A GUIDE TO PROMOTE YOUR GREAT EVENTS
ON EXPLORECALDWELL.COM

The Caldwell Chamber of Commerce
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EXPLORE CALDWELL IS LAUNCHING A NEW EVENT 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 explorecaldwell.com to reach people where they're engaged.

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

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Eventbrite®

facebook®

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.

CALDWELL COUNTY 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 caldwellchambernc.com reaching a new audience in a fun and interactive way.

GO TO EXPLORECALDWELL.COM

YOU ARE NOW VIEWING

EVENTS

| FILTER BY DATE ‹ | EVENT CATEGORIES ‹ | CLICK FOR MAP VIEW 📍 |

Multiple Dates Event ⊕

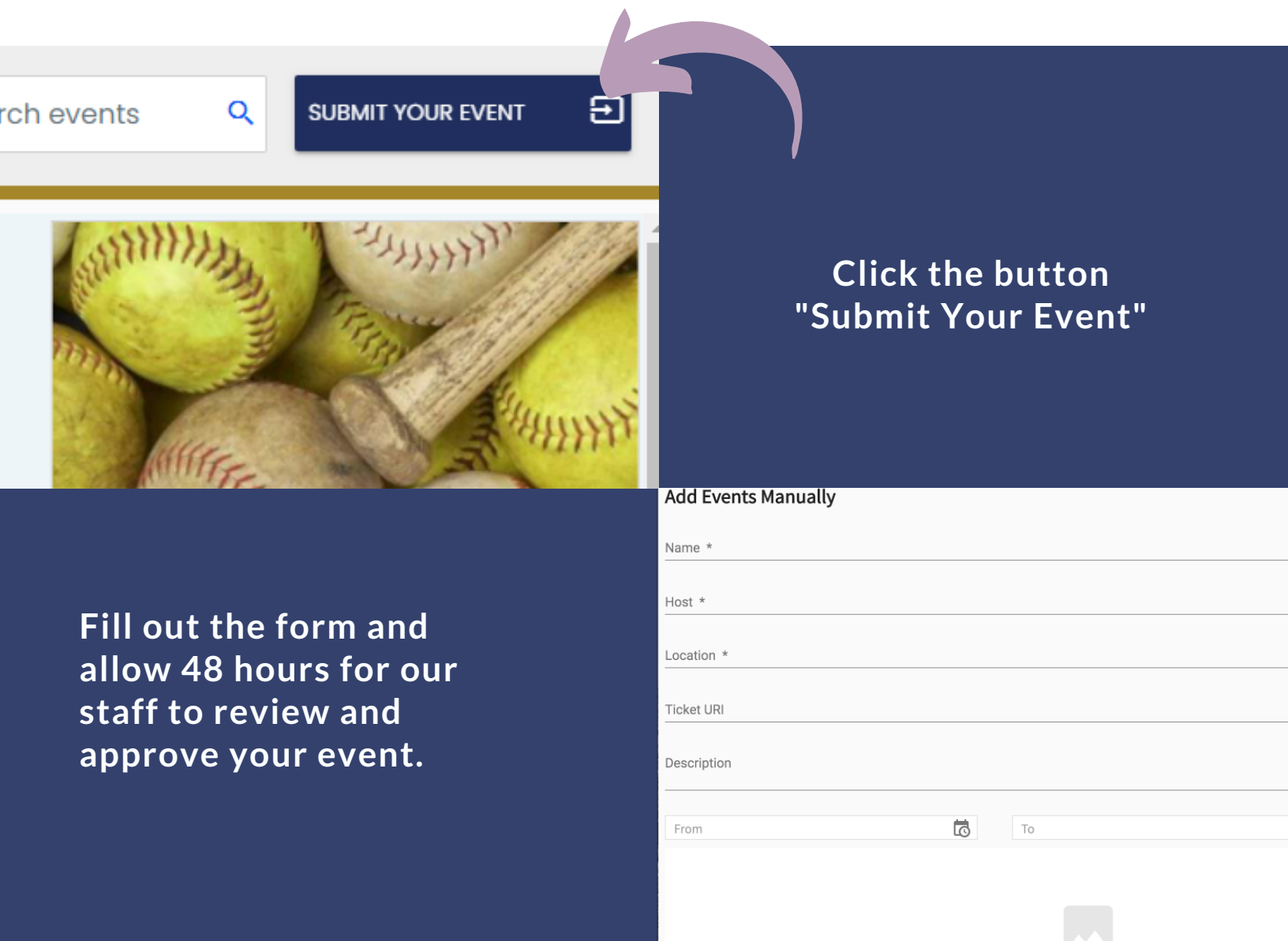HOSTED BY: Liquid Roots Brewing Project

Music Bingo with Calvin

1048 Harper Ave, Lenoir, NC 28645-5085, United States

HOW TO PROMOTE YOUR EVENTS

OPTION 1: SUBMIT YOUR EVENT ON THE EXPLORECALDWELL.COM EVENTS PAGE ONLINE FORM

Manually submit your event for promotion on the **Caldwell County** events calendar by **filling out the form** available on the page: explorecaldwell.com.

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

rch events 🔍   SUBMIT YOUR EVENT →

Click the button "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

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. 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 explorecaldwell.com events calendar 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?

Visit Caldwell County
Phone: (828) 726-0616
visitors@caldwellchambernc.com

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