

A GUIDE TO PROMOTE YOUR GREAT EVENTS

ON [BIRCHRUN.ORG](https://www.birchrn.org)

No.1
Social
Events Calendar

IMGOING
DAILY EVENTS CALENDAR

 **Birch Run**

BIRCH RUN CALENDAR OF EVENTS

Restaurants - live music or a new menu?

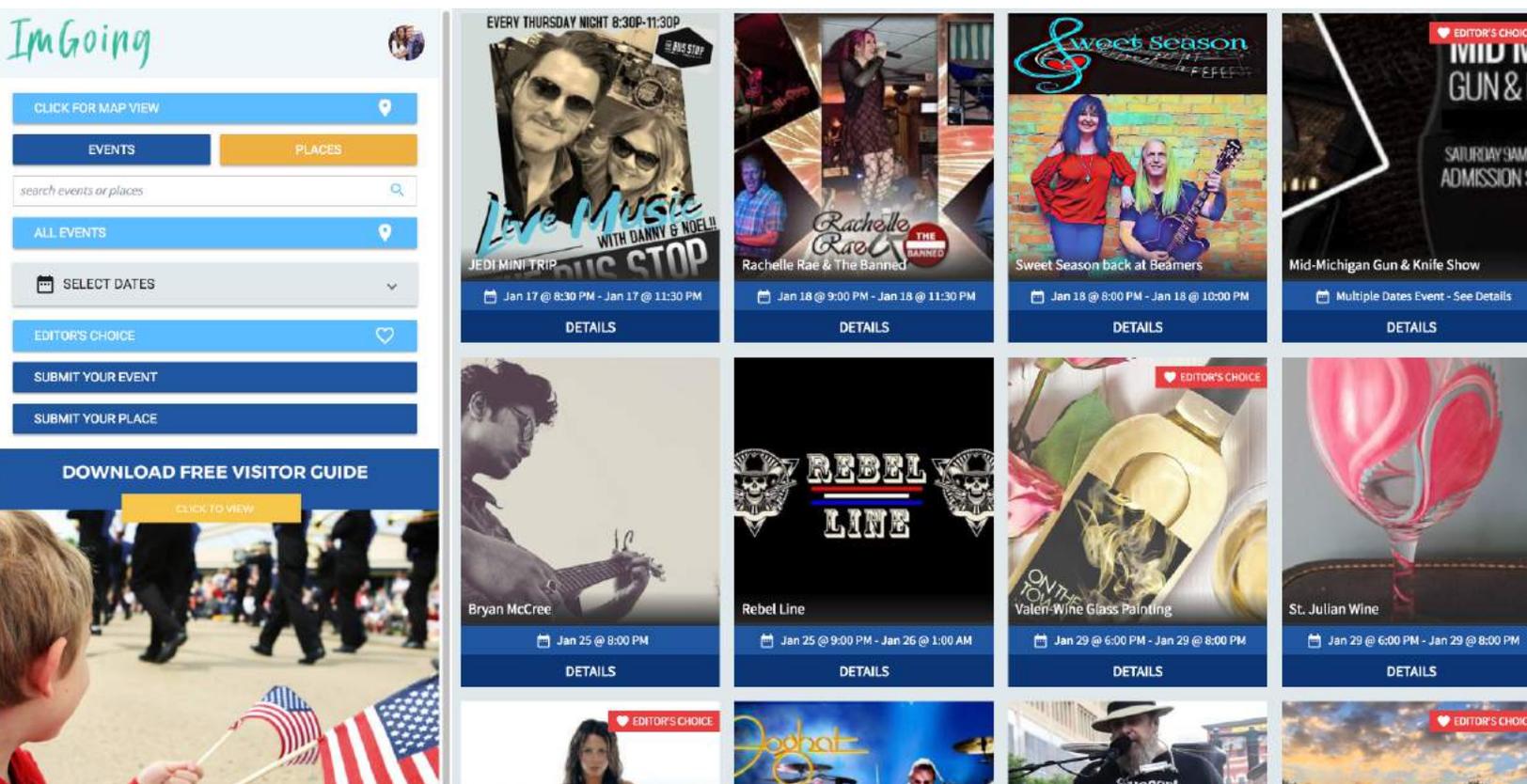
Shopping - a trunk show or an annual sale?

Accommodations - a romantic getaway?

Attractions - special events?

Your event will be promoted on **birchrun.org**
reaching a new audience with a fun and interactive way.

GO TO BIRCHRUN.ORG



BIRCH RUN, MI IS PARTNERING WITH THE IMGOING EVENTS CALENDAR

THERE ARE FOUR OPTIONS TO ADD YOUR EVENTS TO [BIRCHRUN.ORG](https://birchrun.org):

Get people's attention with a customized event. If you regularly host public events, be sure to create your events from a Facebook Page, Eventbrite, Eventful, or manually add to birchrun.org to reach people where they're engaged.



WHY IS THIS IMPORTANT?

