



Events

How-to Guide





About EverWondr

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Registering as a New User

In order to post information to your local events site (and the EverWondr Network of sites), you'll need to register as a new user. This process is free. (see: [Figure One](#))

1. Visit your local events site.
2. At the top right of your screen, click the Register link and a sign up form will appear in a separate browser window. (see: [Figure One](#))
3. Complete the information, including your preferred email address. You will receive confirmation emails from your local events site for each piece of content you post. You will need to confirm this content via your email before information is posted to the site.
4. Use a password that is at least seven characters long. Click Submit to save when done.
5. The system will send an email to the email account you just entered. Access your email account and open the email from your local events site.
6. Click Activate to confirm your email address. Be sure to check your Spam and Junk folders if the email is not in your inbox.
7. Clicking activate will take you back to the site and automatically log you in. You are now ready to add your content.
8. On your next visit, you can use your email address and password to Sign In. You will not need to Register again. Simply visit your local events site and click the Sign In tab at the top right of your screen.
9. If you can't remember your password, click Can't Remember and we will send you an email to reset your password.



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Figure One

[SIGN IN](#) | [REGISTER](#)

[EVENTS](#) | [GALLERY](#) | [ART MARKET](#) | [PLAN YOUR VISIT](#)

[BROWSE EVENTS](#) | [MAP EVENTS](#) | [ADD AN EVENT](#)

SEARCH // EVENTS

You're currently searching in Greensboro

View content within

0 miles 40 miles

Start Date

End Date

By Keyword

UPCOMING 1 OF 98 Items per page 6 12 24 36

(38) views

[ADD TO PLANNER](#) [MORE](#)

[ADD TO PLANNER](#) [MORE](#)

GREEN HILL CENTER FOR NC...
Fri Jun 14, 2013

[SEE ALL DATES](#)
[GET DIRECTIONS](#)
[GET TICKETS](#)

MCGIRT-HORTON BRANCH ...
Fri Jun 14, 2013

[SEE ALL DATES](#)
[GET DIRECTIONS](#)
[GET TICKETS](#)

Click here to
[REGISTER](#) or
[SIGN IN](#)



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Adding An Event Listing

Adding your event listing to your local events site is simple. Once uploaded, your event will be shared instantly with all events sites within the growing EverWondr Network. To begin, find the ADD AN EVENT section below the search on the left hand side to the page or under the scrolling header images at the top of the page. (see: Figure Two)

Step 1: Description (see: Figure Three)

Name of Event (70 characters)

Be concise. Use a name that will peak interest and ring a bell with the general public. Omit extraneous words. Instead of "North Carolina Department of Parks and Recreation Annual Fall Festival", try "NC Parks Annual Fall Festival".

Describe Event (70 words)

Explain what your event is in a way that would make the general public want to attend. Think of this as the poster to advertise what's happening. Promote yourself!

Be sure to include all other information required for attending the event (bring a chair, limited space, adults only, etc.).

Don't enter date, time, ticket prices and address details in the Description field. You'll enter those details separately in the Details section.

Upload images (JPEGs only)

Pictures create interest, encourage users to click on your event listing, and ultimately drive attendance. If you have images from previous or similar events, be sure to use them. Click Browse to search your computer for images. The system will automatically size the image to fit the space. You can load five images in total.

If you don't have any images to upload, try searching Google Images for royalty-free images that you can download and use for free.

Include Video (optional)

Video must be hosted on YouTube.com or Vimeo.com. If your video is not on YouTube.com, you will need to post it there prior to including it on your events site.

Videos cannot be hosted in a private account on YouTube or they will not display. Paste the link to your video in the entry field.

To find the link, visit www.YouTube.com or Vimeo.com and search for your video by title. Click your video to launch it. Then, copy the entire URL from the top of the screen (starting with http://). Return to the Event Listing upload page, and paste the URL in the video link entry field.



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Upload Audio (optional)

Audio files need to be smaller than 30 MB and in .MP3 format.

Add Tags to describe your event (optional)

Tags are words that users might search for, such as “weekend” or “free.” Be sure to include specific tags, like a performer’s name, a venue name and other detail.

You can enter up to fifteen tags. The more you enter, the better the chance you have that someone will find your event listing.

Select a Category that best fits your event (choose top five that apply)

You must choose at least one category, and may choose up to five.

If you don’t see a category listed and would like to recommend one, send your suggestion to Info@EverWondr.com.

