

## OHIO EVENTFINDER HELP

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### Help

Help is available for the EventFinder site in two ways:

1. You can access an interactive version of help from any section once you are logged into the site.
2. You can e-mail specific questions to the site administrator, Jami Goldstein, at [jami.goldstein@oac.state.oh.us](mailto:jami.goldstein@oac.state.oh.us).

### GETTING STARTED

Once you have been sent a UserID and password and have logged in successfully, you can navigate throughout the EventFinder administration tools.

The Ohio EventFinder gives you the ability to publicize and manage your organization's events online. You can add and edit events and venues and manage your organization's users of this Web site. Your events will be public on the ArtsinOhio.com Web site. In addition we share events with the Ohio Division of Travel and Tourism and Ohio Magazine—both organizations reserve the right to edit events based on their database systems and available space in publications. The Division of Travel and Tourism requires that your organization also be registered with them before events will transfer. If your organization is located in Cleveland, Columbus or Cincinnati, the EventFinder also shares information with the Convention and Visitors Bureau's Web site event calendars in each of those cities.

### Navigation

Use the links at the top right of the site to navigate directly to a section of the site.

These are the "Primary Navigation" links. They will remain in the same position of the page and are available from every page of the site.

*Note: While you are adding or editing an event you will not be able to switch to these primary links without first saving your event or canceling your add/edit process.*

In some of the pages (Events, Venues, Users), additional options will be displayed. These are "Secondary Navigation" links. The options allow you to move through the sub-sections of the site. In the Events section the secondary navigation links displayed above your list of events are "Active" (default page), "Pending" (only basic event information was entered—waiting on dates), "Scheduled" (all event information has been entered but a future date has been selected for the event to post to the public sites) and "Past" (no longer viewable on the public sites) events. Below the list of active events are the options to "Add new" or go back.

**IMPORTANT!!** This is a new feature to OEF: When adding a new event you are first given a basic information screen. Saving the information on this screen DOES NOT

make your event active on the public sites. Once your basic information is entered you will need to finish adding other required information such as categories and times and dates (Schedule tab) for the event.

While you are adding the additional required information for a new event, or while you are editing a previously entered event, you will see a "Third-level Navigation." This allows you to enter other required information and customize the various details of a specific event, while keeping your view organized. All required fields are marked with a red asterisk. You must enter information into the required fields.

### **Primary Navigation-Main Sections**

**1 page:** The page features direct links to the event and venue edit and add functions, as well as an admin alert section for messages from the site administrators.

**2 Organization Info:** Update your organization's contacts, description and other information.

*Please note: an organization description field is now a required part of the Organization Info page. Please update your listing by completing this field with a brief 500 character description of your organization written in marketing language. This listing will soon be searchable by ArtsinOhio.com users.*

**3 Events:** View a List of, Add or Edit events for your organization

**4 Venues:** View a List of, Add or Edit venues for your organization

**5 Users:** View a list of or Edit users for your organization

**6 Help:** Review basic information about the OEF system, information on how to get started, tips for making events easier to enter, and access to contact information for comments and problems.

**7 Logout:** Don't forget to logout once you are finished entering your events. Select Logout from the Primary Navigation options. This will end your current session and return you to the main EventFinder Administration Login page. You will need to login again in order to access any of the EventFinder's administration areas.

Be sure to read the FAQ section of this document to make your job of entering events easier. If you have suggestions for additional helpful tips please e-mail them to [jami.goldstein@oac.state.oh.us](mailto:jami.goldstein@oac.state.oh.us).

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## **FREQUENTLY ASKED QUESTIONS and HELPFUL TIPS**

*How can I move from field to field when I'm entering information into the page?*

The TAB key will take you from one box to the next on any given page.

Holding the SHIFT key while hitting the TAB key will return you to the previous text box.

*What information is required for my organization and my event?*

All required fields are marked with a red asterisk. You must enter information into the required fields. Not doing so will result in error messages and an inability to save your event.

*I filled in my information, now I've gotten a screen that tells me to fill in all of the required fields and lists certain fields. What does this mean?*

If the information you provide in any section is incomplete, because you missed filling out any required fields, you will be redirected back to the entry page. Any fields that need to be changed or completed will be displayed at the top of the page, in BOLD RED. You must correct and complete these fields in order to save your event information and continue with your session.

