

Can I use AddEvent for internal company events?

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Yes. Many teams use AddEvent for internal events - all-hands meetings, recurring team standups, training schedules, HR program calendars, and onboarding event flows.

Most useful AddEvent features for internal use

Subscription calendar for team or company events Create a shared AddEvent calendar and add your company events. Share a "Follow Calendar" link with employees - they subscribe once and all future events automatically appear in their Google Calendar, Outlook, or Apple Calendar alongside their personal appointments.

This is especially useful for:

- All-hands meeting schedules that change frequently
- Training session calendars for onboarding cohorts
- HR program events (benefits enrollment deadlines, DEI events, town halls)
- Department event calendars shared with specific teams

When you add or reschedule an event, it syncs to all subscribers automatically. No "please update your calendar" emails.

Add to Calendar in internal email announcements Add an AddEvent Add to Calendar button or link to internal emails so employees save events immediately, rather than hoping

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Access codes for private events Apply an access code to event landing pages to restrict access to internal audiences.

Limitation to be aware of

AddEvent relies on personal or corporate calendar apps (Google Calendar, Outlook, Apple) as the delivery mechanism. If your organization runs a tightly managed Exchange environment with strict external calendar subscription policies, your IT team may need to whitelist the AddEvent iCal feed URL. For standard Google Workspace and Office 365 setups, this works without IT involvement.

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