Scroll down to the bottom of the page. Click Continue to save your work and go to the next step.



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Figure Two



[Click here to
ADD AN EVENT](#)

SEARCH // EVENTS

You're currently searching in Greensboro

View content within

0 miles 40 miles

Start Date

End Date

By Keyword

CLEAR ALL **FIND**


ADD AN EVENT

Add your events to our calendar now. All listings are free and only take a couple of minutes.

UPLOAD NOW

UPCOMING 1 OF 97

Items per page 6 12 24 36




(38) views

SPEAKING IN SPECIES | A NORTH CAROLINA PERSPECTIVE


Guest Curator Brent Skidmore has selected 27 artists working in wood whose sculptural pieces range from the narrative and sculptural to strictly functional. The works, many of which...

ADD TO PLANNER **MORE**



Fri Jun 14, 2013

SEE ALL DATES
GET DIRECTIONS
GET TICKETS




(1) view

MCGIRT-HORTON BOOK CLUB


Join us for a great discussion on Plum Spooky by Janet Evanovich on Friday, May 10. This group meets on the second Friday of the month from noon to 2 PM. New members are...

ADD TO PLANNER **MORE**



Fri Jun 14, 2013

SEE ALL DATES
GET DIRECTIONS
GET TICKETS




(6) views

ARTQUEST TABLE PROJECT: WATER WORKS


Along with all the fun of ArtQuest, each week is a new special table project in the NC Art Studio. This week is project invention: Things that float!

ADD TO PLANNER **MORE**




Fri Jun 14, 2013

SEE ALL DATES
GET DIRECTIONS
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TENNESSEE PLAYBOY

It's just another night in East Tennessee when



Fri Jun 14, 2013

[Click here to
ADD AN EVENT](#)



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Figure Three

GENERAL INFORMATION


EVENT NAME (70 characters)

DESCRIBE EVENT (150 words)

150 words left

MEDIA UPLOADS


UPLOAD PHOTOS (up to 2MB per image)

Click To Upload

INCLUDE VIDEO

You can include a video by simply pasting a [Youtube](#) or [Vimeo](#) URL in the box below

INCLUDE AUDIO (up to 5MB)

 Upload Audio (mp3 only)

SEARCH CATEGORIES

ADD TAGS TO YOUR EVENT (up to 15 total)

Enter comma-separated tags

Add Title and
Description, up to
150 words

Upload images, video
and audio files. Video
must be hosted through
Vimeo or YouTube.



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Figure Three (continued)

SEARCH CATEGORIES

ADD TAGS TO YOUR EVENT (up to 15 total)

Enter comma-separated tags

CHOOSE YOUR TYPE OF CALENDAR

EverWondr will automatically send this event to multiple calendars within our network, locally and nationally. Choose where would you like your event displayed:

Event Calendars (festivals, sports, arts, music, film, culture, entertainment, etc)

CHOOSE CATEGORIES FOR YOUR EVENT (up to 5 total)

Excluded

African American

Air Shows

Animal / Pets

Antique Shows

Benefit / Fundraiser

Biking

Business Events

Children's Events

Civil War

Climbing

Comedy

Community

Included

CONTINUE

Add tags to help users find your event.

Choose up to five categories to describe your events and make it easier to search.

Select Continue to go to the next step



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Step 2: Details (see: Figure Four)

Enter Venue Information

CHOOSE FROM OUR LIST OF PRE-SELECTED VENUES

We have many venues already in our database. Simply select the venue at which your venue will be held by typing in the name or scrolling down the list.

Once selected, the venue will populate to the right with a map, address and URL

MANUALLY ADD A LOCATION

If you cannot find the venue within our pre-selected list, you can manually enter the venue information. Be sure to use a street address, not a Post Office Box.

Once added, your venue will appear in your event listing only. It will not be added to the pre-populated list above.

Date Selection

ADD SINGLE DATES

This selection lets you enter information about an event with a start time and end time for a single date. Choose your date then pick a start time and end time. Repeat as needed.

ADD MULTIPLE DATES

Long Term listings are for events that go over extended periods of time.

You can enter dates that share a common start time and end time on one entry.

Example One:

If you have an event that runs from May to October, 9:00 am to 5:00 pm on Monday, Wednesday and Friday. Select May 1 as your start date and October 31 as your end date. Then choose WEEKLY as your repeat option and tell the system that it repeats every single (1) week. Next, choose M, W and F on the weekly list. All that is left is to set your start time of 9:00 am and an end time of 5:00 pm.

