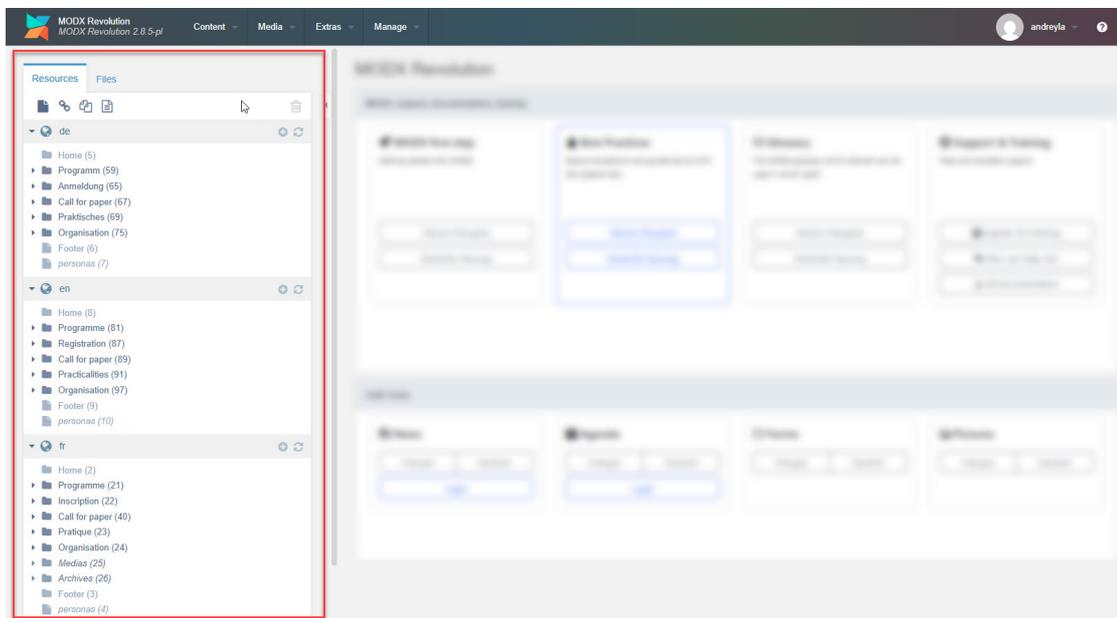
Language contexts

By default, your website is configured in three languages: FR, DE and EN. The three corresponding language contexts appear in the tree structure. However, you can choose to publish your website in a single language. Unused contexts will be deactivated when the site goes live.

File directory

In the left-hand column, select the **Files** tab, then the **Public** folder to display the **physical directory** of files associated with your site. You will place images and any PDF documents specific to your site in the subfolders of this physical directory.

3. MODIFY THE TEMPLATE CONTENT

Your event website is based on a template with a tree structure and some predefined content that serves as an example. Now that you have editing rights, your task will mainly consist of replacing the template content with your own and deleting any pages you do not need from the tree structure.

## 3.1 MODIFY THE MAIN BANNER ON THE HOME PAGE

In the tree structure, click on the home page entitled **Home,** then scroll down in the content area to the content block called **Banner Slideshow**.
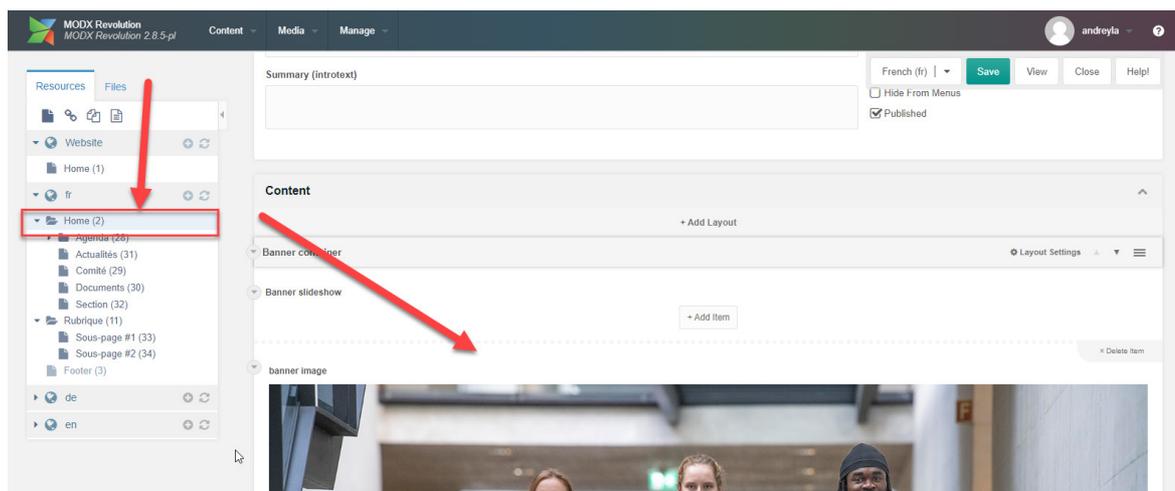
Remove the default banner image by right-clicking on **Delete image**.

Upload a new banner image from your workstation by clicking on **Upload**.