*I forgot my password or I'd like to change my password to something more memorable?*

If you have forgotten your password, you can click on the link that says "Help! I've forgotten my password" on the Home page. You will be directed to enter your user ID, which is your complete e-mail address. After entering your user ID, click on "reset my password." An e-mail will be sent to you to confirm the password change. Follow the directions in the e-mail to confirm the password change and a new password will be sent to you. You can then return to the EventFinder site and login with the new password.

If you would like to reset your password, login to the EventFinder and click on the users tab. You have two options: 1) To create your own, enter a new password in the box titled NEW PASSWORD and click SAVE. You will be automatically redirected to the list of all users and an e-mail confirming the change will be sent to the e-mail address listed on the updated account. 2) You can also check the box that will automatically generate a new random password for the user. You will be automatically redirected to the list of all users and an e-mail confirming the change with a new randomly generated password will be sent to the e-mail address listed on the updated account.

*What do I do if I've forgotten my userID or the e-mail I enter as my userID is not found?*

Please e-mail the site administrator [jami.goldstein@oac.state.oh.us](mailto:jami.goldstein@oac.state.oh.us) with your name and your organization name. The site administrator will look up your information and assist you in retrieving your login information.

*How can I make the most of my event description?*

If your description is long you may consider writing your description in a Word document (or some other application with spell check) then copy and paste it into the description field. There is a 2,500 character limit in event description field so you can also check your character count in word. By using Word you also can save your description on your computer for use at a later date or for other projects. Incomplete information and descriptions are a disservice to your hard work and will prevent your event listings from being shared with other sites.

It is also a good idea to repeat your organization name in your description (ie: begin with "<Your Organization> presents...") This is good marketing practice and also makes certain that your organization's name appears in listings on other Web sites, such as DiscoverOhio.com that do not display the presenting organization name in their search results.

*Why is the information on the Event Info page in the Ordering Information section "Ordering Information" fields already present when I go to add an event and what do I do if it is incorrect?*

The URL and phone fields in this section pull information from the Organization Information you entered when you registered. If you need to change this information, exit the event edit mode and select the Organization Information link on the Primary Navigation. The fields that push this data are Box Office Phone and Organization Web site.

If these fields do not fill in automatically when you are adding an event it is because this information is missing from your Organization Information page.

Go to the Organization Info link at the top of the page, add box office (which should also be used for general phone even if you don't have a box office) and Web site info and the information will pre-populate in the event add mode.

*I tried to register my organization because I didn't see it on the list of Organizations on ArtsinOhio.com but OEF is telling me that I'm already registered. Why is this happening?*

E-mail addresses are the unique identifiers in the OEF system. The EventFinder will not allow the addition of a user with an e-mail that already exists in the system. This sometimes happens when one person handles the EventFinder administration duties for two different organizations or the person is still listed as a user at an organization at which they used to work. If you should encounter this problem while attempting to edit a user, please use a different e-mail or contact the site administrator.

*I have an event that reoccurs each year. Do I have to reenter all of the information from last year?*

If an event that is already in your events list will be reoccurring you may want to keep it and simply change the dates when you have the new information. No past events will show up to an ArtsinOhio.com user so you may keep past events in your list as long as you like without concern that the information will be seen by ArtsinOhio.com users.

Click on "Events" in the primary navigation, then choose "past events," select the event which will recur, go to the schedule tab, clear all dates and enter your new dates. Once future dates are entered and saved the event will appear on your active event list.

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**VENUE: ADD**

If you are a new organization to the EventFinder the first thing you must do is add your venue(s) information so that the venue is on the list available when you enter an event. You will only have to enter information for each venue once. After entering your venue it will become immediately available as a selection in your basic event information screen.

**Note: Your venue may already be listed in the EventFinder. To find out if your venue is already listed within the system choose the “view more venues” link on the basic event information screen. If your venue does not appear in the alphabetical list you will need to add it. Click the “add it now” option and fill in the venue information.**

**OR** if you are not in the event add or edit mode Click on VENUE from the Primary Navigation options. Choose the link “Create a new venue.” Enter your venue information.

All required fields are indicated by a red asterisk. Although not all fields are required it is best to provide as much information as possible.

Once you have entered your venue(s) information you will see a list of all the current venues for which you can update information. Any venues you enter will appear as default options on your basic event information screen.

If your event is not at one of your venues you are still able to select from the entire list of venues but you will not be able make changes to venues that your organization did not enter into the EventFinder.

There may be multiple organizations that share the same venue in your area. For example: In Columbus, the Columbus Association for the Performing Arts manages multiple venues (Ohio Theatre, Palace Theatre, Riffe Center theatres, etc.) and each of those venues is used by many arts organizations (BalletMet Columbus, The Columbus Symphony, CATCO, etc.). CAPA entered the venue information initially and CAPA is the only organization that can edit information about those venues. But all arts organizations have access to choose any of CAPA's venues as the location for their events.