Example Two:

You have an event that occurs the second Saturday of each month through the end of the year from 5:00 pm until. Select today as the start date. Select December 31 as your end date. Choose Monthly as your repeat option. Tell the system it repeats every single (1) month. Select the second button and choose SECOND from the pulldown and then SATURDAY from the other pulldown. Now all that is left is to set your start time of 5:00 pm and end time of UNTIL.



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NOTE: If your event is ongoing, never ending, select the check box that says "this event is ongoing". This will remove the end date and make it so your event never expires.

NOTE: If your event is an all day event, simply select "this event is an all day event" and the start and end times will be removed. Your event will be set for the entire 24-hour period.

URL to Buy Tickets

Include the web site address (URL) users should click to buy tickets or RSVP for your event. Please make sure the address is complete with a www. and .com / .net or other.

You must include a web site address in order for users to buy tickets online. If you do not include a URL here, the "Get Tickets" heading will not appear on your event listing.

Ticket Prices

Select Add Ticket and choose the type of ticket you would like to add. There are six predetermined selections and an "other" selection that will let you customize the name of the ticket

Enter the price of the ticket by selecting FREE or by entering the set ticket price or price range of the ticket.

To enter a price range, select the box and enter a starting at and up to price in the fields provided. You can add up to six ticket listings per event

Scroll down to the bottom of the page. Click Continue to save your work and go to the next step.



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Figure Four

VENUE SELECTION

CHOOSE FROM OUR LIST OF PRE-SELECTED VENUES.

#1 Chinese Restaurant

17 Days

A.R. Britt Pottery

a/perture cinema

African American Atelier

Alamance Battleground

Alex's House

Choose a venue on the left to see more details.

MANUALLY ADD A LOCATION.

DATE SELECTION

You can choose to enter single dates or multiple dates in this area. Single dates are pretty obvious; they are for events happening over the course of one day. The multiple dates option gives you the ability to set up exhibits running over large spans of time, reoccurring events weekly or monthly as well as listings that have no expiration date at all (like an attraction listing).

Add Date

You haven't added any dates yet. Click the Add Date button to get started.

TICKET INFORMATION

URL TO BUY TICKETS

TICKET PRICES

Select ADD TICKET to enter pricing. You can choose a single price or a price range for each listing. Maximum 6 ticket listings allowed.

Add Ticket

You haven't added any ticket prices yet. Click the Add Ticket button to get started.

BACK

CONTINUE

Choose a VENUE from our Pre-Selected list and have your details populate automatically.

If your venue is not listed, add it manually.

You can add single or multiple dates at one time. Now events that occur on every other Friday or the second Saturday or each month do not require multiple uploads.

Add a direct link to your box office for ticket sales.

Add up to six ticket listings with prices.



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Step 3: Contact (see: Figure Five)

Your contact information will be the only way for users to ask you questions about your posting. Please double-check all information. If you selected a pre-selected venue, some of this information may be filled in for you.

Email address for questions

Enter the email address you want made public. Do not include your personal or private email address here unless you want it made public.

Enter your phone number

Enter the phone number you want users to call with questions. Do not include your personal or private phone number here, unless you want it made public.

Enter your Web site address

Use a web site that will give users the most information about this specific event. If you have a specific web site setup for this event, enter that here. If not, use your organization's web site. Be sure the format of your site is <http://www.nameofsite.com>.

Scroll down to the bottom of the page. Click Continue to save your work and go to the next step. Complete



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Figure Five

The screenshot shows the 'NEW EVENT' form on the EverWondr website. The form is titled 'NEW EVENT' in a gold-colored header. Below the header, there are four tabs: 'DESCRIPTION', 'DETAILS', 'CONTACT', and 'REVIEW & POST'. The 'CONTACT' tab is currently selected and highlighted. The 'CONTACT INFORMATION' section is visible, containing three input fields: 'EMAIL ADDRESS FOR QUESTIONS' (with a subtext 'this is the email address users will contact with questions about the event you are entering.'), 'PHONE', and 'WEBSITE ADDRESS'. At the bottom of the form, there are two red buttons: 'BACK' and 'CONTINUE'.

Add your contact information.

This area will be pre-filled if you selected a venue already in our directory.

