



Quick Event Entry Instructions for Ohio Event Finder Listing

Are you a visual arts, music, theater, dance, multicultural, pop, family, neighborhood, recreation or sports organization? If so, this information is for you!

If you do not enter your events online, you are missing out on:

Exposure to hundreds of thousands (395,000 in 2007) of unique visitors annually to www.positivelycleveland.com. Positively Cleveland's Event Finder Database maintains the Calendar of Events section, one of the most viewed sections of www.positivelycleveland.com.

Potential exposure in Featured Events on the Calendar of Events page, RTA electronic signs and in Positively Cleveland eNewsletters. The CVB uses the Event Finder Database to pull events for the "Featured Events" that appear alongside the search tool on the Calendar of Events Section of www.positivelycleveland.com, for events that are promoted on RTA's electronic signs, and in Positively Cleveland's eNewsletters Visit Cleveland, Cleveland Clips and Destination Cleveland.

Exposure to Media and Group Tour Operators. The Event Finder Database is a valuable resource used for PR/media releases, and by Group Tour Operators for planning trips, often 6-14 months in advance.

Exposure on three other web sites. The Event Finder Database automatically updates the Calendar of Events sections on OhioMagazine.com and ArtsInOhio.com.

Potential exposure in Printed Guides and Calendars. The Event Finder Database is also used to create calendars for publications such as our Official Visitors Guide, which is distributed to hundreds of thousands of visitors annually.

Did we mention this is all free?

TIP: Begin first by selecting the top events for your organization that have the potential to draw visitors to your attraction from 50 miles away or more. You are welcome to enter all of your events into the database, however, we recommend that you begin with your major events, in case you find you cannot enter all of your events in one session.

1. **Before you begin, have the following information ready to enter.** These are required fields in the system: Event Name, Description, Venue, Presenting Organization, Min/Max Admission Price, Start Date / End Date, Start Time / End Time by days of the week. **TIP:** You may also upload an image, which allows you to be featured on ArtsInOhio.com's home page. Images will also be included with your event listing on ArtsInOhio.com and PositivelyCleveland.com. Images must be in JPEG or GIF format.

2. Log onto www.ohioeventfinder.com

3. If you have entered before, **enter your User ID and Password.**

(If you have not: Enter your Organization Name, City and Ohio County then click "Continue..." and complete the registration – once approved, you'll receive an e-mail with your User ID and Password.)

Record this **User ID** _____ and **Password** _____

4. Click Events: **Add New**

5. Enter:

- **Event Name** – 100 character limit
- **Description** – 2500 character limit – **TIP:** You may copy and paste this info from another document
- select **Venue** from drop-down or click **add it now**
- select **Presenting Organization**
- **Make this event visible on** (date event will go live/be posted in our calendar on the web site), **Admission Price** and **URL** or **Phone** for ordering/information.

6. Click **Create Event** button

7. Click the **Categories** tab near the top of the page.
8. Select at least one category, then click **Add Categories**. (*Remember, you can select multiple categories, the more applicable event categories you select, the more searches it will appear under in the calendar of event search by category.*)
9. Click on the **Schedule** tab near the top of the page.
10. Enter the **Start Date, Start Time, End Date and End Time** for the event. If your event takes place on multiple days, you will need to select **Days of the Week**.
TIP: If your event runs for several weeks, with different start/end times depending on the day of the week. We recommend that you enter the date range and times once for each day of the week that it differs. EX: If your event hours are 10am-5pm on Monday – Friday, but 1pm-5pm on Saturday, enter your start and end date with 10am as the start time and 5pm as the end time. Select Monday, Tuesday, Wednesday, Thursday and Friday. Then click Add Date. Then repeat to create Saturday's info.
11. Click on **Add Date**.
12. Your event will now go live on the date you indicated in the **Make this event visible on** field in step 4 above.
13. Additional information can be added such as discounts, event reviews, and images (.gif or .jpg only) by clicking on the corresponding tabs at the top of the page.

For more information, please contact: April Prior, phone 216.875.6625 or email aprior@positivelycleveland.com.