

**HOW
TO
CREATE
YOUR OWN
LOCAL
EVENTS
CALENDAR**

PUBLISH

Use 'Get Code' to add your events calendar to your website...

1. CALENDAR

Add the default calendar code to your main calendar page.

2. CONTENT WIDGET

Add widgets to your site to draw attention to your new events calendar

3. SUBMISSION BUTTON

Spur event submissions with this button in your marketing communications.

4. SUBMISSION URL

Add this to your site footer for easy access.

5. SUBMISSION URL + SNAP SELL

Invite event hosts to post premium events with this link.

6. INDUSTRY SPECIFIC CALENDARS

Open Houses, Happy Hours, any category can become a useful funnel. Eg: <https://billingsgazette.com/test/>

Get Code - The guide to adding calendars to your site

<https://partners.evnt.com/hc/en-us/articles/360011578473-Get-Code-The-guide-to-adding-calendars-to-your-site>

CREATE

Create an events calendar in under 60 seconds and publish it to your site... it's that simple

GANNETT powered by **evvnt** Home Create Support Ticket Ticketing Plans + Add Site

Select a site ▾

Sales (Current Month)
• \$3,570.00

Editor CMS

- Events
- Get Code
- Publishing
- Site Settings
- Data Sources
- Services
- Print
- Social
- Activity
- Developer
- Team Members

Sales CRM

- Customers

Home

Welcome to Evvnt, a local events publishing platform where you can create sites, publish local events content, use tools to target event creators and generate incremental revenue.

564 Calendars Currently Active

35,015 Customers Across all publishers

784 Events Submitted Current Month

\$3,570.00 Sales Current Month

Sites

Create a site to access products and services to supply to local consumers & event creators.

This Month This Year All Time

Display 10 sites per page Search: _____

Publisher Name	Customers	Events	Packages	Conversion	Sales	VeS	Status
Austin 360	2485	8324	176	2%	\$23,717.75	\$2.85	Active
Cape Cod Times	1295	11063	264	2%	\$18,585.65	\$1.68	Active
Palm Beach Post	962	3959	153	4%	\$13,479.00	\$3.40	Active
Cambridge Chronicle and Tab	239	1521	68	4%	\$8,577.84	\$5.64	Active
Brookline TAB	154	1422	56	4%	\$7,196.80	\$5.06	Active

1 Details 2 Publishing 3 Data 4 Team

Add A Site

Enter the full URL of the page where the calendar will be displayed *

Spaces are not allowed - e.g. http://www.mysite.com/events

Continue

1 Details 2 Publishing 3 Data 4 Team

Add A Site

Company Logo

Select Logo

Click button or drag and drop image file here. Suggested size: 400x400

Event Calendar URL
http://www.mysite.com/events

Publication Name *
e.g., 'Press Association'

Facebook URL
https://www.facebook.com/username

Twitter Name
mytwitter

1. CREATE A SITE

Choose the website url where your events calendar will be published - eg. publisher.com/events

2. SITE DETAILS

Add details about your site including name, social media, description and traffic stats.

3. PUBLISHING

Choose the location of your events calendar to ensure the discovery suits your market.

4. DATA

Choose from a range of data sources to kick start your events calendar.

5. TEAM

Invite admins, editors, sales, marketing and technology team members to get them involved.

6. CREATE

Create a themed and location specific calendar in under 60 seconds, edit settings available.

Add Site - How to Create a Site

<https://partners.evvnt.com/hc/en-us/articles/360012884460-Add-Site-How-to-Create-a-Site>

CONTENT

Add local events content to your editorial pages around your site.

GANNETT powered by **evvnt** Home Create Support Ticket Ticketing Plans Add Site Kara Chiles

Florida Today -

Sales (Current Month)
\$3,570.00

Editor CMS

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- Print
- Social
- Activity
- Developer
- Team Members

Sales CRM

- Customers
- Sales Performance
- Financial Reports
- Team Members

Account

- Payments
- Themes
- Packages

Popular category-specific calendars:
Open House

Select options for the services you want to configure:

What are you configuring?
Content widget

Content widget orientation
Portrait

Number of events to display
3

Category
-- All --

Show only virtual events?
No

Clicks on event listings go to
Full event details within Florida Today

Add rich markup for events (for SEO)
Use default

Add event form partner name
Florida Today

Implementation notes
The portrait widget is designed to be placed in a left column, or right column, to fill a width of up to about 400px. It is designed to be placed alongside the main content of a page, to promote content in the events section. It is typical to have a full calendar on the site, that the event listings can link to for displaying the full event details.

