

Jason Pontius

President, White Whale Web Services

Protestantism and  
Nationalism in Czech  
Mother-Tongue Defense

*This presentation is  
basically the pinnacle  
of my personal and  
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Please don't tell my wife I made that joke

*Let's get this  
“Corporate Track”  
thing out of the way  
right now.*

~~Protestantism and  
Nationalism in Czech  
Mother-Tongue Defense~~

Building a Calendar  
that Doesn't Suck

# Jason Pontius

President, White Whale Web Services

*Totally qualified to speak on this topic*

*This is mainly  
a story about  
failure.*



# White Whale Web Services



- Middlebury College
- Saint Mary's College of California
- Penn Law School
- Colorado College
- Washington College
- Occidental College
- Syracuse Architecture
- Shimer College
- Alma College
- Berkeley Law
- Lake Forest College
- Touro College
- MIT Engineering
- Marymount Manhattan College
- Southwestern University
- Lewis & Clark
- University of San Francisco
- New Jersey Institute of Technology
- Brown University
- Haverford College
- Tulane University
- Merrimack College
- Occidental College
- Cal State Monterey Bay
- Duke Law
- Angelo State University

# LiveWhale CMS

**CONTENT MANAGEMENT *for* STORYTELLERS**



Why are all these  
calendars so terrible?

Why are all these  
calendars so terrible?

*It must be because the people  
who built them are dumb,  
and we are total geniuses.*

I made a video about it.

Seriously, you guys,  
Google Calendar is terrible!

*Nobody should use it.  
Everyone does. (Including me.)*





Calendaring, perfected.