Once the image has been added, you can add a title and a short tagline to your image. These will appear in a box on the website. Finalise the integration by saving the page (**Save** button).
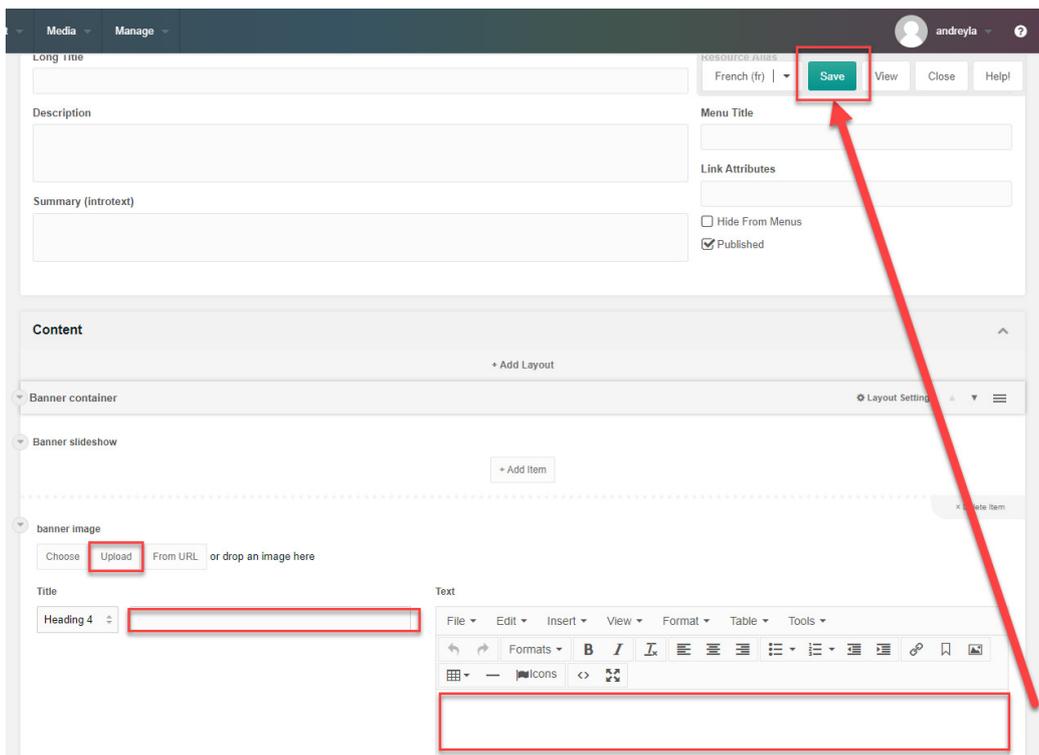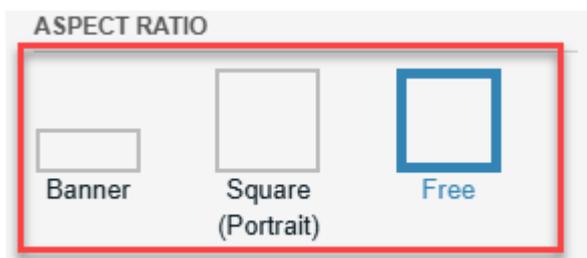
3.1.1 Cropping a banner image

You can optimise the framing of a banner image in MODX. After inserting an image into your page, hover over the image with the mouse and click on the **Crop Image** button.
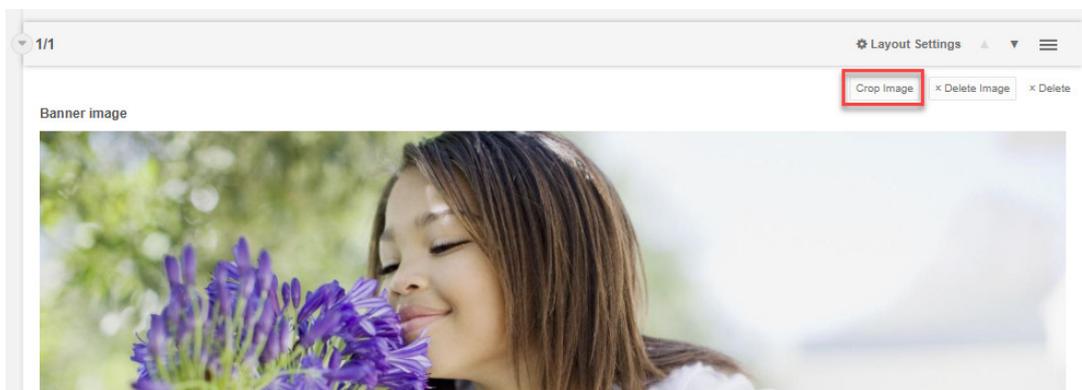
A cropping window will open, in which you can choose from three cropping ratios:

- **Banner**: for optimal cropping of banner images (all images inserted via the Banner Image or Banner Slideshow blocks)

- **Square**: for optimal square cropping of photos of people (e.g. on a team page)

- **Free**: for free cropping

You can also enter the recommended cropping dimensions directly in the fields provided, specifying their value in pixels.

Recommended cropping dimensions:

- Banner images: **1600 x 670 pixels**

- Images used in boxes: **800 x 335 pixels**

- Dimensions for photos of people: **500 x 500 pixels** (square ratio)