Select Continue to go to the next step



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Step 4: Review and Post (see: Figure Six)

This page displays how your event will look when posted. Review it now to make sure all content is correct. Be sure to check for uploaded images, accurate contact information, link to tickets and a detailed event description, including prices if any.

To edit any field, click the red 'Edit' to return to that upload page. Or simply click the name of that section at the top of the page.

When done, scroll down to the bottom of the page. Click Save to save your work and end your upload

Your event is now loaded into your local events site, but will not display on the site until you activate it. To activate it, check your email for an event confirmation announcement. Click the link to activate your event listing.

Email confirmation announcements typically arrive within one minute, but can take up to 15 minutes to reach you. If you don't receive your confirmation email right away, check back in a few minutes.

Be sure to check the email account you provided at registration. (The email address you provided is the same one you used to login to your local events site. It is also listed on-screen in the last step of the event listing upload process.)

If you don't see an email in your Inbox, check your Spam or Junk filters to be sure they allow the site URL.



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Figure Six

1 visit | 0 comments EDIT PAGE FLAG

DESCRIPTION

MADE TO MEASURE [Edit](#)

The Toe River Arts Council hosts "Made to Measure" an exhibition of paintings by the Blue Ridge Fine Arts Guild (BRAG). These smaller paintings will depict spaces, places and faces of Western North Carolina's beautiful landscapes, communities, people, and animals. BRAG members use a variety of techniques and mediums.

Some of the exhibiting artists from top to bottom: Gaylene Petcu, John Elsegood, Sandra Gates, Carol W. Bailey, Kathleen Turczyn.

[Save page](#) [More](#)

DETAILS

Toe River Arts Council Burnsville Gallery [Edit](#)
102 W Main St., Burnsville NC

Remaining Dates [Edit](#)

| September 2013 | | | | | | |
|----------------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

[Get Directions](#) [Menu](#)

CONTACT

Email toeriverarts@gmail.com [Edit](#)
Phone [\(828\) 682-7215](tel:(828)682-7215) [Edit](#)
Website <http://www.toeriverarts.org> [Edit](#)
Sign Up [Receive emails from this venue.](#)

MAP

DIRECTORY

Select a category below to see area listings around this event.

☐ Attractions

☒ Lodging

[BACK](#) [SAVE](#)

Review the Event Detail page you just uploaded.

Click EDIT by any section that requires a change.

Select Continue to go to the next step



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SHARE: (see: Figure Seven)

The share section allows you to start sharing information about your event.

Share to Social Site with one click

Connect your Facebook, Twitter and Google plus accounts and instantly share your event

Share your QR code

Download the custom QR code to use on your print materials. Each QR code is unique to the event

Send an Email

Send a custom email about your event. We have taken the information you entered at upload and made an event email for you. Customize with your own masthead and footer and send directly to your contact list for a fee of only \$49.

PROMOTE: (see: Figure Eight)

The promote section allows you to start promoting your event.

To review advertising options, called Upgrades, read the instructions on your screen to decide how to continue. (Your available Upgrade options will be based on the content you've uploaded so far.)

For events, you can feature your event, which puts it at the top of the event listing in your region for \$100 a week. You can also put your event in the Header Scroll at the top of the events section for \$300 a week.

Each upgrade is explained in detail, and includes a screen shot of what the placement looks like. Click the image to see it full size.

Upgrades are priced by the week. To see the cost of a particular Upgrade, select the number of weeks you'd like it to run. Then, use the calendar to choose the date you'd like it to start. The price will calculate automatically.

For a complete list of advertising options, or to ask specific questions, contact advertising@EverWondr.com.

To purchase an upgrade, select the number of weeks and start date, then click Add to Cart.

You can add an upgrade at any time by visiting My Planner. Simply click on Uploads and select the content you want to promote.




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Figure Seven

EVENT → **MADE TO MEASURE**




MADE TO MEASURE

The Toe River Arts Council hosts "Made to Measure" an exhibition of paintings by the Blue Ridge Fine Arts Guild (BRAG). These smaller paintings will depict spaces, places and faces of Western North Carolina's beautiful landscapes, communities, people, and animals. BRAG members use a variety of techniques and mediums. Some of the exhibiting artists from top to bottom: Gaylene Petou, John...

Share ▼

SHARE


SHARE YOUR CONTENT



SEND AN EMAIL

We have created a dynamic email from the content you uploaded for this event. You can add a custom masthead and footer and send it to your list for only \$49. If you don't like the images or content, simply edit your event and the design with update as well.