# LiveWhale Calendar

0pm

10/6/2013

Time zone

## Repeat



Repeats: Weekly

Repeat every: 1 weeks

Repeat on:  S  M  T  W  T  F  S

Starts on: 10/6/2013

Ends:  Never  
 After  occurrences  
 On

Summary: Weekly on Sunday

Done

Cancel

guests

email addresses

ts can

modify event

invite others

manage guest list



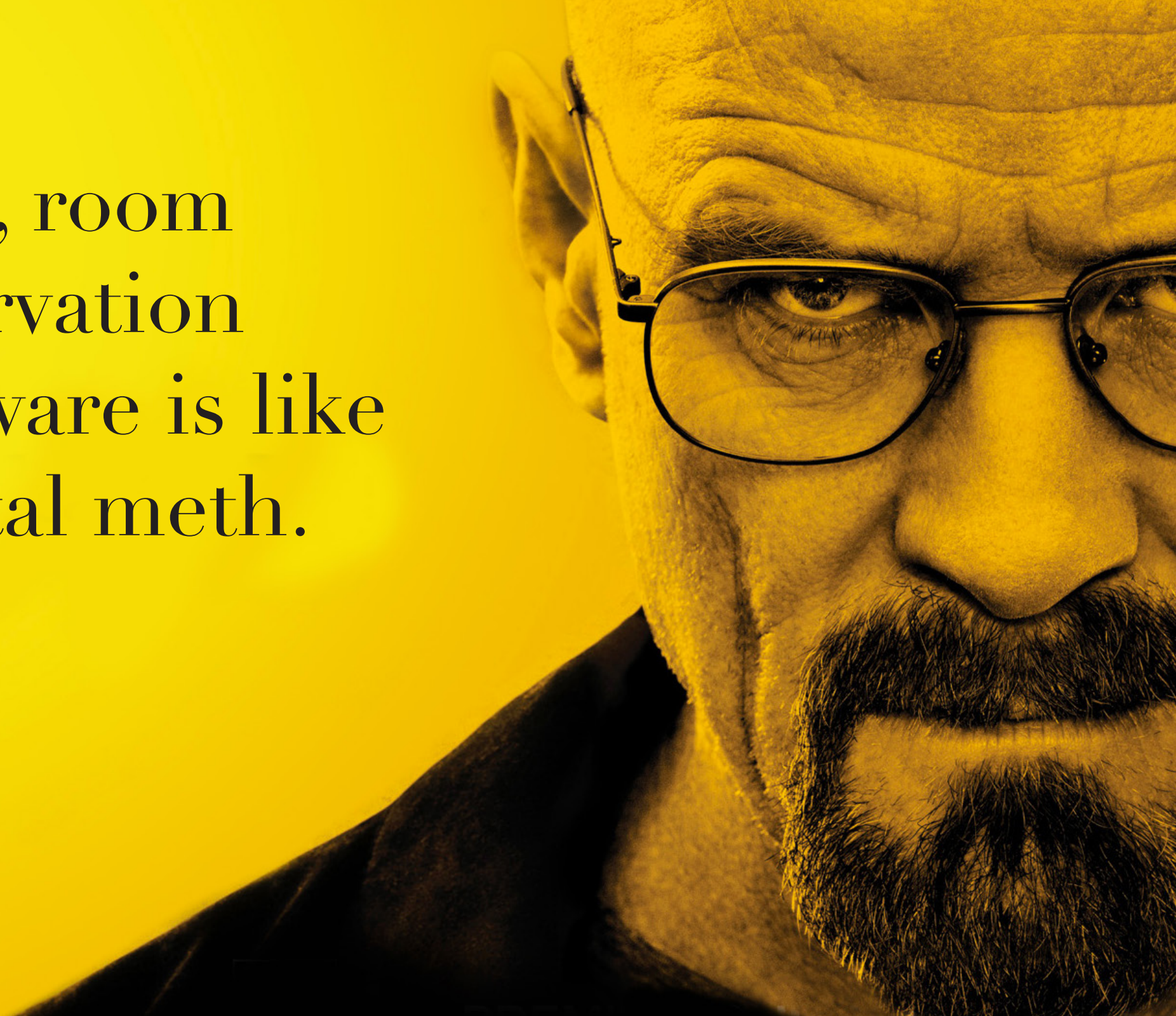
Why are all these  
calendars so terrible?

*Because calendaring is really  
complex, and hard to get right.*

1. Most Web calendars are byproducts of room reservation and resource scheduling systems. For (some of) these products, public calendaring is an afterthought.

2. Also, room reservation software is like crystal meth.

2. *Also, room reservation software is like crystal meth.*



3. People don't think of events as a "marketing" opportunity, but your calendar tells the story of your school better than almost anything else.

*“Ambient Noise Tomography for Wavespeed and Anisotropy in the Crust of Southwestern China”*

*Architecture/BT Lecture: Michael Wetter, “Quo Vadis Building Simulation: New Generation of Computational Tools”*

*Synthesis and photophysical property studies of new porphyrinoid-functional materials*

*Nuclear and Particle Theory Seminar*



<< < **October 2013** > >>

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
[ today ]						

< [events for Monday, October 07, 2013](#) >



Current exhibits listed at the bottom

### National Day Without Stigma

All day  
Building: W20

### MIT-OSA Student Lunch Seminars

12:30a–2:00a  
Building: 36-428

### Doctoral Dissertatation Defense entitled, "Ambient Noise Tomography for Wavespeed and Anisotropy in the Crust of Southwestern China"

9:00a–10:00a  
Building: 54-209

### 10AM Undergraduate Admissions Information Session (followed by a campus tour)

10:00a–12:30p  
Building: 10-100

### Physics Ph.D. Thesis Defense: William Uspal

10:30a–12:30p  
Building: E17-517

### Campus Tour

11:00a–12:30p  
Location: Lobby 7 (Main Entran...

