

Event Instructions

The following instructions are to help explain the information we collect when you submit an event to one of the Southwest Virginia websites. All information you submit is kept strictly confidential, and we do not share it with anyone.

If you have any problems creating an event for our calendars, please contact us at info@myswva.org. Thank you for your interest in Southwest Virginia!

Adding Events

The Event form contains the following information for you to fill out. Fields with a * are required:

1. Contact Information

- a. Enter the contact information for the person responsible for the event - this is whom to contact for more information about the event. This information is not published on the website and is only for internal use.

2. Event Name and Type *

- a. **Name of Event *** - the title of the event
- b. **Primary Event Type** - select the main website you want your event to appear on.
- c. **Additional Sections** - This section lets you notify our partner sites that you would like your event to be considered for inclusion on their site as well. Selecting other partner sites here will notify those sites that a new event has been submitted. They can then review the event and publish it on their site too.

3. The Crooked Road Events

This section contains some additional ways to describe your event. Fill these fields out if you're submitting an event for The Crooked Road website:

- a. **TCR Music Type** - Select as many types as desired and click the green + button to add them.
- b. **TCR Event Type** - Select as many types as desired and click the green + button to add them.
- c. **Performers** - The Crooked Road maintains a list of local musicians. Begin typing a name in this field, and if the artist exists in the database, their name will appear in a dropdown. If their name doesn't appear, you can add it in the Additional Performers field below.
- d. **Additional Performers** - You can list the musicians and bands at your event here. Add one performer at a time. Click the "Add another item" button to add a new line to the form to enter each additional performer.

4. Round the Mountain Events

This section contains some additional ways to describe your event. Fill these fields out if you're submitting an event for 'Round the Mountain website:

- a. **RTM Event Type** - Select as many types as desired and click the green + button to add them.

5. Event Date *

- a. **Event Frequency *** - Select how often your event occurs. For recurring events, we'll send out reminders to update the details of your event. This field is required.

- b. **Date(s) of Event ***

- i. **Date(s)** - Set the date of the event here. Click on the "Date" field and a mini-calendar will pop-up to let you choose the day.
- ii. **All Day** - if checked, the field for "Time" disappears.
- iii. **Show End Date** - if checked, lets you specify when the event ends.
- iv. **Repeat** - click this checkbox if your event occurs every week or month at the same time

6. Event Location

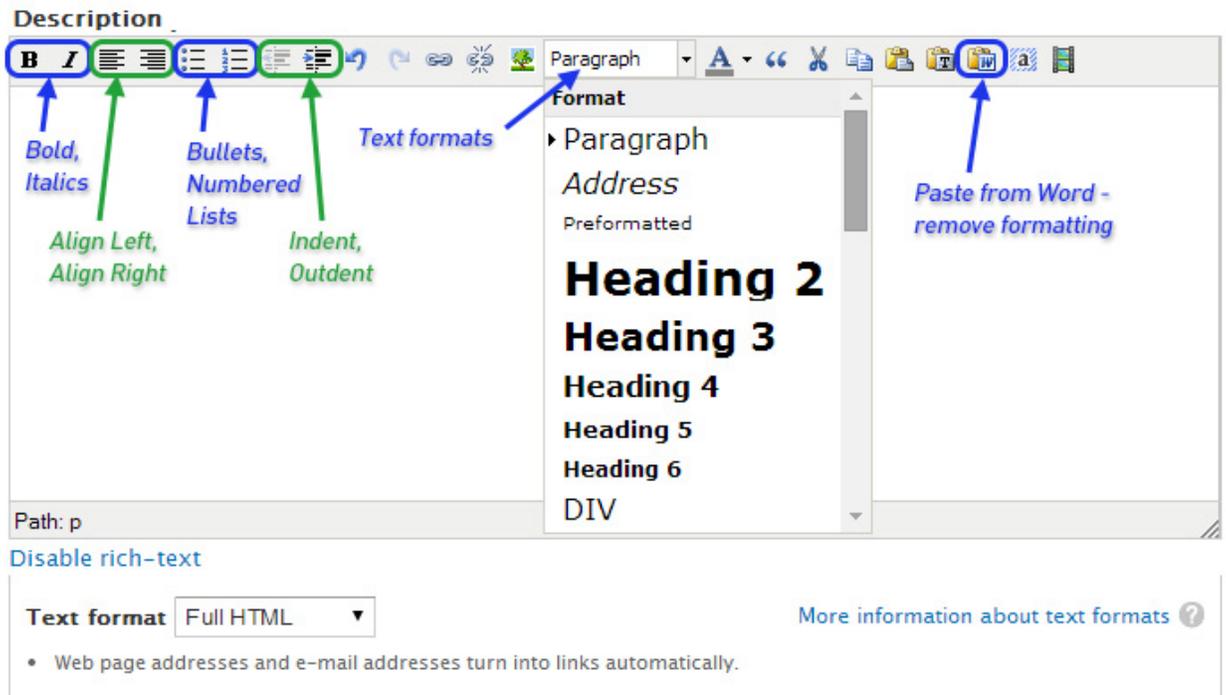
- a. **Event Venue** - many venues already exist in the website database. You can see if your venue exists by starting to type in its name in the Event Venue field. If it shows up, select it and you won't need to enter the location information. The Event Venue (Alternate) fields will also disappear from the form.

