

HOW TO LIST ON www.Eventfinda.co.nz

Events are a major drawcard for the Palmerston North and Manawatu area. They have the ability to draw visitors to our region, which has a positive economic impact for local businesses, and also increases local sense of place and enjoyment for our communities.

All events that CEDA promote are sourced from Eventfinda.co.nz, so without a listing on this website the potential success of your event is limited. We encourage all event organisers that have a public event, or ticketed event, to list their public events on the Eventfinda website.

BENEFITS OF LISTING WITH EVENTFINDA

Eventfinda is a national events database; so any listing you make with them will be distributed out to multiple websites including ManawatuNZ.co.nz, Sportmanawatu.org.nz, stuff.co.nz, nz.yahoo.com, pncc.govt.nz, thesquare.co.nz and more.

As part of your Eventfinda listing you will be able to see where your listing has been distributed, as well as how many times it has been viewed, and any comments the public may post about it. This makes Eventfinda a great measurable marketing tool, and enables you to get valuable feedback from potential attendees.

HOW TO CREATE YOUR LISTING

Registering with Eventfinda is free and simple. Go online to manawatu.pro.eventfinda.co.nz, enter your email address and click on *continue*. You will be sent an email confirming your registration, and in this email there will be a link for you to click on. By clicking on the link you will confirm your registration with Eventfinda and will be redirected to their login page, where you can set up a password. Now, each time you want to log in to Eventfinda, just head to manawatu.pro.eventfinda.co.nz and login.

“Once logged in simply click the *Create New Event* button in the top right corner.”

You will be asked to fill in the title, category, subcategory, description, website, venue, date and time and ticketing information for your event. You should provide as much detail as possible as your Eventfinda listing is a way to really sell your event to potential customers nationwide. You want to ensure readers can get a really clear idea of what your event offers, and what attendees would experience. It should be interesting to read while also informing them of any key information they need to know. Your listing must include at least one image, but we'd recommend putting 2-3 images to really showcase what your event is about.

TIPS FOR CREATING YOUR LISTING

- Do not write the title of your event all in capitals, as it looks unprofessional and can be hard to read.
- Make sure that you select the most appropriate category for your event – many people browse by event category, and you risk missing your target audience if your classification is wrong. Only one category/subcategory can be selected.
- If your event is occurring over multiple days, you can either create one listing with all dates, or alternatively can create replicated listings that are independent for each date. This also allows you to easily set up events that occur every week or month.
- If your event is made up of multiple events, e.g. a multi day festival, then make sure you create one main listing that explains this e.g. 'Big Week Festival of Flavour', and then a listing for each of the individual events within the 'Big Week Festival of Flavour'

For step-by-step instructions, please read through the next page carefully. If you have any questions, please contact events@ceda.nz or support@eventfinda.co.nz

Step 1. Event Details

- **Enter the title of your event** - Make sure you do not use all capitals.
- **Venue Name and Venue Street Address** - Most local venues are listed and options will appear as you enter the name. Click on the appropriate venue, the correct address should appear.
- **Category** - Select the most appropriate category to suit your event i.e. Sports and Outdoors.
- **Subcategory** - Select the most appropriate subcategory i.e. Multisport, Triathlon.
- **Description** - Tell the potential customers about your event and list all of the

relevant info that the public should know. This is your 'sales pitch' to potential event attendees that don't know about your event, so details are key. Don't include the website, location, date or time and ticketing as you will fill this in shortly.

Step 2. Date & Times

- **Date and Time** - Enter the start date of the event with both the start and finish time.

If your event is over multiple days you can either click on the green plus sign or click on the *next day* button, which replicates details already entered. If the event occurs every week click on the *next week* button, which will automatically duplicate your details, adding another field with the same day in the next week.

The *next month* button will add another field with the same date as previously entered but in the next month. If you need to change this date, click on the green plus sign and manually change to the correct date. You can add as many dates as applicable for the event being entered.

Step 3: Optional

- **Websites** - Add the website url and website name of your event if you have one. You can also use a URL to a Facebook page.

- **Event description**- Describe what's special about your event. This is your 'sales pitch' to potential event attendees that don't know about your event, so details are key. Please don't use all capitals. You don't need to repeat titles or dates.

Step 4: Tours & Themes

- **Tours & Themes** If applicable, select the tour/theme your event can be included in.

Step 5: Admission

- **Age Restrictions** - If you have various prices for children, adults etc. then select which age restrictions apply and fill in the details, otherwise it will default to all ages.

- **Event Access** - Select whether the event is free or not. If it is a free event then select and click on the *Save & Continue* button.

- **Ticketed Events** - If this is a ticketed event, select either *Door sales only*, *Sell tickets using Eventfinda*, *Attendees must register for this free event using Eventfinda*, or *People must buy tickets to this event from another website*. More information on the Eventfinda ticketing service can be found at www.eventfinda.co.nz/about/ticketing-services.

- **Ticket Types** - Enter each type of ticket being sold using the *green plus sign* or *add*

another ticket type button i.e. Adult, Child and Family. Click on the *Save & Continue* button.

Step 6: Upload Images

- **Upload Images** – Select the *Choose Files* option and locate the images that you want to use on your computer. Only one image is necessary, any more is personal preference.

Feature images must be at least 650 pixels wide by 280 pixels high, we recommend 780 pixels by 336 pixels. Valid file formats include JPEG, GIF, PNG.

Tip: Resize your images first and place somewhere on your computer so you can select them all together, like your computer desktop. You can select multiple files at once by holding down the 'Shift' key and using your mouse to select the images you want. You can include your event or company logo in the images to display.

- **Save For Later** – If you are not yet ready to publish your event listing, click on the *Save for Later* button, which is located at the bottom of the screen. To add similar events, click on the *Edit Details* button and select click on *List Similar*. This brings up all the details you've entered which you can edit for the new event.

- **Submit For Approval** – If you are ready to publish your event listing, click on the *Submit For Approval* button, which is located at the bottom of the screen. It normally takes 24 hours to get an event listing approved. You will receive a confirmation email to let you know when it is published.

Checking your listing on the *Events Dashboard* also shows you the status of your event/s, views, comments and syndication. You can log on to your dashboard at any time to see how your event is going.

If you have any questions, please contact 06-350 1811 or events@ceda.nz or support@eventfinda.co.nz