- The answer is simple – to draw more participants or customers. If you are trying to drive foot traffic to your business or to an event you are hosting in the community.
- Not only do most people use the social networks and event websites to connect with their friends and family, but also artists and venues that frequently organize events on these platforms too. Put the two together, and you have a massive marketing force.



OPTION 1.

STEP 1: CREATE A FACEBOOK PAGE OR CHECK YOUR PAGE SETTINGS

MARKETING ON [BIRCHRUN.ORG](https://www.birchrunchicago.org) WEBSITE AND FACEBOOK STARTS WITH A PAGE

A Facebook Business Page gives your business a voice and presence on the world's largest social platform and is designed to help you connect with customers and reach your goals.

TO CREATE A FACEBOOK PAGE:

- Go to facebook.com/pages/create
- Click to choose a Page category
- Select a more specific category from the drop-down menu and fill out the required information
- Click **Get Started** and follow the on-screen instructions

ALREADY HAVE A FACEBOOK PAGE? CHECK THESE ITEMS:

- Under "About" edit your page to include a **physical address**. ImGoing Calendar of Events is map-based application and will only pull Facebook pages displaying a location. If you don't have a street number, you can still add an address such as "123 W 3rd St, Birch Run, MI 48415, USA".
- Also, make sure your page has no age or country restrictions. The Facebook API requires all pages to be **public**.

STEP 2: CREATE A GREAT EVENT ON FACEBOOK

- Go to your Page, then **click Create an Event icon**, at the top of your page's timeline



Create an event

- **Add details about your event:**

1. **NAME YOUR EVENT.** Give a short and sweet name so people will know what it is at a glance.

2. **CHOOSE A CATEGORY:** Simply select from Facebook's pre-selected options for your event category.

2. **ADD YOUR LOCATION.** Be sure to tag the location or include a full address so your event can be recommended to people close by.

3. **CHOOSE A CO-HOST.** Add any others you want as co-hosts to the event. It could be an artist, promoter or venue. This helps expand the reach of your event and allows others to keep the details up to date. Your co-host will be able to edit the event just like you.

4. **ADD A TICKET LINK.** If you're selling tickets for your event, you can include a link to the ticket agent or site.

5. **PICK A PHOTO.** Events with a photo look better across Facebook. Remember, your photo appears on more than just the event page itself. People will see the photo in News Feed, notifications, and more - so it's important to have a photo that looks good both big and small. If you upload your own photo, it should be 1920 x 1080 pixels or larger and include little text.

- **Click Publish.** Once submitted, **please allow 24 hours** for our approval process before the event is published on the website - considering you have followed the page guidelines described in this document, your event will be sent to our team for approval.

OPTION 2.

CREATE A GREAT EVENT ON EVENTBRITE

You can get an event live on Eventbrite, for free, in just 3 main steps on the Edit page (Event Details, Create Tickets, and Additional Account Settings).

Simply choose "**Create an Event**" to start setting up your events. We also have robust customization options so you can get the most out of your event listing. Go to your Page, then **click Create an Event icon**, at the top of your page's timeline.

● Step 1: Event Details

1. Add a title, and set the date and time.
2. Set the venue location.
3. Add an event image.
4. Share details and other important information about your event.
5. Add information about the event organizer.

● Step 2: Create Tickets (Skip this step if you don't want to offer tickets)

1. Create free or paid tickets.
2. Set the price for paid tickets.
3. Set the total capacity for the venue.
4. Add a donation ticket to collect donations.

● Step 3: Additional Details

1. Mark your page as public or private.
2. Choose an event type and topic.
3. Show the number of tickets remaining (if you'd like).
4. "Save" and "Preview" your draft event, or publish using "Make Event Live".

● For more information and video

tutorials: https://www.eventbrite.com/support/articles/en_US/Multi_Group_How_To/how-to-create-an-event?lg=en_US

OPTION 3.