PREVIEW ▶ **CREATE AND SEND** ▶



SHARE YOUR QR CODE

Use this QR code to promote your content. Put it on your social media pages, print it in your ads or simply send it to your friends in an email. It will link all audiences directly back to this page.

SMALL VERSION ▶ **LARGE VERSION** ▶

Use the pulldown to select an area to review

Send a custom email to your contact list built from the information you loaded about your event.

Download a QR code to use on your printed materials. This code is unique to the event you just uploaded.




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Figure Eight

EVENT **MADE TO MEASURE**



MADE TO MEASURE

The Toe River Arts Council hosts "Made to Measure" an exhibition of paintings by the Blue Ridge Fine Arts Guild (BRAG). These smaller paintings will depict spaces, places and faces of Western North Carolina's beautiful landscapes, communities, people, and animals. BRAG members use a variety of techniques and mediums. Some of the exhibiting artists from top...

Promote ▼

PROMOTE YOUR EVENT

EVENT HEADER LISTING

- Gives you maximum visibility in the top scroll
- Increases click-throughs to your full event listing and ticket page
- Drives awareness and visibility that leads to sell-out crowds

Weeks
i.e. 2

Start Date
mm/dd/yyyy

\$ 0.00

EVENT FEATURED LISTING

- Lists your event at or near the top of search results
- Showcases your event in the Featured pull-down menu
- Less expensive and more targeted than a poster or print ad

Weeks
i.e. 2

Start Date
mm/dd/yyyy

\$ 0.00

ADD TO CART

Use the pulldown to select an area to review

Upgrade your event listing to get seen more by our 8.5 million annual visitors.



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ANALYZE: (see: Figure Nine)

The analyze section allows you to look over the results of your event posting.

Visitor Analysis

This area will tell you how many people saw your event (impressions) and actually clicked on the listing (views). It will also let you know the proximity of that audience. How many viewers were in your city or more than a hundred miles away.

Audience Interests

This area will tell you more about the audience and the other types of events they viewed. Uses this information to partner with other organizations in your area and cross-market yourself.

Opt-in Contacts

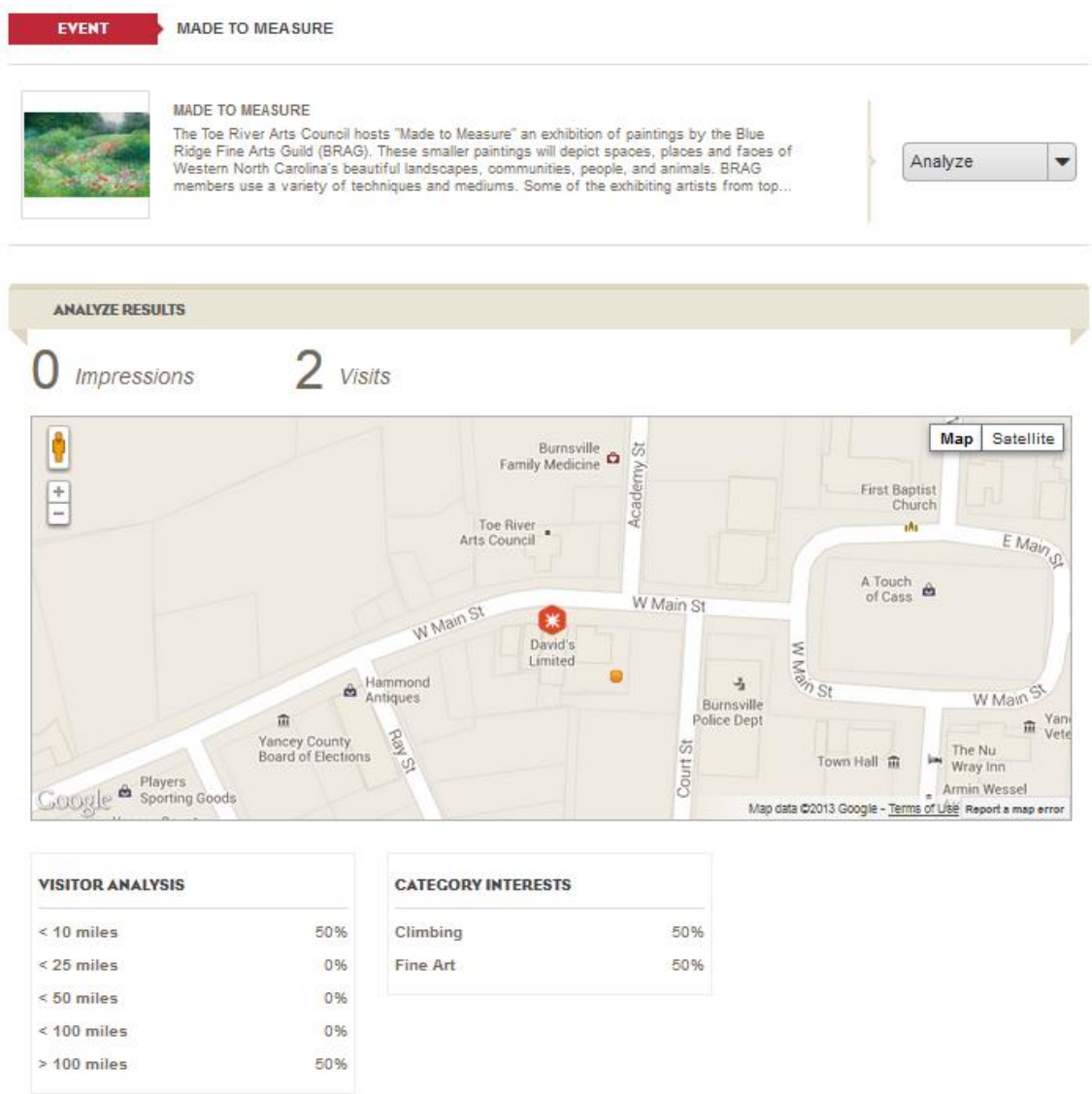
On each event detail page, users have the option to opt-in to email communications from your venue. Any contacts you get can be downloaded from this area of the site.