Then move the **cropping mask** over your image to select the part of the image you want to keep, then click Save.
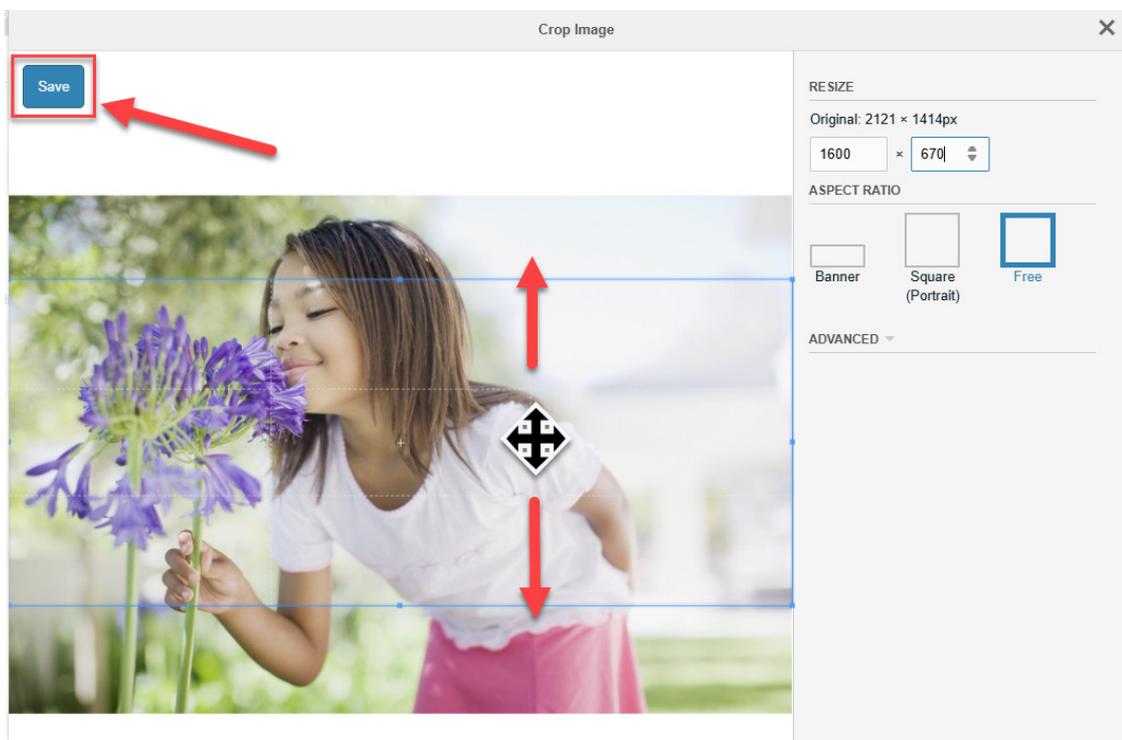
3.1.2 Criteria for choosing banner images

You can use your own images to illustrate your website. However, there are a few formal specifications that must be respected.

Guidelines for choosing banner images

- Give preference to **pure photographs**
- Avoid **low-quality** images
- Focus on **horizontal** formats and subjects
- No **superimposed text**
- No **graphics**
- No **logos**
- No **white background**
- Clarify image **usage rights (copyright)**
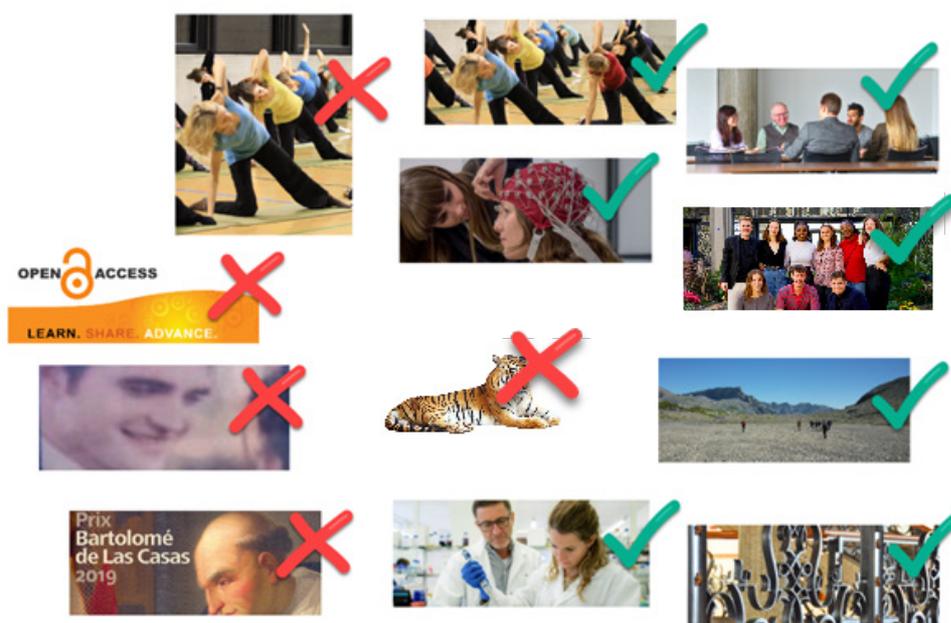
💡 *It is also possible to add multiple banner images (**Add Item** button in the **Banner Slideshow** content block). In this case, the banner images will scroll as a slideshow on the website's home page.*

3.2 MODIFY THE PROGRAMME

Two pages are provided in the template to present your programme, depending on whether it takes place over one or more days. It is up to you to choose which page suits your situation.

The programme is laid out in the form of a **table**. This layout is not mandatory. You can also opt for a simpler presentation in the form of a block of paragraphs.

