

# Names of events

## Events in general

If the event has a proper name, use title-case capitalization (where the first and last words are capitalized as well as the “important” words in between).

*Return to the Classroom*

*Cornell Entrepreneurship Summit*

*Women in Tech*

Spell out the full name of the event on first mention, with the shortened form in parentheses.

*The Cornell Alumni Leadership Conference (CALC) is an annual event. CALC 2017 was well attended. The conference gathered alumni leaders from all across the country.*

If the event has a proper name (as is the case with annual events), capitalize. If it is a generic event, lowercase.

*Last year, a few of us had a reunion at a local restaurant. This year, we attended our class **Reunion** and reconnected with old friends on the Hill.*

## Exhibits

If the exhibit has a proper name, place the title in italics, apart from applying title-case capitalization. Exhibit titles may sometimes be a combination of a descriptive title (not to be italicized) and the particular, proper title (italicized), separated by a colon.

*Beyond Earth Art*

*Escaping the Ordinary: Artistic Imagination in Early Modern Prints*

*Architecture Thesis Posters: Last Words*

In general, don't include the name of the artist in the title, unless the name is really part of the proper title. When referring to an exhibit in a generic way, use the lowercased common noun.

## Lectures

If the lecture has a proper name, place the title in quotes, apart from applying title-case capitalization. Sometimes, a lecture is a combination of a series title and the particular title of the lecture, separated by a colon. In addition, lecture titles may include a main title and a subtitle, also separated by a colon.

*“Building a Life Worth Living”*

*SEAP Gatty Lecture Series: “Creole Chinese Crossings: Spirits, Ancestors, and Early Postcolonial Indonesia’s Ethnic Boundaries”*

*“Deregulated Disparities: The Political Economy of Racial Health Disparities”*

In general, don't include the name of the lecturer in the title. That detail should be in the description. When referring to the lecture in a generic way, use the lowercased common noun.

## Creating new event names

AAD event owners have the final say in what the proper event name should be and whether to capitalize the full name when planning a new event.

When an event name reads like a sentence fragment, consider capitalizing it. But, when it reads like a full sentence, consider using sentence case. This is especially true for event names that include a colon.

*Return to the Classroom: Democracy in America*

*In Trustees We Trust: How Cornell’s Board of Trustees shapes the future of the university*

*Reunion 2021: Class of 1966 Wine Tasting*

*Reunion 2021: Virtual wine tasting with the Class of 1966*

All examples here are technically correct. When the name reads as more of a full official event title or a sentence fragment, consider capitalizing it. But, when it reads more like a description, subtitle, or a full sentence, consider using sentence case.