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Figure Nine





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Editing Event Listings (see: Figure Ten)

Editing your event listing on your local events site is easy and designed to save you time in the future. To edit your listing you can:

Go directly to the event detail page and click EDIT EVENT in the upper right of the page. The system will ask you to sign in and, if you own the event, it will take you directly to the upload form to make your edits.

You can also go to the PLANNER in the upper right corner of the site to make edits to any of your content. Simply sign in, choose PLANNER and click uploads. Only events you uploaded will be here. Select the event you wish to edit and select EDIT from the pulldown menu. This will take you directly to the upload form to make your edits.

Notice that there are two kinds of event listings: Active and Archived.

Active events are event listings that you uploaded that are happening now.

Archived events are event listings that you uploaded that have already happened/expired. Archived events are saved in your My Planner section to make it easier for you to load new events. Archived events are no longer displayed on the site, and cannot be seen by anyone other than you. Archived events will remain in your Planner for one calendar year. You can open, edit and re-upload events from your event Archive. That lets you save time when re-uploading new event listings for things that happen seasonally (like a Festival) or from time to time (like a performance). If you do not access an Archived event listing within one calendar year, it will be deleted from the system permanently.


For help with any part of this process, contact Help@EverWondr.com.



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Figure Ten



DARRELL KANIPE
[EDIT PROFILE >](#)

FAVORITES

UPLOADS

AD UNITS


PURCHASES

EVENTS

1 OF 53


Items per page 8 16 32 64

Active > Archived >




FIREWORKS IN WILKES COUNTY ... JUL. 4
Bring your lawn chairs and enjoy this American tradition. The whole family will get excited about the Emergency Vehicle Parade that begins one hour before the fireworks begin at...

Select Action... ▼



ELKLAND ART CENTER'S LIBERTY PARADE : JUL. 4
On the Fourth of July Elkland Art Center in Todd NC hosts an annual arts parade called The Liberty Parade. Participants become the parade by wearing costumes and carrying large...

Select Action... ▼



FIREWORKS AT TWEETSIE RAILROAD # JUL. 4
Spend the day at Tweetsie and after dark enjoy the most spectacular fireworks show in the High Country! Free parking for season pass holders; \$5 for non-season pass holders. Park...

Select Action... ▼

All the content you upload will be found in the **PLANNER** under the **UPLOADS** tab.

Selected from **ACTIVE** and **ARCHIVED** content

Then choose to **EDIT**, **REMOVE**, **VIEW** or **PROMOTE** your event in the pulldown



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