

A GUIDE TO PROMOTE YOUR GREAT EVENTS ON WWW.CEDARVALLEY365.COM



Developed in partnership with

ITIDIGITAL 

CEDAR VALLEY 365 IS PARTNERING WITH THE IMGOING EVENTS CALENDAR

Get people's attention with a customized event. If you regularly host public events, be sure to create your events from Eventbrite, a Facebook page, or manually add to cedarvalley365.com to reach people where they're engaged.

There are three options to add your events to the cedarvalley365.com website:



WHY IS THIS IMPORTANT?

- The answer is simple – to draw more participants or customers. Drive more foot traffic to your business or to an event you're hosting in the community.
- Not only do most people use the event websites to connect with their friends and family, but also artists and venues that frequently organize events use these platforms too. Put the two together, and you have a massive marketing force.



CEDAR VALLEY 365 CALENDAR OF EVENTS

Restaurants - live music, virtual show, or a new menu?

Shopping - a trunk show or an annual sale?

Accommodations - a romantic getaway or discounted weekend?

Attractions - special art gallery virtual tour, the launch of a new exhibition?

Your visitor-friendly event will be promoted on cedarvalley365.com reaching a new audience in a fun and interactive way.

GO TO CEDARVALLEY365.COM

YOU ARE NOW VIEWING
EVENTS

search events



CLICK FOR MAP VIEW



EVENT CATEGORIES



FILTER BY DATE



SUBMIT YOUR EVENT



CLICK TO DOWNLOAD OUR

**2021
VISITORS
GUIDE**

Nestling Naturalists

MARCH 18TH
APRIL 22ND

Mar 18 @ 11:00 AM - Apr 22 @ 11:45 AM

DETAILS

LOVE Letters

APRIL 9-11 & 16

Apr 9 @ 7:00 PM - Apr 16 @ 7:00 PM

DETAILS

FOREST BATHING

"I go to nature to be soothed and healed, and to have my senses put in order."
— John Burroughs

2nd Sunday Forest Bathing

Apr 11 @ 9:00 AM - Apr 11 @ 12:00 PM

DETAILS

MAMMA

THE SMASH HIT MUSIC

Open Auditions - Mamma Mia!

