**INSTRUCTIONS FOR ADDING AN EVENT ON THE ADC CALENDAR**

**https://www.azdancecoalition.org**

**SIGN IN – YOU WILL NEED YOUR LOGIN INFORMATION**

**RIGHT PANEL > MEMBERS AREA > SUBMIT A CALENDAR EVENT**

**ADD TITLE:** include the TOWN in parenthesis (Phoenix) at the end of the TITLE so that readers can tell where the event is being held at a glance/mouse over. This calendar is for members and we are across the entire state. No need to include the TOWN if it is already in the title.

Examples:

Dance Fusion Hosts a Master Class with \_\_\_\_ (Scottsdale)

Ballet Arizona presents CINDERELLA (Phoenix)

Ballet Tucson presents The Nutcracker

**IMPORTANT**

**FEATURED IMAGE** - it is good to include an 'image' - *not a poster with lots of text* - in the Featured Image BOX - right panel, below EVENT CATEGORIES and EVENT OPTIONS boxes. This ‘featured image’ appears in all 'views.' The image must be first added to the **Media Library.** The icon **ADD MEDIA** is directly below the ADD TITLE box.

You will NOT BE ABLE TO **PUBLISH** YOUR EVENT WITHOUT A ‘FEATURED IMAGE.’

**EVENT DESCRIPTION**

This box is directly below ADD MEDIA

It is important to *include words* that are important for ‘search engines’ to recognize pertinent to your event. Do not just include a poster/image.

To start, REPEAT the title *first* and you can use different size **HEADINGS** that are available in the first box with the default **‘Paragraph.’** This is the default text type. Click on the triangle to the right to view the options in the drop down box. I like to use Heading 3 or Heading 4. You can also **BOLD** it. You can also **Center** it.

There are options to change the font color, add bullets/numbers, and indent. Please make good use of the **LINK function** and embed your link in email addresses and websites. Embedding links *improves readability.*

NOTE: You can always add more images in the DESCRIPTION BOX. But it is very important to use ‘words’ for those searching for your event online. If you only add an image/poster with one or two sentences, odds of anyone finding your event are slim (broad online search).

*If you have a recurring event, it is recommended to list the dates/times in the description.* Some even include the venue and ticket link even though it will be required in the boxes below the description.

*If you have two performances on the same day,* note the times in your description and you will not need to add a 2nd event for that same day.

**THE EVENT CALENDAR** box below the DESCRIPTION

Enter the **TIME & DATE**.

IF YOU HAVE A RECURRING EVENT, once you have COMPLETED / PUBLISHED this event, scroll to the very top green border showing the **Events ICON** and click on **Duplicate Event.** Once it is duplicated, *change the date, time and any other information that may be different and PUBLISH.* Repeat for all dates. Typical example: Friday, Saturday matinee and evening performance, Sunday matinee. Saturdays may include two different performance times. *Include those two times in the description and only create one event instead of two for the same day.*

**IF YOU ARE A NEW MEMBER** ENTERING AN EVENT FOR THE VERY FIRST TIME, you will need to enter yourself/your organization as an **ORGANIZER**. You only need to do this once. If your VENUE is not listed (most are), then you will also need to enter the VENUE. Once entered, it will be there for you the next time you hold an event at that venue.

**EVENT WEBSITE:**  If you have a URL (link) for the event (to register, to purchase tickets, company website, etc), include the full URL - [*http://www*](http://www)*.... or* [*https://www*](https://www)*...*

*OPTIONAL*

***Excerpt box*** *– this allows you to add a shortened, catchy description that will be viewed when viewers mouse over your event on the calendar page.*

**RIGHT SIDE BAR**

**Tags** – you may enter tags

**EVENT CATEGORIES** – check all the appropriate boxes; scroll down to view all the options. If you don’t see one that fits, you may create a new category.

**EVENT OPTIONS – do not use.**

**None of the boxes below EVENT CATEGORIES will apply.**

**Now all you need to do is PUBLISH.**

Scroll up to the top Right Panel Box. You may save your event as a DRAFT and return to it later to add more or change information. You may make it *Private.* **When ready, click the green PUBLISH box.**

**CONGRATS – YOU HAVE PUBLISHED YOUR EVENT!**

**QUESTIONS?**

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