To edit the text content of a page, left-click on it in the tree structure. If necessary, scroll down until you reach the text editor and formatting functions .
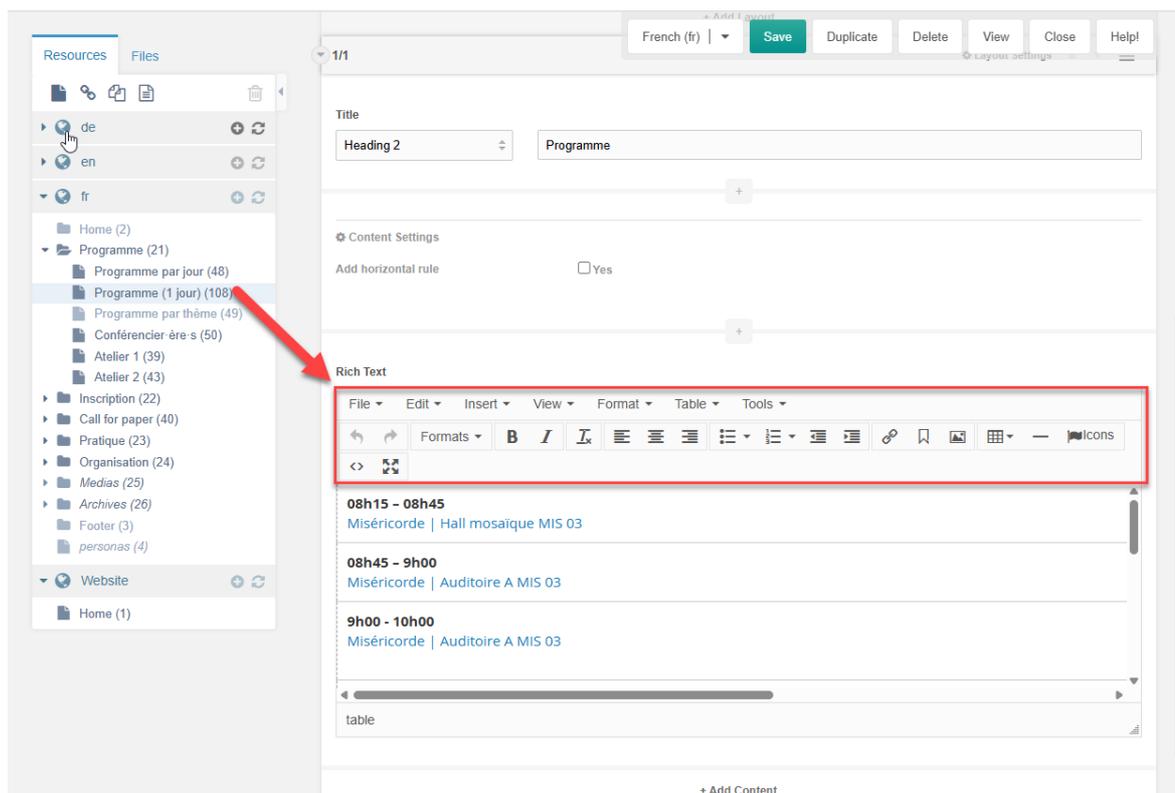
The options available for formatting your text are limited. It is not possible to change the font, size or colour of the text. This restriction is deliberate and ensures consistency across all UNIFR websites.

When **importing text** from a Word document by copying and pasting, foreign formats may be imported and may cause editing problems or block the editor. In this case, it is essential to **clean up the** intrusive **formatting**. To do this, you can:

1. Activate the **Edit > Paste as text** function to paste the text into the editor;

2. Use the **Clear formatting** command ( ) to remove all unnecessary formatting.

3.3 CREATING LINKS WITH THE TEXT EDITOR

To create a hyperlink within a text, start by selecting the text in question in the editor. Then click on the **Insert link** button .
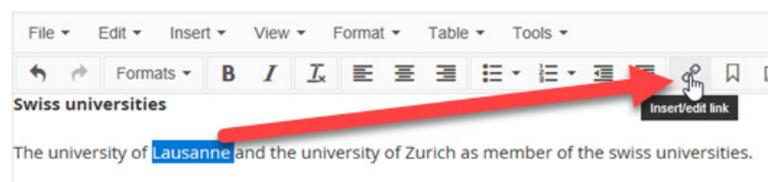
The **URL** field allows you to define the link target.

- For a *link to another internal page on your site*, search for the name of the page in question in the **Search** field and then select the target page.

- For a **link *to an external site***, enter the full URL.

- For a ***link to a PDF document***, select the PDF file to display by clicking on 🔎 (see below➔ Integrating a document into a page).

The **Target** field allows you to define how the link will open.

- For ***all internal links***, leave the option set to **None**; the link will open in the same browser window.

- For ***external links***, change the option to **New Window** if you want the link to open in a new browser window. This option is not recommended in most cases.

The **Class** field allows you to define the graphic style of the hyperlink and make it more visible to the user. Among the many classes, only those marked in blue are relevant for editors.

- Class **Link** for a ***simple link without a symbol***. The link is automatically positioned on a new line.

  Simple link

- Class **=>Link** for a link to an ***internal page*** on your site. The link is automatically placed on a new line. Also suitable for a ***list of links***.

  → Link to an internal page

- Class **External link** for a link to a ***page external*** to your site. The link is automatically placed on a new line.

  ↗ Link to an external page

- Class **Download** for a link to a *document to download* (PDF or other). The link is automatically placed on a new line.

  ↓ Link to a document

- Class **Inline link** for a *link within a text.*

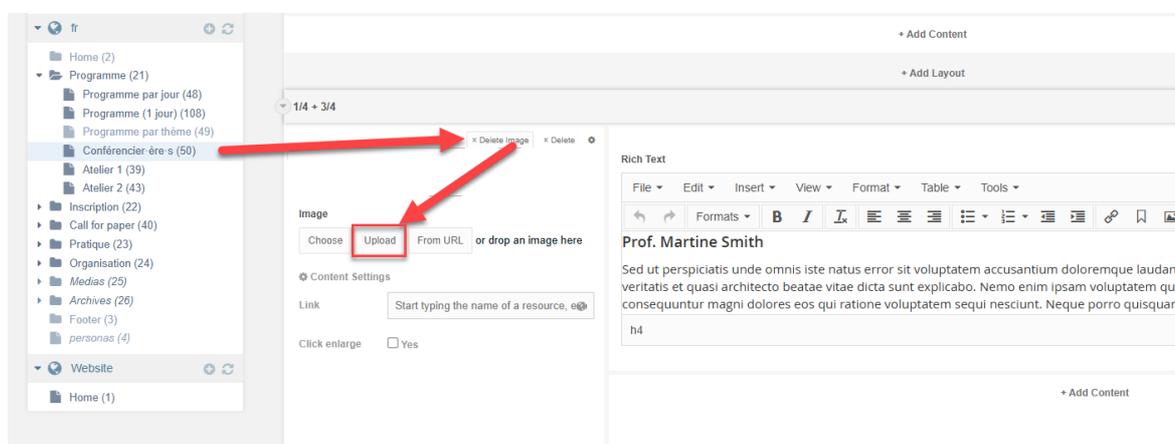 Lorem ipsum dolor inline link sa dipscing elitr, sed diam nonumy.

- Class **Inline link right after** for a **link to a subpage** within a box, inviting the user to view additional information.

