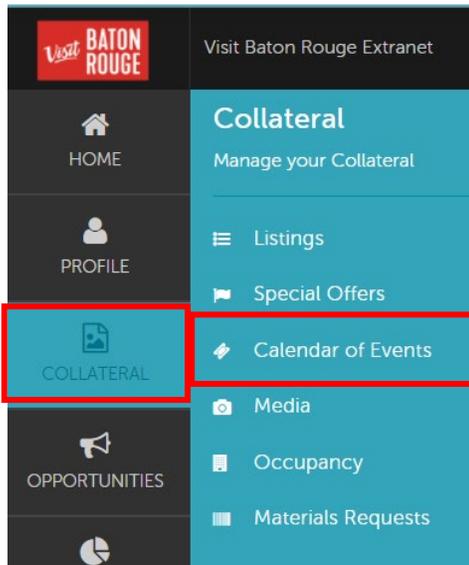




# How To ... Add Leisure Events to the Calendar



## The Collateral Tab ...

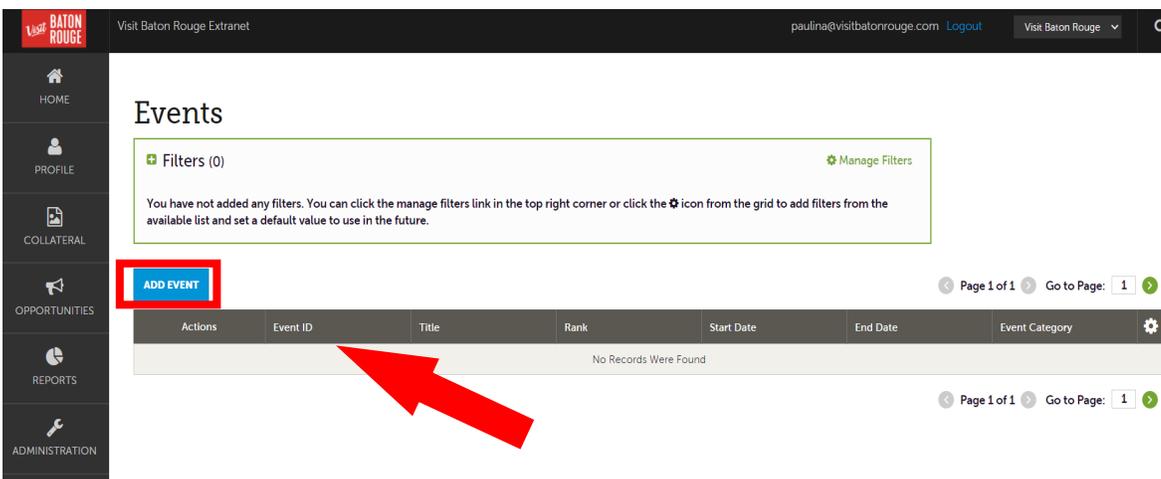
★ **HOT TIP:** Always add your images / pictures first before adding another Listing, Promos/Specials or Calendar of Events \*\*

1) Click on the Collateral tab > click on the "Calendar of Events" icon

2) The Events will display below from previous events that have been submitted in the past. **To add a new event**, there are 2 options:

A) Look at your previous events and select an event from the list that might be the same type of event or similar in your selection of your audience and what areas your event will display on the website. The categories and sub-categories you choose for your event manage where or what audience you are trying to attract.

Ex: You are adding a Mother's Day Brunch event on the calendar. For the Category & Sub-categories, you would select Mother's Day, Culinary, Family Friendly, and would not select Christmas, Sporting Event, Outdoor Fun.



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If you choose to select a previous leisure event, first, you must clone or make a copy of that event. You will update all the details including dates, year, times, images, description, and so on.

### Icon Key

To **edit** a coupon, click

To **clone** a coupon, click

To **delete** a coupon, click

**B)** You may click on  to begin from a clean form. On the far left you will have a list of the sections that you will go through as you scroll down or you may choose to go directly to a section.

EX: You have already added your event, but you would like to update the event of the description. Click on to the "General" to be brought to that specific area of the event form or just scroll down till you get there.

### Section 1: Event Information

**Account:** will pre-populate depending on which account you are working from especially important if you have multiple accounts under one log in. Great check point.

**Title:** (Required field) Name of the Event

## New Event



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**Contact:** Choose from the dropdown list. These are the contacts that are associated to your account. You may always add the contact to the Account Profile if you need to.