While entering or editing an event If you need to choose a venue that is not in your list (one that was entered by another organization) click on the link “view more venues” and all venues in the system will be available to you through a drop down box.

If you need to find out which organization entered a particular venue or are concerned that there is incorrect information entered for a venue please contact [jami.goldstein@oac.state.oh.us](mailto:jami.goldstein@oac.state.oh.us).

#### **VENUE: EDIT**

Go to the VENUE option. A list of your current venue(s) will appear. Click on the name of the venue you wish to edit. Your current venue information will prepopulate the fields. Highlight or delete the information you wish to change and enter your new information.

*Note: A venue can be deleted only by one of the site administrators. Please contact [jami.goldstein@oac.state.oh.us](mailto:jami.goldstein@oac.state.oh.us) if you want to discuss a specific venue.*

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## **EVENTS: ADD**

There are two ways to add a new event to the system.

The first method is to choose “Add New” from the page, the first page you reach after logging in. This will take you directly to a “New Event” page where you will first enter basic event information. Once you have entered the information on that primary screen click “Create event.” You will then be taken to a tabbed page where you can finish entering your event information.

You successfully add an event to the system by following a six-step sequence, as represented by the following menu options:

- A) Event Info
- B) Categories and Subcategories
- C) Schedule
- D) Discounts
- E) Information
- F) Image

Another method for adding an event is to click on EVENTS on the Primary Navigation at the top right of the page. Once you have entered this section, you will see four navigation options at the upper left, “Active,” “Scheduled,” “Pending” and “Past. Below your list of events on the left are the options to “Add new” or go back.

The top options lists the events related to your organization already in the system and the “Add new” option will take you to the basic information section to begin adding an event.

### **Basic Event Information**

Step 1: In the first text box type your Event Name.

Step 2: In the second text box, enter a concise but thorough description of your event. Think of this section as your marketing brochure. In your description use marketing language, complete sentences free of grammatical errors, and check for typos. (There is a 2,500 character limit in event description field.)

Step 3: Select your venue from your venues or choose “view all venues” to select from others in the system.

Step 4: Enter the date you would like to make the event visible to the public.

**IMPORTANT!! THIS IS NOT THE DATE OF THE EVENT and is almost always left as today’s date unless you need to schedule the release of multiple events at the same time for PR purposes!!** The default date is today's date. If you wish to make the event appear at some point in the future you may type the date directly into the field by using a mm/dd/yyyy format or you may use the calendar function.

To set the date using the calendar function click on SHOW CALENDAR immediately next to the box that contains the date. A calendar will appear with the current date

highlighted. You can move one month forward or back by clicking on the left and right arrows at the top of the box. You can move to future or past years and months by clicking on the small down arrow at the top of the box immediately to the right of the current month. If you use this option, choose the year and month you would like and click on OK. Then choose the day you would like and you will be returned to the scheduling screen. Your date will appear in the date box.

Click "Create event"

***Note: As noted above selecting a future date is recommended only for special situations such as embargoing an entire schedule related to a special series or for a blockbuster event so that the release of the information can be timed to the public and media.***

You will now be on a more complete event information screen. This screen is also where your third level event navigation appears and where you will complete your event add process.

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**On the Event Information tab complete the following fields:**

Ordering Info

Step 1: Click on the text boxes to add your Admission Price information, in dollar amounts (just enter the numbers, with no dollar sign). If your event is free, you **MUST** enter 0 in both the minimum and maximum price boxes.

Step 2: Enter the URL to order tickets, if applicable. Then, enter the phone number. You must provide either a URL or a phone number.

*Please note: The URL and phone fields will in most cases fill in automatically from the information you entered on the organization information page during registration.*

Step 3: Enter any URL for a site that provides further information about your event and how to get tickets. Then, enter the phone number.

Step 4: Once you have entered the event information as you would like it to appear on the site, you may move directly to the next required tab. There is no save button exclusively for the Event Info tab.

*Note: Before you are able to save the event entirely you are required to select at least one category and add at least one time and date in the SCHEDULE tab. Clicking Update Event without going to the categories or schedule tabs will result in error messages.*

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**Categories and Subcategories**

This tab displays any current Art and Non-Art Categories listed for your events.