  Link to a subpage →

3.4 REPLACING AN IMAGE ON A PAGE

Remove the default image by right-clicking on **Delete image**.

Upload a new image from your workstation by clicking on the **Upload** button.

3.4.1   Criteria for choosing images

You can use your own images to illustrate your website. However, you must comply with certain formal specifications.

**Guidelines for choosing banner images**

- Give preference to **pure photographs**
- Avoid **low-quality** images
- Prefer **horizontal** formats and subjects
- No **superimposed text**
- No **graphics**
- No **logos**
- No **white background**
- Clarify image **usage rights (copyright)**

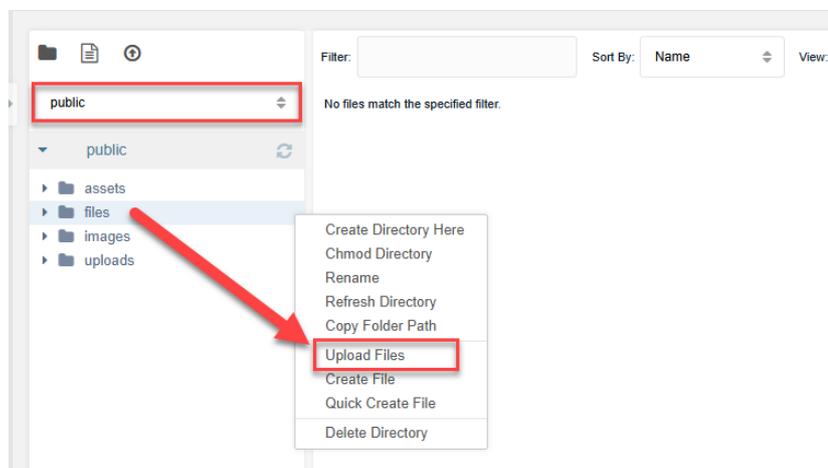## 3.5 ADD A DOCUMENT TO DOWNLOAD

3.5.1 Upload a PDF document to the Media Browser

Your PDF document must first be uploaded to your file directory in order to be inserted into one or more pages.

To do this, select the **Media** tab in the top toolbar, then **Media Browser**.
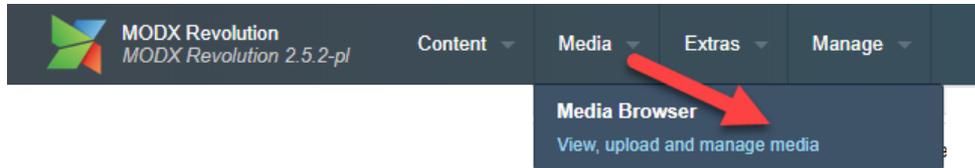
In the **public** directory, right-click on the **files** subfolder and select **Upload Files**.
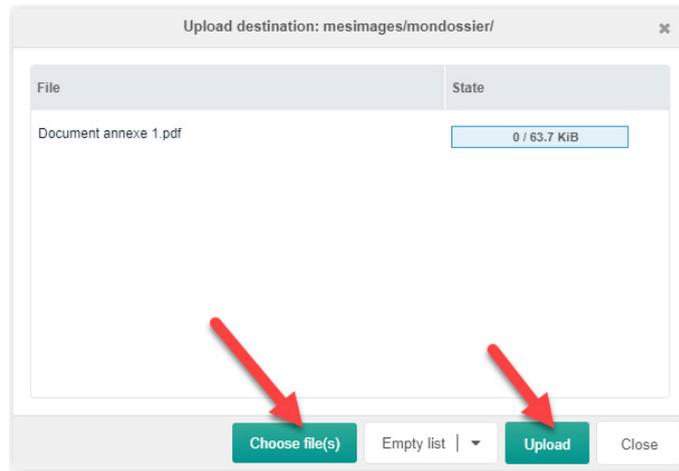

Use the **Choose file(s)** button to locate the file you want to upload on your desktop.

⚠️ *Ensure that the file name does not contain **any special characters, accents or spaces***.

Confirm the upload by clicking **Upload**.

You can upload up to 100 documents at a time.

The file is then uploaded and placed in the **files** subfolder.

3.5.2 Embedding a document in a page

The most common way to publish a document on a page is to create a link to it using the text editor. Make sure to use a short, meaningful anchor text and make the link sufficiently visible by applying the appropriate style.

Open the page in which the document is to be embedded. Add a Rich Text element or use a Rich Text element already present on the page.

Enter a meaningful anchor text, for example "Download the programme", and select this text. Then click on the " 🔗 " button.
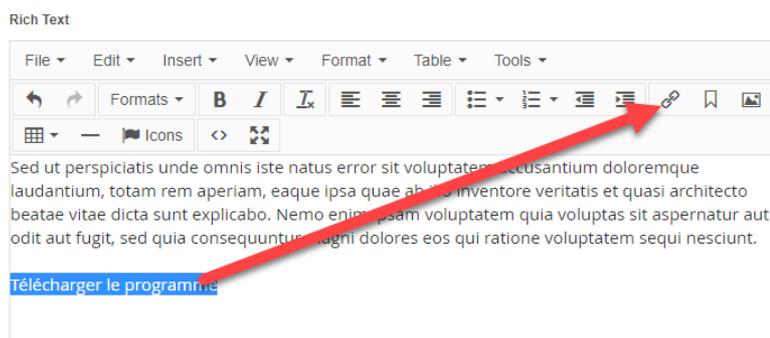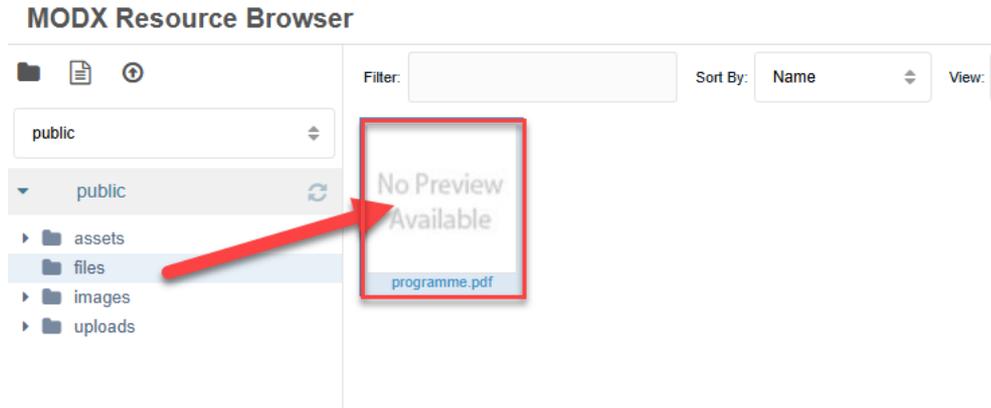
In the **URL** field, select the PDF file to be embedded by clicking on 🔍 .
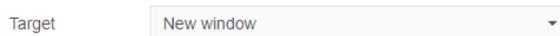
Then browse the **public** directory to the location of the file to be inserted, usually the **files** subfolder.

