

# INSTRUCTIONS ‘HOW TO SUBMIT AN EVENT’ ON THE ADC CALENDAR

<https://www.azdancecoalition.org>

**SIGN IN – YOU WILL NEED YOUR LOGIN INFORMATION** (Username & Password)

Then go to **RIGHT PANEL** > click on **MEMBERS AREA** > click on **SUBMIT A CALENDAR EVENT**

## **Add New Event:**

**ADD TITLE:** Type your TITLE and 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 lists member events 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

## **EVENT DESCRIPTION**

(This box is directly below Add Media button.)

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

To start, type 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. Use Heading 3 or Heading 4. You can also **BOLD** it, **Center** it, **Italicize** it etc...if you want.

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 box. It is recommended to include the venue and ticket link even though it will be required in the boxes below the description.*

**THE EVENTS CALENDAR** area below the DESCRIPTION

## **TIME & DATE**

Click on the boxes to select the date and time (start to end) of your event.

If you have a **RECURRING EVENT**, click on the *Schedule multiple events* box, and it will give you several options to choose how often the event recurs.

## LOCATION

**Venue** - *Click on the Create or Find a Venue* button. **Type in the name of the venue.** If the name of the venue pops up on the scroll down menu, click on it and go to the next step.

If the venue does not appear on the scroll down, click on Create: (Venue Name) button. You will be prompted to type in the Address, City, Country, State or Province, Postal Code, Phone, Website.

## VIRTUAL EVENT

Type of Event - Virtual or Hybrid

Add Video or Meeting Link

Display

Show when

Show to

Virtual Event Label

## ORGANIZERS

**Organizer** - *Click on the Create or Find an Organizer* button. **Type in the name of the organizer.** If the name of the organizer pops up on the scroll down menu, click on it and go to the next step.

If the organizer name does not appear on the scroll down, click on Create: (Organizer Name) button. You will be prompted to type in the Phone, Website and email.

**IF YOU ARE A NEW MEMBER** ENTERING AN EVENT FOR THE VERY FIRST TIME, you will need to enter yourself or 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....> or <https://www...>

## ADDITIONAL EVENT FIELDS (OPTIONAL)

REGISTRATION

DRIVING DIRECTIONS

PARKING

## EVENT COST

Currency Symbol: \$ Before cost (No need to change)

ISO Currency Code: USD (No need to change)

Cost: (Enter the number amount only)

**NO NEED to do anything for** ADDITIONAL FUNCTIONALITY, Yoast SEO, SEO title, Meta description, SEO analysis, etc.

## RIGHT SIDE PANEL

**IMPORTANT!!! You will NOT BE ABLE TO PUBLISH YOUR EVENT WITHOUT A 'FEATURED IMAGE.'**

**FEATURED IMAGE** - Go to the bottom of the Right Panel where you should see the “Featured image” box. Click on the ‘Set featured image’ link to upload your image (jpg or png). It is recommended to include an 'image' - *not a poster with lots of text* - in the ‘Featured Image’ box - below EVENT CATEGORIES and Event Options boxes.

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

**SCROLL UP** to Event Categories

### EVENT CATEGORIES

**All 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.**

**PUBLISH** - Scroll up to the top Right Panel Box. Now all you need to do is click on the **PUBLISH** button. You may save your event as a **DRAFT** and return to it later to add more or change information. You may make it *Private*. And, click the **PUBLISH** box when ready.

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

**DUPLICATING EVENT LISTINGS** - Once you have COMPLETED / PUBLISHED this event, you may duplicate it by scrolling to the top MENU and click on 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.*

**QUESTIONS OR NEED ASSISTANCE?**

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