Multiple Dates Event

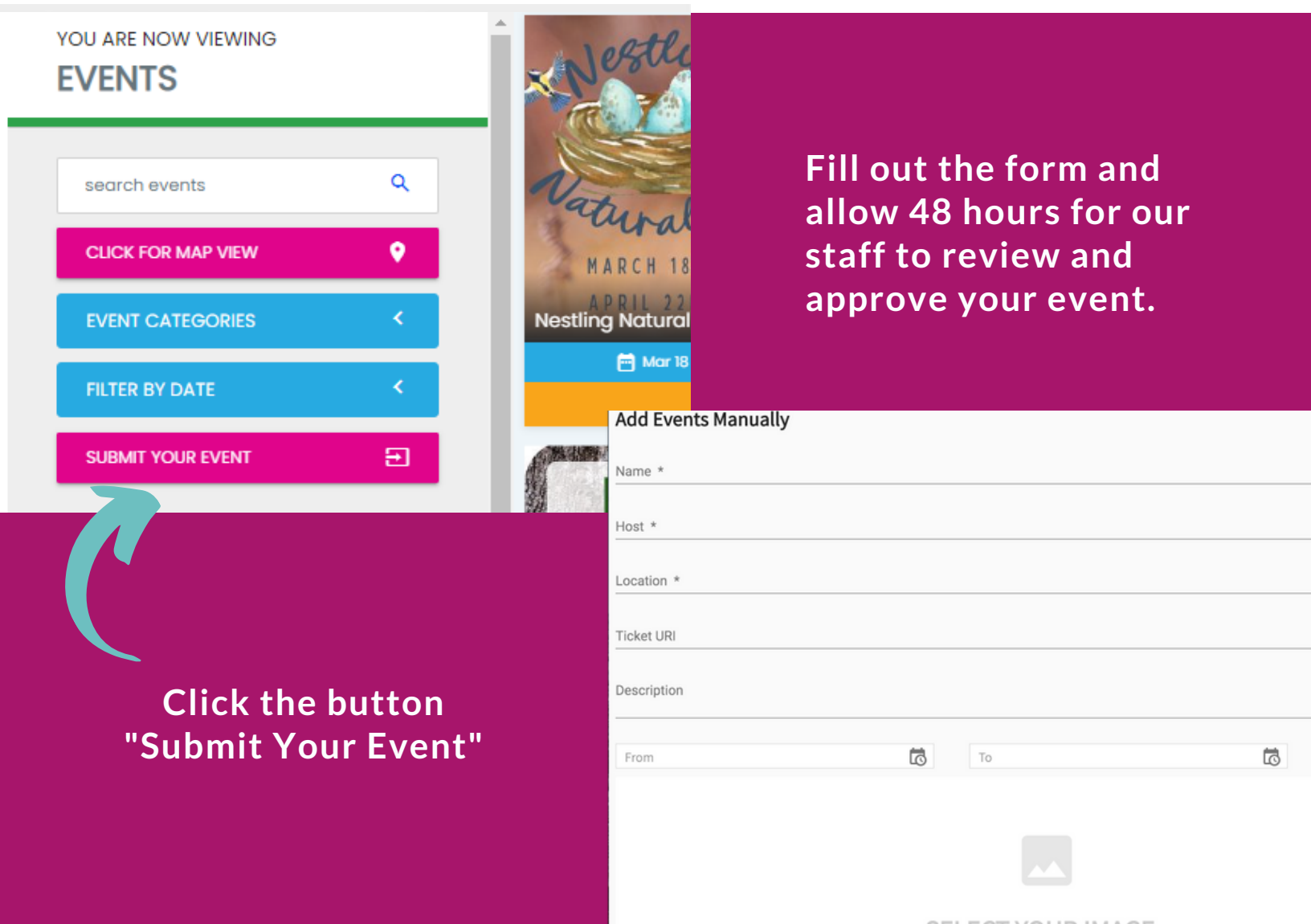
DETAILS

HOW TO PROMOTE YOUR EVENTS

OPTION 1: SUBMIT YOUR EVENT ON THE CEDARVALLEY365.COM/EVENTS-CALENDAR PAGE ONLINE FORM

Manually submit your event for promotion on the Cedar Valley 365 events calendar by **filling out the form** available on the page: cedarvalley365.com.

We recommend that you submit your events as early as possible, to allow more promotional and visibility time.



The image is a composite graphic. On the left, a screenshot of the Cedar Valley 365 website shows a sidebar with the heading 'YOU ARE NOW VIEWING EVENTS'. Below this are several buttons: 'search events' (with a magnifying glass icon), 'CLICK FOR MAP VIEW' (with a location pin icon), 'EVENT CATEGORIES' (with a left arrow icon), 'FILTER BY DATE' (with a left arrow icon), and 'SUBMIT YOUR EVENT' (with a plus icon in a square). A large teal arrow points from the 'SUBMIT YOUR EVENT' button to a purple callout box. The callout box contains the text 'Click the button "Submit Your Event"'. To the right of the sidebar, a portion of an event poster for 'Nestling Natural' is visible, featuring a bird's nest with blue eggs and the dates 'MARCH 18' and 'APRIL 22'. On the right side of the image, there is a large purple rectangular area containing the text 'Fill out the form and allow 48 hours for our staff to review and approve your event.' Below this, a screenshot of the 'Add Events Manually' form is shown. The form includes fields for 'Name *', 'Host *', 'Location *', 'Ticket URI', and 'Description'. At the bottom of the form, there are 'From' and 'To' date pickers with calendar icons, and a 'SELECT YOUR IMAGE' button with a mountain icon.

YOU ARE NOW VIEWING
EVENTS

search events

CLICK FOR MAP VIEW

EVENT CATEGORIES

FILTER BY DATE

SUBMIT YOUR EVENT

Fill out the form and allow 48 hours for our staff to review and approve your event.