Double-click on the desired file.

In the **Target** field, change the option to **New Window** if necessary, to force the document to open in a new browser window.


In the **Class** field, select the Download option to apply the appropriate style to the link.

3.6 FINALISE YOUR SITE

In addition to the programme, you will need to adapt the content of the following pages at a minimum to finalise your event website:

- **Access to the conference**: modify the information about the venue where your event is taking place

- **Committee**: indicate who the event organisers are

- **Contact**: modify the contact information

- **Home page**: adapt the taglines and links in the **boxes** according to what you want to highlight; adapt (or delete) the **quick links box**
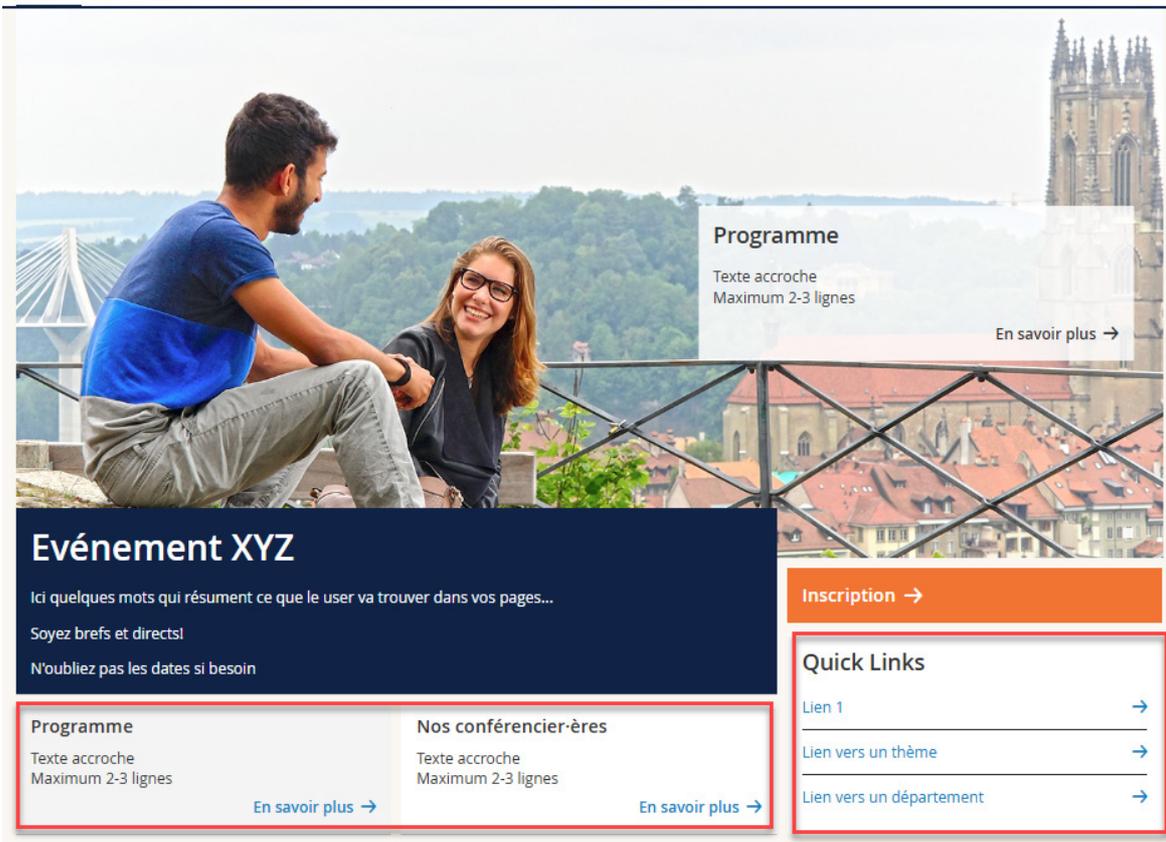
3.7 UNPUBLISH OR DELETE UNNECESSARY PAGES

By default, all pages in the template are published and are therefore visible and accessible in the navigation. To remove an unwanted page from the navigation, you can either unpublish or delete it.

To **unpublish a page**, right-click on the page in question in the tree structure and select **Unpublish**.
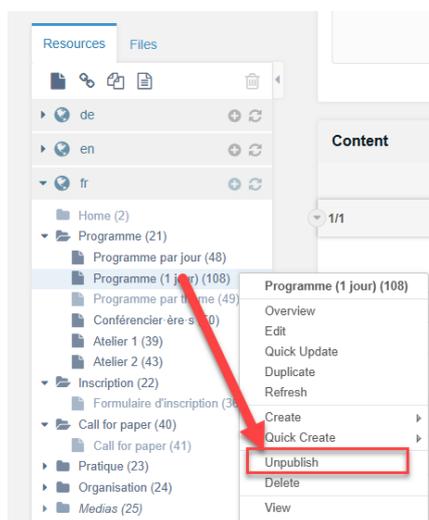
Unpublishing a page is reversible. It can be undone by right-clicking on the page in question in the tree structure and selecting **Publish**.

