A GUIDE TO PROMOTE YOUR GREAT EVENTS

VISITHIGHPOINT.COM

ImGoing

Destination Content Manager

visit
high
point

make yourself at home

VISIT HIGH POINT IS PARTNERING WITH THE

IMGOING EVENTS CALENDAR

THERE ARE FOUR OPTIONS TO ADD YOUR EVENTS TO VISITHIGHPOINT.COM

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

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.

HIGH POINT CALENDAR OF EVENTS

Restaurants - live music or a new menu?
Shopping - a trunk show or an annual sale?
Accommodations - a romantic getaway?
Attractions - special events?

Your event will be promoted on VISITHIGHPOINT.COM
reaching a new audience with a fun and interactive way.

GO TO VISITHIGHPOINT.COM/EVENTS

| FILTER BY DATE ‹ | EVENT CATEGORIES ‹ | CLICK FOR MAP VIEW 📍 | OR | search events 🔍 | SUBMIT YOUR EVENT |

Farmers Market Open
📅 Multiple Dates Event - See Details
DETAILS

beck photography

Live Music w/ Jared Stout
📅 May 23 @ 8:00 PM – May 23 @ 10:00 PM
DETAILS

MONDAY YOGA
at the
High Point
Public Library

Yoga in the High Point Public Library
📅 Multiple Dates Event - See Details
DETAILS

TUESDAY TRIVIA TYLER

Tuesday Trivia w/ Tyler
📅 Multiple Dates Event - See Details

Food Truck Lunch!
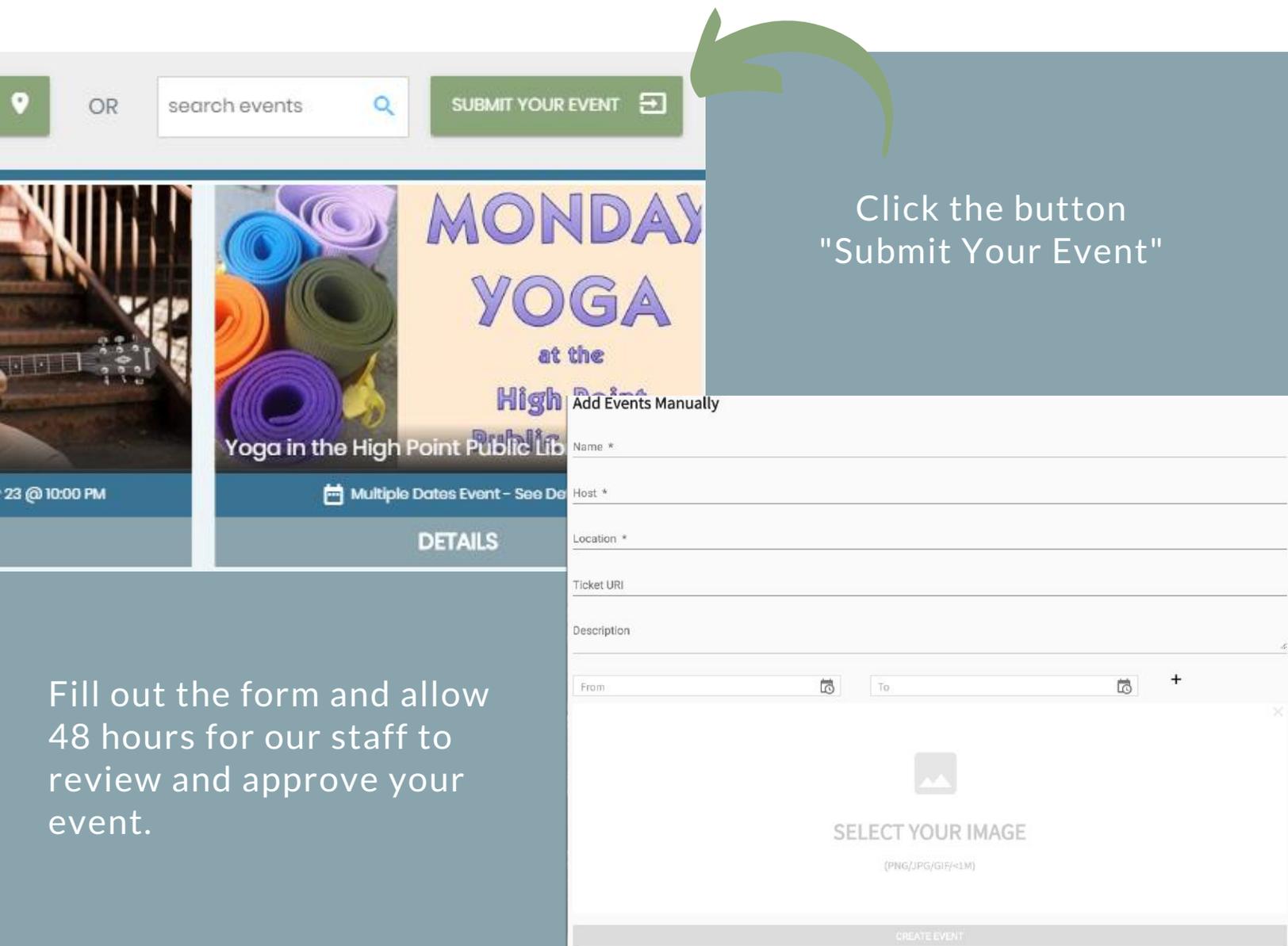📅 May 28 @ 11:30 AM – May 28 @ 2:00 PM

Tony Andrews Solo @ Brown Truck Brewery
📅 May 29 @ 7:00 PM

OPTION 1

SUBMIT YOUR EVENT ON VISITHIGHPOINT.COM/EVENTS PAGE

Manually submit your event for promotion on the Visit High Point events calendar by filling out the form available on the page: visithighpoint.com/events.

OR · search events · SUBMIT YOUR EVENT

Click the button "Submit Your Event"

MONDAY YOGA at the High Point Public Lib

Yoga in the High Point Public Lib

23 @ 10:00 PM · Multiple Dates Event – See De

DETAILS

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

(PNG/JPG/GIF/<1M)

CREATE EVENT

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. Go to your Page, then **click Create an Event icon,** at the top of your page's timeline.

◉ **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*

eventful

OPTION 3

CREATE YOUR EVENT ON EVENTFUL

You can get an event live on Eventful, for free, in just a few steps.

◉ **Step 1: Register for Eventful**
Keep in mind that you must be a registered user to do so.
Registration is super easy and totally free: http://eventful.com/join

◉ **Step 2: Create your event and add details**
1. Event Title - Make it descriptive! This is the first thing people see of your event.
2. Date and Time - Type the date and type or use the handy drop-down boxes.
3. Add your venue - Type the venue name. If you don't find it, select "suggest a new venue" from the drop-down option.

◉ **Step 3: Add Event Picture**
Add a picture that best represents your event. Event viewers are visual and the image will help promote your event even more.

◉ For more information and the event submission form, simply visit
http://eventful.com/events/new and enter all the info you have for your event.

facebook.

OPTION 4

STEP 1: CREATE A FACEBOOK PAGE OR CHECK YOUR PAGE SETTINGS

MARKETING ON VISITHIGHPOINT.COM/EVENTS STARTS WITH A FACEBOOK 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 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

STEP 2: CREATE YOUR EVENT ON FACEBOOK

Create an event

○ 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?

Visit High Point
Phone: 336.884.5255

ImGoing

Destination Content Manager

visit
high
point

make yourself at home