

How to Post, Save, Edit, Publish & Archive Events

ICON Church • Updated October 7, 2026

PURPOSE: Use the Event system instead of editing the Google Sheet directly. The form and management pages protect the spreadsheet structure and reduce errors.

Quick Links

Add a New Event	https://icon.church/event-submit
Manage / Edit Events	https://icon.church/event-manage
View Public Events	https://icon.church/events

Part 1 — Upload the Event Image to PF

Image standard: 1920 × 1080 pixels (16:9). Use JPG/WebP for photos or PNG when transparency/graphics require it.

1. Open PF / PubFunnels for the ICON Church account.

2. Go to Media Storage.

3. Open the Events folder.

Keep event graphics in this folder so the Marketing Team can find and reuse them easily.

4. Upload the event graphic.

Use the final 1920 × 1080 (16:9) event graphic whenever possible. Keep the main subject and important text away from the extreme edges.

5. Open/select the uploaded image and copy its public image URL.

The URL will normally be a PF/FileSafe address beginning with <https://assets.cdn.filesafe.space/>...

6. Keep that image URL ready.

You will paste it into the Image URL field on the Event Submission form.

Part 2 — Post a New Event

Open: <https://icon.church/event-submit>

1. Complete Event Basics.

- Event Title — the public name of the event.
- Event Category — choose the correct ministry/category from the dropdown.
- Short Description — short copy used on the event card.

- Full Description — additional details; useful for the featured event display.
- Sort Order — optional. Usually leave blank. Lower numbers can be used to prioritize an event.

2. Enter the Date & Time.

- Start Date is required.
- Start Time is optional but recommended when the event has a set start time.
- End Date and End Time are optional. If no Unpublish Date is entered, the system uses the End Date/End Time to automatically expire and archive an Active event. If no End Time is entered, the event remains eligible through the end of the End Date.

3. Choose the Location.

- ICON Church — use this for events at the church.
- Other Location — enter the venue name and/or full location.
- For ICON Church, the system uses the church location automatically.

4. Paste the Image URL.

Paste the PF/FileSafe link copied from Media Storage. A preview should appear so you can verify the graphic before submitting.

5. Choose the Event Action / Button.

- No Button — use when no action is needed.
- Learn More / Register / RSVP / Sign Up / Get Tickets / Join Us — enter the correct destination URL.
- Get Directions + ICON Church — the system automatically uses <https://icon.church/directions>.
- Get Directions + Other Location — paste the direct Google Maps/directions URL for that off-site location.

6. Set the Website options.

- Publish Date — optional. Leave blank to show immediately once the event is Active.
- Unpublish Date — optional. If entered, it controls when the event stops appearing and takes precedence over automatic End Date/End Time expiration. If left blank, the system automatically expires and archives the event after it ends.
- Featured Event — check this when the event should be eligible for the large Featured Event section.

7. Choose Save as Draft or Publish Event.

- Save as Draft — stores the event but keeps it hidden from the public Events page.
- Publish Event — makes the event Active and eligible to appear on the public Events page.
- The Event ID is created automatically. Staff should not create or edit Event IDs manually.

Part 3 — Return to a Draft and Edit It

Open: <https://icon.church/event-manage>

1. Find the event.

The Manage Events page opens to Active events by default. Use the search box or choose Drafts, Archived, Cancelled, or All when needed.

2. Click Edit Event.

The system opens the Event Submission page with that event's Event ID and loads the saved information into the form.

3. Make the needed changes.

4. Click Save Changes to keep it as a Draft.

For a Draft event, Save Changes updates the same spreadsheet row and keeps the event hidden.

5. Click Publish Event when the event is ready to go live.

Publishing changes the event to Active so it can appear on the public Events page.

Part 4 — Edit an Event That Is Already Published

1. Go to Event Manage.

2. Choose Active or search for the event.

The Manage Events card shows the Event Date, Start Time (when entered), Location, and End Date on one line for quick reference.

3. Click Edit Event.

4. Make the correction — date, time, description, image, link, etc.

5. Click Save Changes.

For an Active event, Save Changes updates the same event and keeps it published.

Part 5 — Archive, Restore & Reuse Events

1. Automatic Archive.

Active events are automatically moved to Archived after the Unpublish Date passes. If no Unpublish Date is set, the system uses the event End Date/End Time. Archived events remain stored but do not appear on the public Events page.

2. Manually Archive an Event.

From /event-manage, locate the event and click Archive Event. Confirm the prompt. The event is moved to Archived and is no longer eligible to appear publicly.

3. View Archived Events.

Choose the Archived filter on the Manage Events page. Archived events can be searched and reviewed without editing the Google Sheet.

4. Restore an Archived Event.

Click Restore to Draft. The same event record and Event ID are restored as a Draft and remain hidden from the public website until published again.

5. Reuse an Archived Event.

Click Reuse Event and enter the new Start Date. The system creates a new Draft with a new Event ID using the archived event as a starting point. Review the new dates, image, location, links, and descriptions before publishing.

When reusing an event, Featured, Publish Date, Unpublish Date, and Sort Order are reset so the new event can be reviewed intentionally before it goes live.

Part 6 — Important Rules for the Marketing Team

- Do not edit Row 1 field/header names in the Google Sheet.
- Whenever possible, do not edit the Events Google Sheet directly; use Event Submit and Event Manage.
- Always upload event graphics to PF Media Storage → Events before posting the event.
- Use the 1920 × 1080 (16:9) event-image standard.
- Double-check dates, times, button links, and locations before publishing.
- Use Draft when an event is not ready for the public website.
- Use Archive for events that are finished or no longer needed on the public website.
- Use Reuse Event for a recurring or returning event so the archived record is preserved and a new Draft/Event ID is created.
- Use Featured only when the event should receive primary visual emphasis.

- Keep /event-submit and /event-manage as staff/internal-use pages; they should not be placed in the public website navigation.

Quick Troubleshooting

Issue	What to Check
Image does not appear	Confirm the direct PF/FileSafe image URL was pasted into Image URL and the image is publicly accessible.
Button is missing	Confirm Button Text is selected and a Button URL is entered when required.
Get Directions does not work	For ICON Church, select Get Directions and let the system use icon.church/directions. For off-site events, paste the direct map URL.
Draft does not appear publicly	That is expected. Drafts are hidden until published.
Event does not appear after publishing	Check Start Date, Publish Date, Unpublish Date, Status, and refresh the public Events page.
Need to change a saved event	Go to /event-manage, find the event, and click Edit Event. Do not create a duplicate.
Event moved out of Active automatically	That is expected after the Unpublish Date passes, or after the End Date/End Time when no Unpublish Date is set. Look under Archived.
Need to bring back an archived event	Open the Archived filter and click Restore to Draft. Publish it again only after reviewing the details.
Need to use a past event again	Open the Archived filter and click Reuse Event. Enter the new Start Date, then review the new Draft before publishing.