To **delete a page**, right-click on the page in question in the tree structure and select **Delete**. This operation is also reversible.

3.8 ADDING A PAGE TO THE TREE STRUCTURE

If none of the existing pages in the template meet your needs, you can add new pages to your site's tree structure. These new pages must be placed at the lower navigation level. **The first navigation level (Programme – Registration – Practice – Organisation) should not be changed.**

To create a new page, place the mouse cursor on the top-level page where the new web page is to be created. *Right-click* and select **Create➜ Document**.
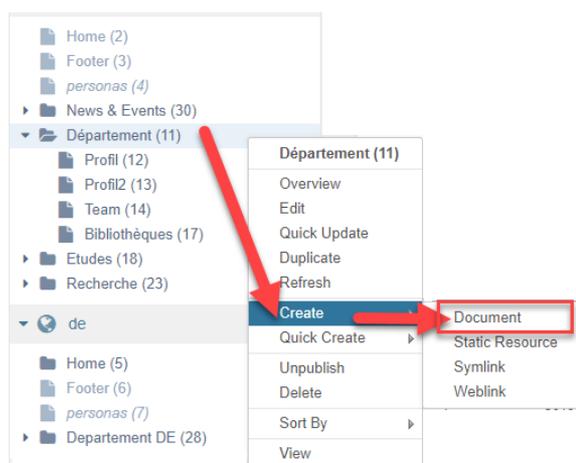
Enter a title in the **Title** field. This will be displayed by the browser when the page is viewed and used as a criterion by search engines such as Google.

Choose short, meaningful titles. Avoid titles such as "About our service", which will not help your page's search engine ranking. Also avoid abbreviations and acronyms.

The **Resource Alias** field can be filled in with text that will be used to form the path to the web page. If no text is entered, the system will generate an alias automatically. It can be changed later.


Be careful not to use special characters, accents or spaces in the alias name. If your page title contains accents and an alias has been generated automatically, it is strongly recommended that you modify the alias later to remove these accents.
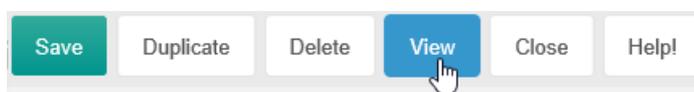
Scroll down to the bottom of the newly created page and click **+Add Content**, then select a content item from the list of available items.
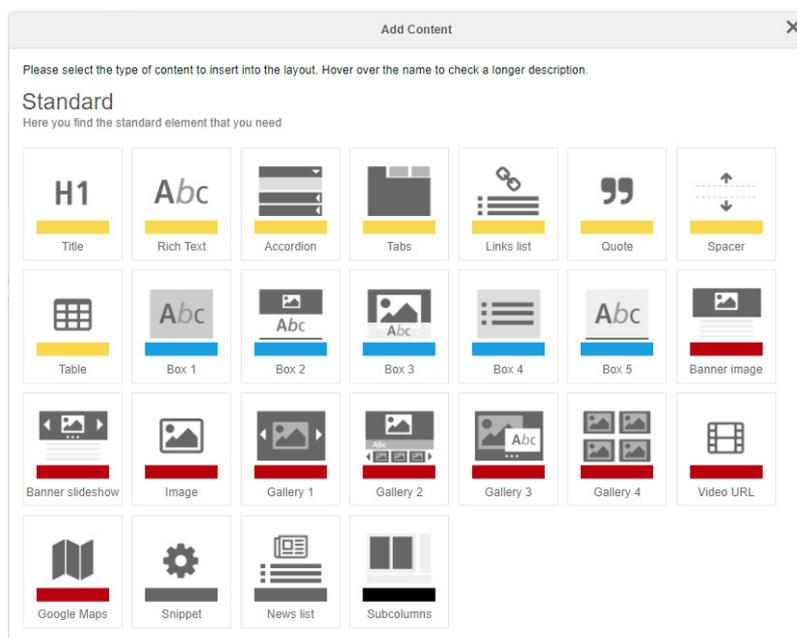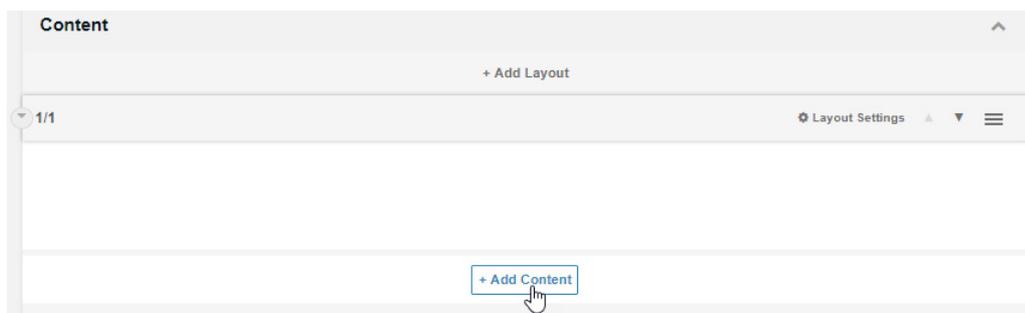
Clicking **Save** will save the new web page.
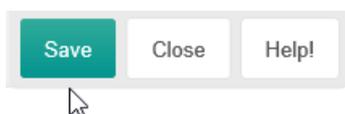
Clicking **View** will open a preview of the web page in a new browser tab.

3.8.1   Main content elements

The complete list of content elements available in MODX is described in the **MODX Glossary** (see the online documentation at www.unifr.ch/unicom/fr/web/doc/).