## To Add Categories and Subcategories

You are required to choose at least one category for your event but you may select as many categories as you like. Categories are searchable on the ArtsinOhio.com advanced search page so you will maximize your event's visibility by choosing the most appropriate category or categories for your event. You must select categories and subcategories one at a time and click "Add category" for each one you want to associate with your event. Use the scroll bar to move through the entire list. If an appropriate subcategory does not exist for your event, select "general" under the primary category name.

## Schedule

In this section you can add the time(s) and date(s) information for your event. You will also see a list of any current, successfully submitted dates and times if you are editing an event already in the system, and you can edit or delete the dates and times that are currently in effect for that event.

### To Add One Date and Time:

Step 1: Select the appropriate information from the drop-down boxes to complete the Start Date and End Date and the Start Time and End Time. You may type the date directly into the field by using a mm/dd/yyyy format or you may use the calendar function. To set the date(s) using the calendar function, click on SHOW CALENDAR immediately next to the box that contains the date. A calendar will appear with the current date highlighted. You can move one month forward or back by clicking on the left and right arrows at the top of the box. You can move to future years and months by clicking on the small down arrow at the top of the box immediately to the right of the current month. If you use this option, choose the year and month you would like and click on OK. Then choose the day you would like and you will be returned to the scheduling screen. Your date will appear in the date box.

To set the time of your event, click on the dropdown boxes for hour, minute and AM/PM, then scroll until you find your selection. Select it. The box will then display your selection. Otherwise use your tab key to advance to the next box, and the Up- and Down-Arrow keys to move within the values for a drop-down box. Click "Enter" to select. The box will then display your selection.

**Note: You are required to set an end date even for one-day events.**

Step 2: Click on the text boxes to add Special Offer information for Price and Description.

Step 3: Once you have entered the date and time information as you would like it to appear on the site, you may click on the "Add Date" button to complete the update. This will save the current event session info for this tab only.

You will remain in the Schedule tab, showing the dates and times currently in effect for your event. You can continue adding dates and times for the event.

When you have added all of the dates and times, click on the "Event Info" tab. Your schedule will be saved and you will be returned to the Event Info page.

To Add a Series of Dates:

Step 1: Select the appropriate information from the drop-down boxes for the start time and date and fill in the Special Offer Information.

Step 2: To make a series of events, there must be an end date that is later than the start date. You may type the date directly into the field by using a mm/dd/yyyy format or use the "Show Calendar" function to select your end date. You can choose the individual days of the week to which the date range applies by checking the boxes next to all of the days of the week that apply to your event's date range and times. A check will appear next to the days of the week when they are selected.

Step 3: Once you have entered the date and time information as you would like it to appear on the site, you may click on "Add Date" button to complete the update. This will save the current event session info for this tab only.

Note: If you add special offer information for a range of dates it will apply to the ENTIRE range of dates you entered.

You will remain in the Schedule tab, showing the dates and times currently in effect for your event. You can continue adding dates and times for the event. When you have added all of the dates and times, click on the "Event Info" tab to return the link where you may save your edits and make your event public. Your schedule will be saved and you will be returned to the Event Info page.

You cannot edit a date and time once it has been entered. You can delete the specific date and time by selecting the trash can icon next to the event, or if you've made a mistake in entering a series of dates, you may delete them one at a time or choose "Clear all dates." A confirmation message will display asking you to confirm that you want to delete this date(s) and time(s). Once you confirm the delete (or cancel it) you will be returned to the main Dates and Times page showing your updated list of dates and times for your event.

You may then re-enter the correct date information.

Please keep in mind that you may need to delete a date and time when entering range of dates if the event spans holidays. Delete the specific date and time by selecting the trash can icon next to the appropriate date. A confirmation message will display asking you to confirm that you want to delete this date and time. Once you confirm the delete (or cancel it) you will be returned to the main Dates and Times page showing your updated list of dates and times for your event.

Once you have added all the dates and times for your event you may choose another tab to complete the information for the event or you can return to the event info tab and click "Update Event" which will save your event information and return you to the Welcome page.

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**Discounts**

This page displays any current Discounts for your event. There is no required information on this tab, entering information here is optional.

#### Add Discounts

*Note: For discounts or special offers related to specific dates you have the option to add this information to specific dates and times in the "Schedule" section.*

Step 1: Select the appropriate discount from the drop down menu. Choices include some city specific discounts, such as High Five, Enjoy the Arts, 20/20 Passport, etc. and more widely used discounts such as AAA, Group, Member, Senior, Student and two Special fields for organization-specific discounts. Enter any additional text or description needed to explain the discount (For example, if you select the Senior discount, in the text field next to it you can add: Golden Buckeye: \$3 discount; AARP: \$2 discount) and click "Add Discount Info."

