



**WEST  
MIDLANDS**  
GROWTH COMPANY

# WELCOME TO CULTURE & TOURISM CONNECTED UPLOAD GUIDE



# What does Culture and Tourism Connected Do?



## Collects event and venue information

Culture and Tourism Connected allows users to upload event and venue information.

The **integrated upload form** ensures that all content is shared throughout the West Midlands and can be accessed across many of the regions DMOs.

The uploaded content is then available to all of the **connected publishing websites**. This ensures that your listing is widely available.

## Connected Publishing Websites

- Visit Birmingham
- Visit Coventry
- Visit Shropshire
- Visit Warwickshire
- Enjoy Staffordshire
- Discover Sandwell
- Visit Solihull
- Coventry City BID
- Visit Stoke
- Discover Dudley

## Integrated Upload Forms

- [Visit Birmingham](#)
- [Visit Coventry](#)
- [Visit Shropshire](#)
- [Visit Warwickshire](#)
- [Discover Dudley](#)
- [Visit Solihull](#)
- [Visit Sandwell](#)



# Using Culture and Tourism Connected

**1**

**Sign up to Culture and  
Tourism Connected**

This provides you with login credentials for the platform

**2**

**Create your  
organisation**

Organisations connect event and venue listings to their business. It also allows users within the same organisations to collaborate on listings

**3**

**Upload Event & Venue  
Information**

Events and Venue listings are published by connected partners across the West Midlands Region. Listings should contain all of the relevant information.

**4**

**Publish your content**

Once published your listings will be available to be used by the connected publishing websites in the region.





# Sign up to Culture and Tourism Connected



## 1. Visit one of the Integrated Upload Forms.

Upload forms feed into one central listings engine for the West Midlands Region. This means that whichever form you use, your content will be available to all connected partners. [Click here to see the list of upload forms.](#)

## 2. Select 'Create New Account'.

This will require you to fill some information, this becomes your login details for future sign ins.

## 3. Assign or create your organisation.

If your organisation has already used Culture and Tourism Connected you can use the search bar to find and join your existing organisation.

If you are a new organisation please check the checkbox - you will be prompted to create this on the following page.

2

A screenshot of a "Sign in to your account" form. At the top, it says "Visit Birmingham" with a small logo. Below that, the heading "Sign in to your account" is followed by the link "Or create a new account". The form contains two input fields: "Email address" and "Password". Below the password field, there is a checkbox labeled "Remember" and a link "Forgot your password?". At the bottom, there is an orange "Sign in" button.

3

A screenshot of a "Search Bar for existing Organisation" form. It features a dropdown menu with the placeholder text "Select or type to search for an item".A screenshot of a "Checkbox for new organisations" form. It contains a checkbox labeled "My organisation is not listed" with the text "If your organisation isn't listed yet, you'll need to add it to Culture Hosts from the next page." below it.

# Creating your organisation



## 1. Complete the organisation form with your business information

This form provides the information needed to create an organisation. This only needs to be completed once and in future members of your team can search and assign themselves to this organisation.

## 1. Publish your organisation

Once published your organisation will be created and pending approval

## 1. Getting approved

Organisation approvals happen daily.

Between 9am - 5pm (excluding weekends) email to get approved quickly  
[ryan@ctconsults.com](mailto:ryan@ctconsults.com)

This approval process protects your listings - meaning only members of your organisation can access them. This process also takes place when users request to join your organisation.