If your venue doesn't show up, you will need to fill in the Event Venue (Alternate) field with the name of the venue, and then fill in the Event Venue (Alternate) Location information below. If the Event Venue (Alternate) field has disappeared, make sure there's nothing in the Event Venue field - if there is, delete it.

- b. **Nearby Towns** - list of 60 cities and towns. This associates your event with one of the predefined community pages on the SWVA website. By selecting a town here, your event will show up on that town's Community page on the mySWVA website. Also, some pages like the Artist Directory and Events have search filters for Nearby Town that use information pulled from this field.
- c. **County or City**- these are the 19 counties and 4 incorporated cities in Southwest Virginia. This is for internal reporting purposes only.

7. Event Description

- a. **Description** - this is technically an optional field, but we strongly encourage authors to provide good descriptions here! It helps with search rankings as well as making the event more appealing to visitors. This field also has an editing toolbar to let you apply some basic formatting to your description:



If you are copying and pasting your description from Microsoft Word or other text editor, you MUST click the **Paste From Word** button  on the toolbar first. This removes the extra formatting these programs apply that can interfere or prevent your event from displaying correctly.

- b. **Event Photo** - standard 4 x 6 photos work best. The website will crop and scale your photo to fit (photos are cropped to 470 x 350 pixels). **To upload a photo**, click Browse and locate the photo on your computer. Select the file, and then click the Upload button to upload the photo to the form.
- c. **Admission** - should be no longer than a sentence.
- d. **Special Considerations** - for anything that's not covered in the form - stuff like info on camping sites for the Old Fiddlers Convention, special pricing, etc.
- e. **Website** - enter the website for the event
- f. **Phone Number** is for information about the event - typically a box office number, or who the public can call for more information.

When you're finished filling in the fields above, click the **Save** button at the bottom of the form to finish. A website staff member will review your event and then publish it to the website.

How to Enter Dates for Repeating Events:

The event system supports many different types of events. There are three main types of events most users will encounter:

- a. **Events that occur once on a single day.**
For these, enter the date in the “Date” field. To show a start and end time (7 - 10pm for example), check the checkbox for Show End Date. Enter the start time in the first “Time” field and the end time in the second “Time” field.
- b. **Events that occur over a span of time** - like a week long class or a three day festival.
Make sure the “Show End Date” checkbox is checked. Then enter the start date in the first “Date” field and the end date in the second “Date” field. These events will show up on the calendar as a long bar, which makes it easier for users to see the event as a single experience spanning multiple days.
- c. **Repeat Events** - Events that occur at the same time every week, or on the same day every month.

For a repeating event, enter the date and time of the first event in the series using the “Date” and “Time” fields. If a class is held on Mondays from 6-8pm for six weeks, put the start date and time and end date and time for the first class only in these fields. Then, check the “Repeat” checkbox.

1. Setting Up Repeating Events:

- a. Enter the date and time of the first event in the series using the Date and Time fields at the top. If a class is held on Mondays from 6-8pm for six weeks, put the start date and time and end date and time for the first class only.
- b. Check the **Repeat** box
 - i. **Repeats:** Figure out the pattern of the repeat – daily, weekly, monthly, yearly – and select it in the dropdown menu.

Depending on what you select, you will have options for how the event repeats. In most cases, you will use the Weekly option. In this case, use the “Repeats Every _____ weeks” to set how often the event repeats. For an event that happens every week, set this field to 1 week. For an event that occurs every other week, set the field to 2 weeks.

Then, select the day of the week that the event repeats on (for our Monday class, it would be Repeats every 1 weeks on Monday).

- ii. **Stop Repeating:** Set the limit for the repeat. You can either enter the total number of classes (in our Monday example, 6) or put in the date of the last class.
- iii. **Exclude / Include dates** - you can specify exceptions to your repeat rule here.

1. Events that repeat weekly on Thursdays may want to exclude Christmas day (which happens on a Thursday in 2014) for example. To do that, check the “Exclude dates” box, enter the day to exclude, and click the button to “Add Exception”.
2. If that same event is rescheduled for the Friday after Christmas, you can check the “Include dates” box, enter the date for the Friday event, and click the button to “Add Addition”.

Other Examples

Some patterns are a little more difficult to set up. A class that is held Thursdays and Fridays for two successive weeks would be best handled this way:

1. Enter the start time of the Thursday class and the end time of the Friday class.
2. Check the Repeat box
3. Choose “weekly” as the repeating pattern
4. Choose Repeats on Thursday
5. Stop repeating after 2 occurrences OR enter the date of the second Thursday class.

Be sure to look at the calendar after you post your event to be sure it appears correctly! A link to the calendar can be found in the main menu of each site under the Events tab.