



## Putting an Event on the Town Council website

This is a quick guide to help you put an event on the Abingdon-on-Thames Town Council website [www.abingdon.gov.uk](http://www.abingdon.gov.uk)

The events calendar is a great way of letting local people know about events you are holding and it is worth noting that even putting an event on the calendar just hours before it starts can still result in hundreds of hits and a much better turnout at your event.

The town website is also the place most people turn to when they want to get more details about events they have already heard about, such as exact location, parking, start times, etc. So put your event on the calendar even if you think it is already well-known because publicising these details can save a lot of confusion and time spent dealing with phone calls and emails.



*Entertainers at Heritage Day 2014.*

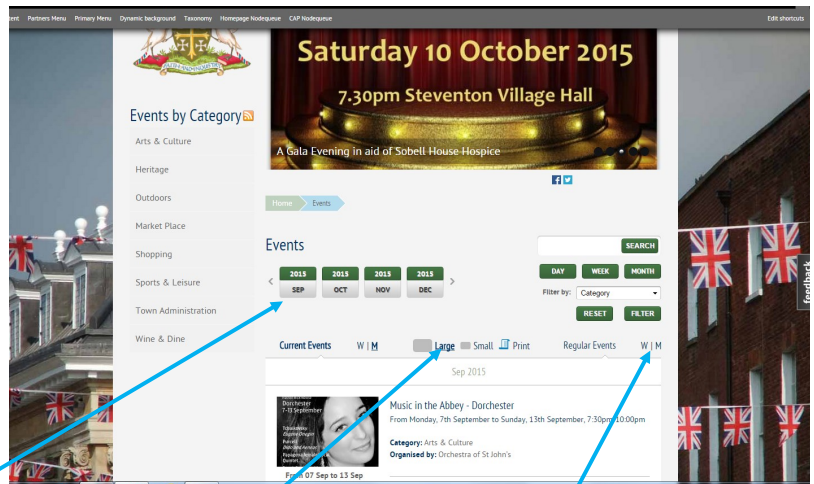
### Step 1. Get Ready

Before you start, make sure that you have all of the following:

- A. an electronic image for your event in a file type JPEG, TIFF, PNG or similar (does not include pdfs) preferably in landscape orientation and medium resolution so that the file size is below 5MB but the quality is still good. If the image contains pictures of recognisable childrens' faces then you should ensure you have written permission to publish these from the parents.
- B. You are advised to prepare the "marketing speak" part of your event description so that you are not typing it directly into the website form. This makes it a lot less upsetting if the internet blips and you lose your submission whilst working on it and also helps prevent typos and grammatical mistakes. Type it into a word file, save it and keep it ready on your computer to copy and paste from.
- C. You need to be aware of the location address of the event and if it is outside Abingdon it might be worth first emailing our website moderator to see if the event falls within our local policy guidelines.
- D. You need to know start and finish times, dates, location and postcode, the name of the organisation running the event and have a contact to put in if the website moderator needs to contact you.

## Step 2. Look at other events and find your way around the calendar

It is worth spending five minutes looking at some of the other events on the website and looking at what other people have put in the title, what details are put in the descriptions, which images look good, etc.



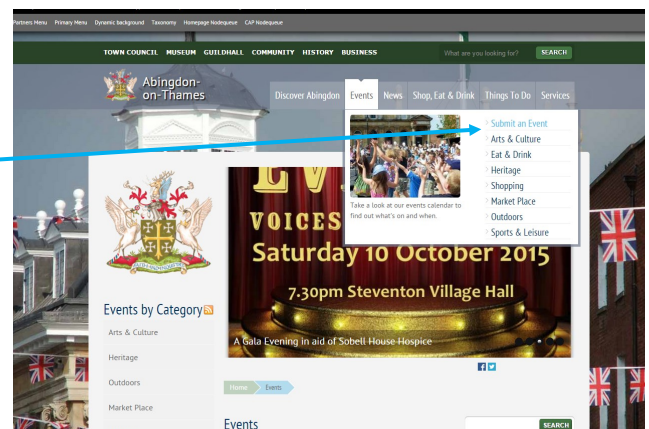
Click on different months to see what is listed so far for each month

Click on “small” so that you can also see what is shown when the event listings are compressed

Consider whether your event is a “regular” event or not and look at the other events of this type by clicking on the “regular weekly” or “regular monthly” button.

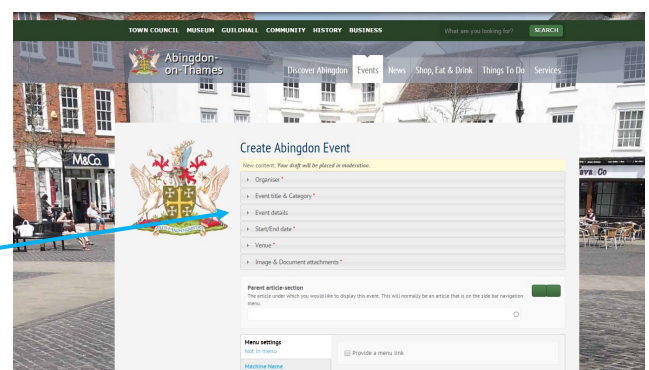
## Step 3. Go to the submission form

Move to the Events tab on the main menu but, rather than clicking, just hold the mouse so that the drop down menu appears and then move down and right to click on the “Submit an Event” line.



## Step 4. Fill in each section of the form

The submission is made by filling in the white boxes on each section of the form. The sections open up when they are clicked and close again when you have filled in that part of the form.



### Step 5. Loading the header image

*This is mandatory and if you do not load an image the system will not allow you to continue.*

Click “Choose File” and identify the image file on your computer which is the image you wish to show at the top of the page about your event. It will also appear in the sliding carousel of images at the top of the calendar for a period of time after the event is put on. Once you have selected the correct file you will see the file title next to the “Choose File” button. Wait for a few seconds before then clicking the “Upload” button. The system should show you the upload in progress and then tell you when you have loaded up the image file successfully.

### Step 6. Loading additional literature

In addition to the main image you may also attach posters, membership forms or other literature to the event listing which other people will be able to download to their own computers for printing out if they wish. The two-step procedure is the same as for the main image.

*This is an optional procedure so if you do not have any pdfs you wish to attach just leave this section and move on.*

### Step 7. Submitting your event

Finally click on the “Submit Your Event” button and wait for the message to appear on screen to tell you that you have successfully submitted your event to the moderator. It should take a few seconds. (Sometimes clicking a second time is necessary.)

### Step 8. More work to do!

If the red hexagon with a white cross appears there should be an accompanying message explaining what sections you missed and these should also be outlined in red.

Fill in the missing items and try clicking the submit button again.