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

Integrated Upload Forms

- Visit Birmingham
- Visit Coventry
- Visit Sandwell
- Visit Shakespeare's England
- Visit Shropshire
- Visit Solihull
- Visit Warwickshire

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 are 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 you 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.

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2

Visit Birmingham

Sign in to your account
Or create a new account

Email address

Password

☐ Remember   Forgot your password?

Sign in

3

Search Bar for existing

Organisation *

Select or type to search for an item   ▾

Checkbox for new organisations

☐ **My organisation is not listed**
If your organisation isn't listed yet, you'll need to add it to Culture Hosts from the next page.

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

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.
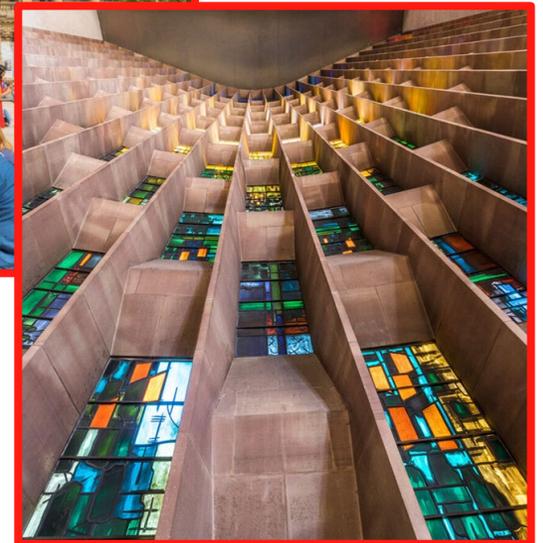
Uploading Events & Venue Listings

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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.
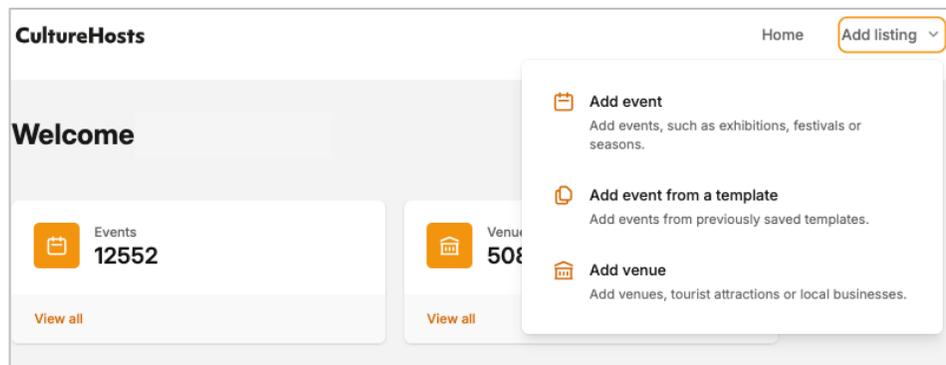
Event Listings

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.

CultureHosts   Home   Add listing ⌄

Welcome

📅 Events
12552
View all

🏛 Venue
508
View all

📅 **Add event**
Add events, such as exhibitions, festivals or seasons.

📄 **Add event from a template**
Add events from previously saved templates.

🏛 **Add venue**
Add venues, tourist attractions or local businesses.

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

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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** **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.

SUPPORT CONTACT

paul.marshall@wmgrowth.com

PLATFORM SUPPORT

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