Below, we will simply describe the most common content elements and their context of use.
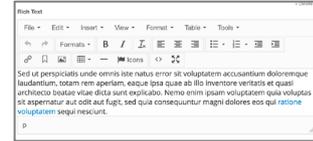
H1   Element - *Title*

Used to place a title or subtitle on a content page. Not used on the home page.

Seitentitel H2

Untertitel H3

Untertitel H4

Untertitel H5

Abc   Element - *Rich Text*

Used to place text in a content page and format it.

⊞   Element - *Table*

Used only to present data in the form of a table or matrix.

Titel	Autor	Jahr
Verstand und Gefühl	Jane Austen	1811
Leben auf dem Mississippi	Mark Twain	1883
Manhattan Transfer	John Dos Passos	1925

Abc   Box 1 – *Infobox*

Used to **highlight** or draw the user's attention to **important information** within the page, or in the right-hand context column of a standard page. Not used for long text content (use a *Rich Text* element instead).

Informations
- Lien 1
- Lien 2
- Lien 3

🖼   Media - *Image*

Usage

Used to place an **image with editorial value** within the page content. The image will be automatically resized according to the available width but will not be cropped.

🖼   Media – *Banner Image*

Usage

Used to place an **image as a banner** on a routing page or content page. The image will be automatically resized and cropped to fit the banner format.

Media – *Gallery*

Usage

Used to embed an image gallery in a content page.

Elements and options

- 4 gallery templates available
- Original images must be the same size

4. REGISTRATION FORM

You can add a form to allow interested parties to register for your event directly online. This form can also be linked to an online payment solution.

4.1 CREATE A REGISTRATION FORM

The registration form is not created in MODX but on a separate platform called ***MachForm***.

- **If you already have access to MachForm**, you can create your form yourself.
- **If you do not have access to MachForm**: send the list of data fields (name, email, institution, participation category, etc.) that you wish to collect to the webmaster, who will create an initial version for you.

4.1.1   Integrating the MachForm form into your website

In the tree structure, click on the **Registration Form** page and then scroll down in the content area to the content block called **MachForm**.

In the **MachForm URL** field, enter the public URL of your form (the one you get by clicking on the *View* button from the MachForm platform).

4.2 ADD AN ONLINE PAYMENT

To enable online payment for your form, you must first define which *funding programme* (PFI) the amounts collected via the form should be allocated to. You must send this information to the webmaster, along with your pricing policy (registration fee amount, fixed or variable depending on participation, student rates, etc.). The webmaster will set up the online payment system, which you will be able to test.

5. AFTER GOING LIVE

When your event website is ready to go live, contact the webmaster, who will publish it.

⚠️ *Your website is first created in an intranet environment (with the prefix https://events-stg.unifr.ch) for testing purposes. When it becomes public, it is moved to the subdomain https://events.unifr.ch), and its address therefore changes automatically at this stage.*

5.1 ADVERTISE YOUR EVENT IN THE ONLINE CALENDAR

All events organised within the University of Fribourg can be advertised in the university calendar: https://agenda.unifr.ch/. We strongly recommend that you advertise your event there. You can enter the URL of your event website in the field provided for this purpose. This step is crucial to **speed up the referencing** of your website by search engines.

5.2 MANAGE REGISTRATIONS

You can view the list of registrations made via your form in MachForm at any time.

To access it, log in to your **MachForm platform**. If you do not know the URL, ask your webmaster for it.

Click on the **Entries** button on your form.
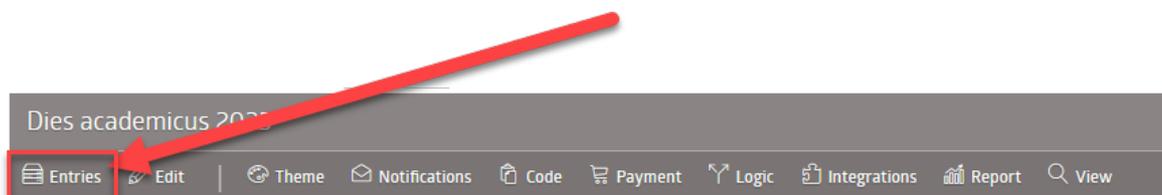
The **Export** button allows you to export the list in Excel format.

5.3 MANAGE ONLINE PAYMENTS

When your registration form is linked to the university's online payment system, you can track the status of payments directly in MachForm.
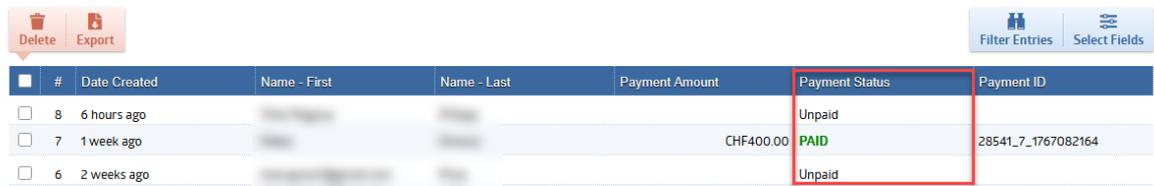
⚠️ *The accounting breakdown on your PFI only appears in monthly instalments. This means that you will not see the details of individual payments in the statement provided by the finance department.*

To check whether someone has actually paid, MachForm is **the only place** where this information is visible. The payment status is indicated for each registration.

In the list of registrations (under **Entries**), you will see two types of status:

- **Paid**: the person has paid the registration fee.

- **Unpaid**: the person has completed the form but has not finalised the payment.

Entries marked "**Unpaid**" require an administrative decision on your part: do you wish to accept them, reject them, or ask the individuals concerned to make the payment ?

6. TO GO FURTHER

MODX glossary: reference guide for using MODX content blocks

Calendar module: instructions for entering events

Writing recommendations for the web

How to optimise your web pages for search engines

To download the documents: www.unifr.ch/unicom/fr/web/doc/