Generated preview

Log In / Sign Up

Apr 24 **Running**
U-Run U-Pick Blueberry 5K
Southern Hill Farms, Clermont 7:00 AM

Apr 17 **Running**
Earth Day 5 Miller & 2 Miller
Victory Points, Clermont 7:15 AM

Apr 10 **Comedy**
Fearless Improv Brigade Returns
Surfside Playhouse, Cocoa B... 8:00 PM

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```
<div id="evvnt-calendar-widget"></div>
<script async defer
src="//production-evvnt-plugin-herokuapp-com.global.ssl.fastly.net/evvnt_discovery
onload="evvntDiscoveryInit();">
</script>
<script>
function evvntDiscoveryInit() {
  evvnt_require("evvnt/discovery_plugin").init({
    api_key: "FLORIDATODAY",
    publisher_id: 7791,
    discovery: {
      element: "evvnt-calendar-widget",
      detail_page_enabled: true,
      widget: true,
      virtual: false,
      map: false,
      category_id: null,
      orientation: "portrait",
      number: 3,
    },
    submission: {

```

What are you configuring?

Content widget

Portrait

Landscape

Number of events to display
3

Category
-- All --

Generated preview

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CREATE CONTENT WIDGETS

Give event hosts more places on your site to showcase their featured events

PORTRAIT

Perfect for the sidebar for your article or blog pages

LANDSCAPE

Your homepage should have a spot for featured events to draw interested visitors to your calendar

NUMBER OF EVENTS

The more the merrier

CATEGORY SPECIFIC

Place a "Sports" specific widget on your sports page or a "Live Music" category specific widget on your entertainment page.

Best Practice #4: Content Widgets

<https://partners.evnt.com/hc/en-us/sections/360004158213-Best-Practice-4-Content-Widgets>

LINKS

Add links to website footer, emails and social media to grow customers event submissions.

SUBMISSION URL

A url you can distribute to get event creators to submit events.

SUBMISSION URL + SNAP SELL

A url you can distribute to get event creators to buy advertising and submit events.

Add the event urls to the footer of your website, include in email, newsletters and add to your social media posts.

Promote Event Submission URLS.

Best Practice #4: Content Widgets

<https://partners.evnt.com/hc/en-us/sections/360004112794-Best-Practice-1-Navigation-Linking>

MARKETING

Event submissions are valuable and convert to revenue and leads, so start marketing your calendar.

When launching with Evvnt's revenue generating calendars, there are certain marketing best practices we suggest.

You are live! Great job - now is the time to focus on promoting the calendar and, more specifically, growing your event submissions. We've taken the very best of our clients work and showcased it here so you can copy. Let's not reinvent the wheel... let's just go FASTER !!!

First step, Set Your Target...

- [How to generate one million \(\\$1m\) dollars revenue in your first 12 months](#)

Next, The Guide to Marketing Your Events Calendar!

1. [Navigation & Linking](#) - add the calendars to your main navigation or in a spot as easy to find as possible
2. [Print Advertising and Reverse Publishing to Print](#) - are great ways to announce as well
3. [Digital Advertising](#) - on the site that directs readers to the calendar
4. [Content Widgets](#) - add buttons or widgets to every page to increase event submissions
5. [Email Marketing](#) - send these items by emails to your network of venues and promoters
6. [Social Media](#) - let the world know about your new calendar, they want to know!
7. [Direct Mail](#) - contact the venues directly that want to share their events

See [all the articles](#) and the ["Go To Market Strategy"](#)

RESOURCES

Join our weekly webinars, checkout our help desk or simply start using the tools....

TOP 10 CHECKLIST

1. Create your site
2. Publish your site
3. Add Content Widgets
4. Add Links to your site
5. Promote and market your site
6. Educate your team
7. Set event submission targets
8. Experience self transact sales
9. Allocate sales resource
10. Resell ticketing locally

WEBINARS - Register Today

[Book Now - Weekly Webinars](#)

- Monday - [Discover Evvnt](#)
- Tuesday - [Editor Tools & Systems](#)
- Wednesday - [Sales & Revenue](#)
- Thursday - [Evvnt Ticketing](#)
- Friday - [Event Creators & Promoters](#)

How our Event Calendars work

<https://partners.evvnt.com/hc/en-us/articles/360012728580-How-our-Event-Calendars-work>

Add Site - How to Create a Site

<https://partners.evvnt.com/hc/en-us/articles/360012884460-Add-Site-How-to-Create-a-Site>

Get Code - Adding calendars to your site

<https://partners.evvnt.com/hc/en-us/articles/360011578473-Get-Code-The-guide-to-adding-calendars-to-your-site>

Publisher Success Checklist - Timeline

<https://partners.evvnt.com/hc/en-us/articles/360011576653>