Step 2: Once you have entered the discount information as you would like it to appear on the site, you may choose another tab to complete the information for the event or you can return to the Event Info tab and click "Update Event," which will save the event and return you to the Welcome page.

*Note: Discounts are searchable and therefore you should make the most of this section for your customers who will benefit. If your event is free you may consider checking all preset discounts and entering the word "free." People who look for discounts will likely be interested in free events.*

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#### Information

This page displays any Additional Info for your event, along with the URLs or text for event reviews.

*Note: There is no required information on this tab, entering information here is optional.*

Step 1: Under Additional Info select from the drop down box any additional event descriptors that apply to your event (Annual Event, Family Oriented, Child Event, Multicultural Event, Audio Description, Sign Language, Large Print). Click "Add" after selecting the appropriate category, repeat if needed for additional categories. These options are displayed on the Event Detail pages on the ArtsinOhio.com system.

Step 2: Under Reviews and External Links choose either "Article text" or "Link" from the drop down box and add either the text of the article or the URL (in the format [www.URL.com](http://www.URL.com)).

Please keep in mind that newspapers and other publications often only keep articles posted on their sites for a certain period of time (sometimes as short as a week). If you are uncertain of the paper's policy, contact them or use the paste text option. You may copy and paste the text directly into the text box. Please do not use any HTML tags. Each entry is limited to 4,000 characters.

Step 3: Once you have entered the additional event information as you would like it to appear on the site, you may choose another tab to complete the information for the event or you can return to the event info tab and click “Update Event” which will save your event information and return you to the Welcome page.

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## **Image**

In this section you can add an image to your event description.

To add an image click the browse button and find the picture you wish to upload. Once this is done you may type a description to go with the image. The description should also include any necessary photo credit information.

After both steps are completed, chose “Save Image.” The image will now appear along with your event on the public sites. The image will appear on an event list as a small thumbnail and slightly larger on the event detail pages. These images are also reviewed for possible inclusion on the AIO.com front page.

Once you have added an image you may choose another tab to complete the information for the event or you can return to the event info tab and click “Update Event,” which will save your event information and return you to the Welcome page.

## **EVENTS: EDIT**

Click on the Event name from the Welcome page or the EVENTS option in the primary navigation to see a list of your events. The list of your current events entered into the EventFinder will display on the page along with information such as Event Name and Dates. You also have the option to view Pending (only basic event information was entered—waiting on dates), Scheduled (all event information is in but a future date has been selected for the event to post to the public sites) and Past events.

Click on the name of the event you wish to edit.

Follow all the same procedures as you would for adding an event.

To delete an event click the trash can button next to the event you wish to edit. A confirmation message will appear asking you to confirm that you want to delete this event. Once you confirm the delete (or cancel it) you will be returned to the main Events page showing your updated list of events.

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## **USERS: ADD and EDIT**

Click on the USERS option in the primary navigation to go to this section. You will see the current contact name(s) associated with your organization.

To view or edit a user's information, click on the user's name.

The user's information will pre-populate all the fields. Change the information you need to, being sure to delete any current text. All of these fields are required.

Once you have updated all the fields you need to, click the “Edit” button at the bottom of the page. Or if you decide to not make any changes, hit “Cancel.” You will be returned to the main user list page.

To change an existing user's password enter the new password into the box titled “Password” and then again into the box titled “Confirm Password.”

If you need to add a user, click on the “New User” option at the bottom of the page. You will add the user's first and last names and the user's e-mail address. A password is will be randomly generated for this user. Last, click the “Create” button to complete the action. The new user will receive an e-mail confirming that they have been added as a user. The e-mail will also contain the user's password.

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### **ORGANIZATION: ADD and EDIT**

On this page you can update the information about your organization. Click on the ORGANIZATION INFO option in the primary navigation to go to this section. You will see your current organization and contact info displayed.

Update the information you need to correct. Make sure that you delete the current text, then type your new information. The fields marked with a red asterisk on this page are required. You may also add information in the optional fields. While not required it is best to provide as much information as possible.

*Note: You cannot update a user's contact information from this section. That information can only be updated by going to the USERS option on the primary navigation. See the help section on USERS: ADD or EDIT for information on how to change this information.*

Once you have typed in all your updated information and verified your changes, click the “Edit” button to complete the update. The page will refresh with your updated information displayed.