CREATE A GREAT EVENT ON EVENTFUL

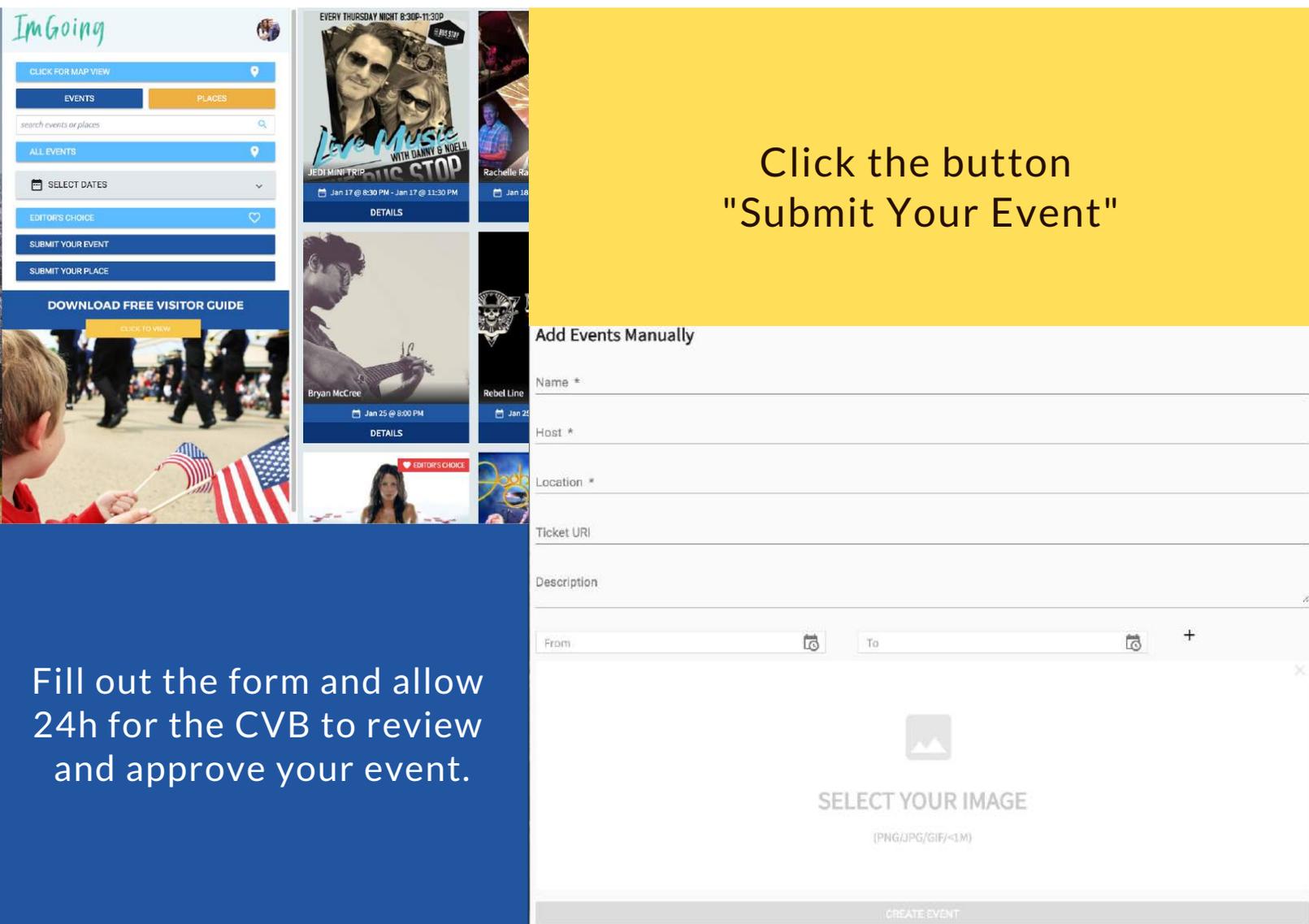
You can get an event live on Eventful, for free, in just a few steps

- Step 1: Register for Eventful
Keep in mind that you must be a registered user to do so.
Registration is super easy and totally free: <http://eventful.com/join>
- Step 2: Create your event and add details
 1. Event Title - Make it descriptive! This is the first thing people see of your event.
 2. Date and Time - Type the date and type or use the handy drop-down boxes.
 3. Add your venue - Type the venue name. If you don't find it, select "suggest a new venue" from the drop-down option.
- Step 3: Add Event Picture
Add a picture that best represents your event. Event viewers are visual and the image will help promote your event even more. .
- For more information and the event submission form, simply visit <http://eventful.com/events/new> and enter all the info you have for your event.

OPTION 4.

SUBMIT AN EVENT ON BIRCHRUN.ORG

If you don't wish for your event to be featured on Facebook or Eventbrite, you can also manually submit to Birch Run Visitors Center for website promotion, but filling out the information on birchrun.org.



The image shows a composite of three elements: a mobile app interface on the left, a grid of event listings in the middle, and a manual submission form on the right.

ImGoing App Interface (Left): Features a search bar, navigation tabs for 'EVENTS' and 'PLACES', and buttons for 'SUBMIT YOUR EVENT' and 'SUBMIT YOUR PLACE'. A 'DOWNLOAD FREE VISITOR GUIDE' button is also visible.

Event Listings Grid (Middle): Displays several event cards with photos and details. One card for 'Love Music WITH DANNY & NOELLE' is highlighted with a 'JEDI MINI TRIP' badge. Another card for 'Bryan McCree' is also visible.

Manual Submission Form (Right): A yellow banner at the top says 'Click the button "Submit Your Event"'. Below it is a form titled 'Add Events Manually' with the following fields: Name *, Host *, Location *, Ticket URI, and Description. At the bottom, there are date pickers for 'From' and 'To', an image selection area with the text 'SELECT YOUR IMAGE (PNG/JPG/GIF/<1M)', and a 'CREATE EVENT' button.

Fill out the form and allow 24h for the CVB to review and approve your event.

QUESTIONS?

Contact us:

(308) 382-4400