**Admission:** What is the cost associated to attend the event. You may add a number or specify briefly. See below

EX:

- FREE | Open to the Public
- Adults: \$5 | Kids 10 years & under: Free
- General: \$10 | VIP with Pass: \$50 | Purchase thru Ticketmaster link below

**Description:** Catchy description with all of the information that you would like to relay to the attendees

**Email:** General Email, Contact Email, for an attendee to email if they require assistance

**Website:** Event website, Event Brite Site to register, TicketMaster website,

**Phone:** Main phone number, Event contact, for an attendee that requires assistance

**Primary Category:** (Required Dropdown) Choose the Primary Category

Ex: Christmas Buffet Event at *Chez Visit Baton Rouge Bistro* = Main category would be Christmas Dining

The screenshot shows a web form with the following elements:

- Primary Category:** A dropdown menu with a red "Required" indicator. The menu is open, showing a list of categories. "Christmas Dining" is highlighted with a red box. Other categories include "Annual Events/ Every Year", "Art & Cultural", "Art Exhibits / Gallery Event", "Arts & Crafts, Antiques", "Athletic Event /Sporting Event", "Beer & Tap", "Blues Festival", "BREC's Baton Rouge Zoo", "Capitol Park Museum", "Christmas", "Concert Series", "Conferences, Conventions and Expos", "Crawfete", "Culinary", "Earth Day", "Easter Dining", "Ebb & Flow Festival", and "Educational Events".
- Host Organization Listing:** A text input field with a placeholder "Please select an item in the list."
- Address 1:** A text input field containing "359 Third Street".
- Address 3:** An empty text input field.
- State/Province:** A text input field containing "LA".



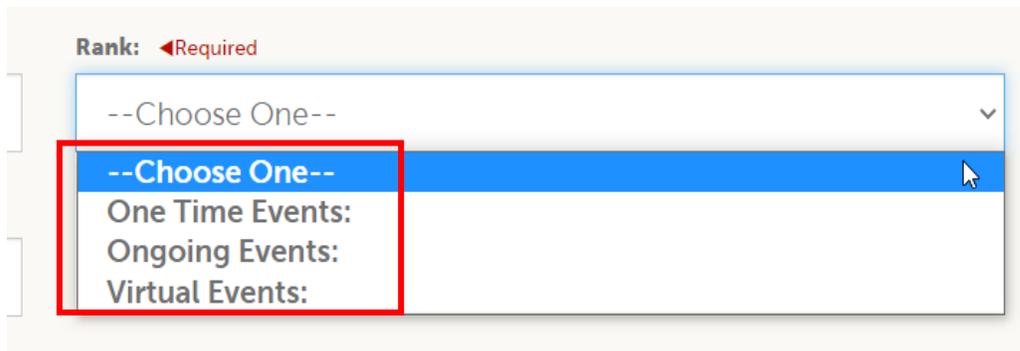
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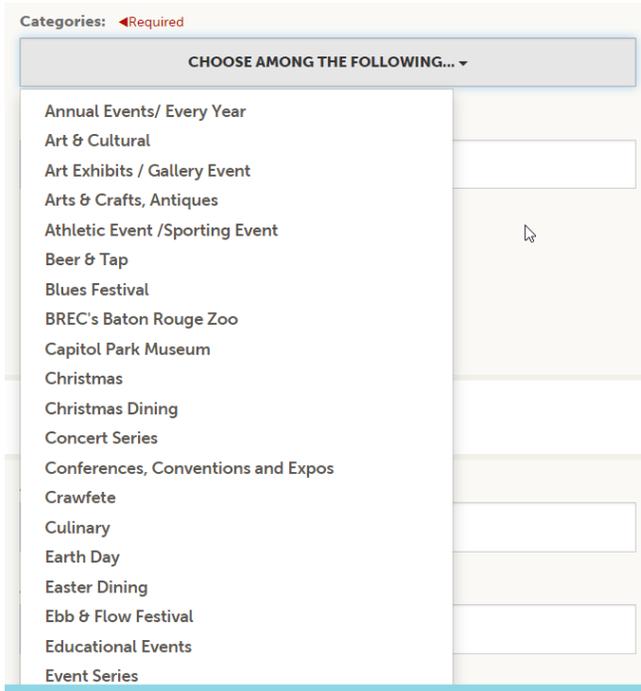
**Host Organization Name:** Who is hosting the Event, Name of the person or organization. **Ex:** Baton Rouge Reveling Hospitality Partners

**Rank:** (Required Dropdown) Is the Event one time, Ongoing or Virtual?

**Note:** If it is an ongoing event like a concert series, but the entertainment is different from event date to event date such as *Live After 5* or a *wine tasting series*, this would be considered a **One Time Event**. An **Ongoing Event** would be a Tour or an event that is the same every single time. Remember when trying to decide, err on the side of the Visitor's perspective that has never been to Baton Rouge.