### Focus Group on Student Online Gateway (Free Lunch)

12:00p–1:00p  
Building: 35-315

+ [add/edit events](#) (mit only)

✉ [email alerts](#) (mit only)

📡 [RSS feeds](#)

🔍 [browse by category](#)

#### quick search

all

of keywords

any of keywords

from:

oct 07 13

until:

nov 07 13

🔍 [advanced search](#)

🔍 [help](#)

In situ T-regulatory Cell Conversion by Oral Interleukin-10 Nanoparticles

The Proteasome in Protecting against Misfolded Proteins

Gender Institute Welcoming Reception

Blast Theory

## Events Calendar

### View UB Events

Today

This Week

This Month

### Search UB Events

From:

10/07/2013

To:

Keyword:

SEARCH

### View by Category

Academic Events

- Conferences
- Lectures
- Meetings
- Seminars

Student Academic Calendars [↗](#)

Alumni Events

Arts Events

- Films
- Performance
- Readings

Sports Events

Student Events

Community Events

Workshops

Ongoing Exhibits

### Join the Calendar

If you would like to be a part of the Calendar Submission group, please fill out the registration form.

October						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	<a href="#">exhibits</a>	

## Events at UB This Week

October 7-13, 2013 [RSS](#)

### OCTOBER 7, 2013

Microbiology Seminar [✉ Email This](#)  
**In situ T-regulatory Cell Conversion by Oral Interleukin-10 Nanoparticles** ▶

Allen Chung, Farber 134b. Noon - 1:00 p.m. Departments of Microbiology and Immunology. at 829-2676.

Web site:

[http://medicine.buffalo.edu/news\\_and\\_events/upcoming\\_events/event.html?eventid=30005&eventtype=S](http://medicine.buffalo.edu/news_and_events/upcoming_events/event.html?eventid=30005&eventtype=S)

Experiential Learning Event [✉ Email This](#)  
**Funding Your Research Projects (A)** ▶

Center for Undergraduate Research and Creative Activity, Undergraduate Education. 12 Capen [↗](#), North Campus. 3:00 p.m. - 4:00 p.m. free. 645-7778. (tat@buffalo.edu)

Web site: <http://workshops.buffalo.edu>

Gender Institute Event [✉ Email This](#)  
**Gender Institute Welcoming Reception** ▶

Gender Institute, Univ. at Buffalo. Frank Lloyd Wright's Fontana Boat House, 1 Rotary Row, Buffalo NY 14201. 4:00 p.m. - 7:00 pm Free. Gender Institute. (716)645-5200. (rburke2@buffalo.edu)

Web site: <http://genderin.buffalo.edu/>

Pioneers in Neuroscience Lecture Series [✉ Email This](#)  
**The Proteasome in Protecting against Misfolded Proteins** ▶

Alfred L. Goldberg, PhD. 144 Farber Hall, South Campus. 4:00 p.m. - 5:00 p.m. Free. Hunter James Kelly Research Institute. Lawrence Wrabetz, MD at (716) 881-8913. (lwrabetz@buffalo.edu)

Web site:

### Featured Events.



Mitchell Lecture to discuss copyright infringement versus play

10/8 | [Details](#)



Herbie Hancock concert at the Center for the Arts

10/9 | [Details](#)



Alberti Center for Bullying Abuse Prevention Annual Conference

10/10 | [Details](#)

4. Every single audience your website has depends on events, and everyone's needs are **SLIGHTLY** different.

Some ideas and  
suggestions that  
might help if your  
calendar sucks

1. Tell everyone who will listen to you that *events are a crucially important part of marketing your school.*

“What do students do on the weekends?”

“Is it boring to live in a small town like \_\_\_\_\_?”

“What is my alma mater doing with my money?”

*These are all questions that people actually ask, and calendars are the only way to answer them.*

2. Don't go anywhere near a calendaring solution that doesn't export data in open formats like RSS.

Marketing alert: Mine does



3. Remember that a perfect calendar has to be all things to all people, and that's impossible.

3. This means that your calendar will inevitably disappoint some people, even if it doesn't suck.

To learn about a calendar  
that sucks less and less  
every month, *visit Booth 21.*

*Visit Booth 21.*