Add Events Manually

Name *

Host *

Location *

Ticket URI

Description

From To

SELECT YOUR IMAGE

OPTION 2: CREATE YOUR EVENT ON EVENTBRITE

You can get an event live on Eventbrite, for free, in just 3 simple steps on the Edit page (Event Details, Create Tickets, and Additional Account Settings). Simply choose "**Create an Event**" to start setting up your events. We also have robust customization options so you can get the most out of your event listing.

The Eventbrite logo, featuring the word "Eventbrite" in a white, italicized sans-serif font, set against an orange rounded rectangular background.

Go to your Page, then click Create an Event icon, at the top of your page's timeline. Once in Eventbrite, the event will automatically be delivered to our events calendar dashboard for approval. You do not need to submit manually to our staff.

● **Step 1: Event Details**

1. Add a title, and set the date and time.
2. Set the venue location.
3. Add an event image.
4. Share details and other important information about your event.
5. Add information about the event organizer.

● **Step 2: Create Tickets (Skip this step if you don't want to offer tickets)**

1. Create free or paid tickets.
2. Set the price for paid tickets.
3. Set the total capacity for the venue.
4. Add a donation ticket to collect donations.

● **Step 3: Additional Details**

1. Mark your page as public or private.
2. Choose an event type and topic.
3. Show the number of tickets remaining (if you'd like).
4. "Save" and "Preview" your draft event, or publish using "Make Event Live".

● **For more information and video**

tutorials: https://www.eventbrite.com/support/articles/en_US/Multi_Group_How_To/how-to-create-an-event?lg=en_US

OPTION 3: CREATE AN EVENT ON YOUR FACEBOOK BUSINESS PAGE

Marketing your event on the cedarvalley365.com page starts with a Facebook Business Page



A Facebook Business Page gives your business a voice and presence on the world's largest social platform and is designed to help you connect with customers and reach your goals.

TO CREATE A FACEBOOK PAGE:

- Go to facebook.com/pages/create
- Click to choose a Page category
- Select a more specific category from the drop-down menu and fill out the required information
- Click **Get Started** and follow the on-screen instructions

ALREADY HAVE A FACEBOOK PAGE? CHECK THESE ITEMS:

- Under "About" edit your page to include a **physical address**. ImGoing Calendar of Events is a map-based application and will only pull Facebook pages displaying a location. If you don't have a street number, you can still add an address such as "14 Westbury Park Way, Suite 200, Bluffton, SC 29910".

- Also, make sure your page has no age or country restrictions. The Facebook API requires all pages to be **public**.

FACEBOOK EVENTS - CONTINUED

CREATE YOUR EVENT ON FACEBOOK



- Go to your Page, then **click Create an Event icon**, at the top of your page's timeline
- **Add details about your event:**
 1. **NAME YOUR EVENT.** Give a short and sweet name so people will know what it is at a glance.
 2. **CHOOSE A CATEGORY:** Simply select from Facebook's pre-selected options for your event category.
 2. **ADD YOUR LOCATION.** Be sure to tag the location or include a full address so your event can be recommended to people close by.
 3. **CHOOSE A CO-HOST.** Add any others you want as co-hosts to the event. It could be an artist, promoter or venue. This helps expand the reach of your event and allows others to keep the details up to date. Your co-host will be able to edit the event just like you.
 4. **ADD A TICKET LINK.** If you're selling tickets for your event, you can include a link to the ticket agent or site.
 5. **PICK A PHOTO.** Events with a photo look better across Facebook. Remember, your photo appears on more than just the event page itself. People will see the photo in News Feed, notifications, and more - so it's important to have a photo that looks good both big and small. If you upload your own photo, it should be 1920 x 1080 pixels or larger and include little text.
- **Click Publish.** Once submitted, **please allow 48 hours** for our approval process before the event is published on the website - considering you have followed the page guidelines described in this document, your event will be sent to our team for approval.



QUESTIONS?

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