**Categories:** (Required Dropdown)



These are additional categories subcategories) to have your event also be searchable for the Visitor. Choose as many that are a good fit for your event. Visitors will search with different words or filters on our Visit Baton Rouge website.

Ex. Mother's Day Brunch – As the Main category, we choose “Mother's Day” in a previous example. There are more categories to scroll down in actuality then are shown. Additional sub-categories would be:

- Annual Event/ Every Year
- Culinary
- Family Fun
- Food /Libations Event



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**Host Organization Listing:** The name of the **Host Organization**. If they already have a listing on [visitbatonrouge.com](http://visitbatonrouge.com), then once the Calendar of Event has been approved, It will link the **host listing** online. When the Visitor clicks on the **Host Organization** name on the event calendar on the website, they will be taken to the **Host's specific listing** with their information and images.

*\*\*If for any reason when you go online your organization's listing does not appear, then most probably you need to create and add your listing. If you need assistance, please let us know.*

## **Section 2: Event Location**

**Venue Listing:** The name of the Venue. If they already have a listing on [visitbatonrouge.com](http://visitbatonrouge.com), then once the Calendar of Event has been approved, It will link the **venue listing** online. When the Visitor clicks on the Host Organization name on the event calendar on the website, they will be taken to the Host's specific listing with their information and images.

*\*If for any reason when you go online your organization's listing does not appear, then most probably you need to create and add your listing. If you need assistance, please let us know.*

**Address:** The address of the venue will populate only if there is a Listing. If there is no listing, then you must fill in manually.

**Location:** The name of business location of the event, where the event is taking place, If there is no Venue Listing, then you must manually fill in the name of the location.

Sections:

- Event Information
- Event Location
- Event Dates
- Image Gallery
- General

Event Location

**Venue Listing:**  
Visit Baton Rouge (Website: Attraction: Guides/Receptive Operati

**Address 1:**  
359 Third Street

**Address 2:**

**Address 3:**

**City:**  
Baton Rouge

**State/Province:**  
LA

**Zip/Postal Code:**  
70801

**Location:**  
Visit Baton Rouge



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### Section 3: Event Dates

Sections:

- Event Information
- Event Location
- Event Dates
- Image Gallery
- General

Event Dates

Start Date: ◀Required

Times:

Start Time:

End Time:

One Day Daily Weekly Monthly Yearly Custom

**No event recurrence, this event will occur only on the start date**

**Start Date:** (Required field with calendar) The date or dates the actual event is taking place.

**Start Time:** The “Time” the actual event begins

**Times:** To add multiple times for showings or occurrences in the same day

**EX:** There are three (3) performances, viewings or workshops in the same day, you would add the multiple times in this section and leave the Start and End Time fields blank.

9:00 AM – 11:00 AM | 1:00 PM – 3:00 PM | 7:00 PM – 9:00 PM

**End Time:** The Time the actual event

**Event Occurrence:** Choose the occurrence of the event and follow the fields that it asks you: *One Day, Daily, Weekly, Monthly, Yearly, Custom*

### Section 3: Image Gallery

Sections:

- Event Information
- Event Location
- Event Dates
- Image Gallery
- General

Image Gallery

Drag and Drop Files here  
or use the "Browse" button below to find a file to add

BROWSE

! Image Gallery is required

**Images:** (Required) Choose the images/ graphic you want to display with your Event. Two (2) options on how to add images

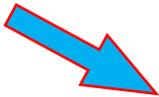




## Section 4: General

**Region "Area of Town":** (Required Dropdown) Choose one of the Areas of Town where your event is taking place.

General



The screenshot shows a web form with a dropdown menu for "Area of Town". The dropdown is open, showing the following options: --Choose One--, East Side, Town Center, Downtown, Events throughout Baton Rouge, Near LSU, Mid-City, North Baton Rouge, Other Surrounding Areas, South Baton Rouge, Virtual, and Zachary/Baker/Central. A blue "BROWSE" button is visible in the top right corner. At the bottom of the form, a red error message reads: "Region 'Area of Town' is required".

★ 3) Click on  at the top left to submit & save your work.

**IMPORTANT NOTE:** All Calendar of Events submissions *require approval from Visit Baton Rouge*. Upon saving, Visit Baton Rouge will be notified of your changes/additions. Please allow **24 to 48 working hours for approval**. Once approved you event will appear on the website at

<https://www.visitbatonrouge.com/events/>

If you need urgent attention, please contact Paulina Tavera, CRM Marketing Manager.

For additional information, please email Paulina Tavera at [paulina@visitbatonrouge.com](mailto:paulina@visitbatonrouge.com)



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