# Uploading Events & Venue Listings

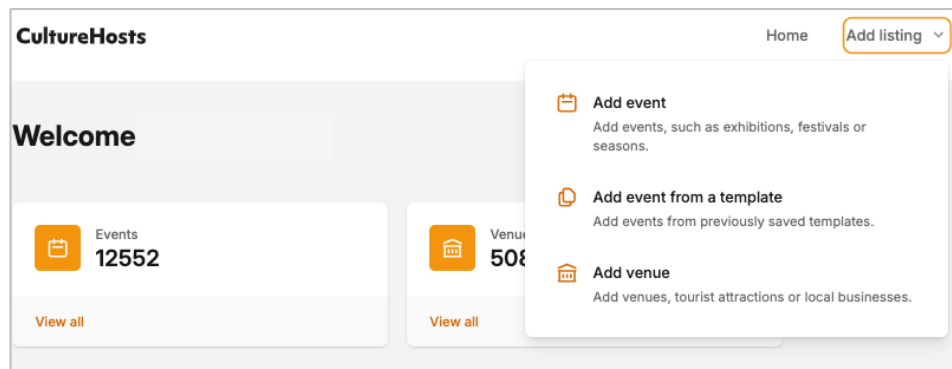


## 1. Upon signing in you will see 'add listing' in the header as a dropdown

This dropdown will allow you to select which type of listing you would like to publish.

## 1. Complete the form and publish your listing.

The form contains essential information that creates your listing and allows it to be shared across multiple sites. Whilst working on it you will have the option to save it as a draft - which allows you to complete it another time.



## Event Listings

Event listings are the listing you will most frequently upload to the Culture and Tourism Connected platform.

The information you provide will make up the event listings that appear across the connected publisher's websites.

## Venue Listings

There is a good chance that your venue is already published in Culture Hosts

If your venue does not exist in Culture Hosts tick the box below on the event upload form to create it on the next page

My venue is not listed  
If your venue isn't listed yet, you'll be able to add it from the next page.

# Essential Events Data



## What to expect on the Events Upload Form.

## Reason

Event Title*	Essential Component for your listing
Description*	This is the main copy of your events listing once it has been clicked on
Additional Information	A short description which appears on the thumbnail of your listing
Image* minimum 800px width and 600px height, with a credit	This size allows your images to be used across all West Midlands connected websites/ DMOs.
Is this a collection of smaller events?*	This lets your listing to be accurately curated into guides and pages.
Is this part of the bigger event?*	This lets your listing to be accurately curated into guides and pages.
Primary and Secondary Category*	This lets us to curate your event preview with similar content & guides
Main Venue*	This defines where your event / allows you to create a venue
Is the event bookable?*	Informs our editors if ton include a booking button
Is the event free to attend? *	Essential Component for your listing
Price range*	Essential Component for your listing
Web page link*	Essential Component for your listing
Date & time *	Define the dates and times your event takes place

# Essential Venue Data



## What to expect on the Venue Upload Form.

## Reason

Venue Name\*

Essential Component for your listing

Description\*

This is the main copy for venue pages

Image\* minimum 800px width and 600px height, with a credit

This size allows your images to be used across all West Midlands connected websites/ DMOs.

Main Venue Type\*

This lets us accurately group and categorise your venue

Is this part of a multi-purpose venue?\*

This defines the type of venue you have

Select specific venue type\*

This lets us accurately group and categorise your venue

Where is the venue's address?\*

Assigns a venue location, this allows us to highlight nearby events

Is the venue free?\*

Essential Component for your listing

Price range? \*

Essential Component for your listing

How do you contact the venue\*

Essential Component for your listing



# Frequently asked questions

**Why do I need to create and organisation and venue listing?**

Think of organisation listings as an extension as your account. These are rarely published but allows all created events and venues to be grouped together.

Venues are published listings and can share the same name.

**'My venue is on the Culture and Tourism Connected platform but I can't access it under my listings'**

Your venue must have been previously created by another organisation, we can fix this.

Just email:

[ryan@ctconsults.com](mailto:ryan@ctconsults.com)

[paul.marshall@wmgrowth.com](mailto:paul.marshall@wmgrowth.com)

**'I have published my listing, how long will it take to appear on the connected partner website?'**

Once you have uploaded your listing it is available for the content manager of that site to access and upload.

Reach out and let them know you have uploaded for a timeframe.

**My event is cancelled / my venue is permanently closed. How can I remove it from the destination websites?**

Please contact the destination website directly if your event is cancelled or your venue is permanently closed and they will be able to remove it for you.





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# **SUPPORT CONTACT**

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# **PLATFORM SUPPORT**