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**Guidelines:**

**Posting an event on Arts Access Aotearoa’s events calendar**

**A. What you need**

* Website login
* Event copy and images, plus any URLs you want to include

**B. Sections to fill in, in this order**

**1. Event name:** Use a simple and descriptive title. The event entry will not load if it has an identical name to another event already loaded so make the name unique, even if it’s only slightly changed: e.g. different venue/location, or adding “audio described”, “NZSL interpreted”, “relaxed performance” if it’s a show.

**2. Event content:** Enter the information for the event. You don’t need to include the venue, date, time and cost because these have their own sections further down. The event content should be no more than 150 words. Your first paragraph should be no more than two sentences and include the accessibility feature (e.g. relaxed performance, sensory tour) and answer the basic questions of who, what and location (e.g. Blenheim. Dunedin).

**Please note:** It is important to copy your first paragraph into the Page Description section so that it appears on the events calendar index page, where you can click on “Keep reading”.

**3. Event key words:** These are for search engine optimisation. These can be taken from your copy, and include things such as venue, type of event, artform, accessible feature, key people etc. Remember, no spaces after each comma.

**4. Event categories:** Choose up to eight relevant categories from the drop-down menu.

**5. Contact details:** Include a link to your website and contact details for the organiser. Please also include a phone number if possible, which is useful for people using screen readers. You can also include links to your Facebook, Twitter, and Instagram pages.

**6. Event image:** To be displayed on the event page itself. It will automatically resize for the page but please make the file size small: 72dpi. You can use either jpg, jpeg, gif, tiff, png, bmp or svg.

**7. Signature image:** To be displayed as a square image (100X100 pixels) on the events calendar index page. You may wish to crop a detail of your image or it will automatically resize to a square but please make the file size small: 72dpi. You can use either jpg, jpeg, gif, tiff, png, bmp or svg.

**8. Accessibility:** Tick the relevant boxes if the venue is wheelchair-accessible, or has an accessible toilet or mobility parking nearby; or leave the boxes unticked if these aren’t present or you don’t know. This is vital information for Arts Access Aotearoa’s readers and is best practice for everyone.

**9. Event cost:** The cost to enter or participate in this event, or you can put gold coin/koha, or free.

**C. Entering the dates of your event: options**

**1. Event Start/Event Stop:**

If it’s a **one-off event**, click in the “Event Start” box, use the arrow to choose the month, then click on the date. Use the sliders to set the time, then click Done. Then do the same with the “Event Stop” box. Then go to the end of the page, click on “Terms and conditions”, and save the page.

**2. If it’s a “Repeating Event”:**

If this is a repeat event, enter the first date and time only in Event Start and Event Stop.

**OPTION 1:** Your event **repeats on a regular basis**, say every Thursday, or fortnightly or annually.

Simply select from the “**Basic Event Repeat”** dropdown and then set an “**Event Repeat Stop”** date, which will be the same as the “Event Stop”.

**OPTION 2:** Your event **repeats, but on irregular dates**, say on the 3rd, 19th and 28th of a month.

In this case, create the event for the first date (3rd), then click “Duplicate Timing & Details”). Then repeat the steps and create the event for each of the remaining dates in turn. **For each repeat, select from the “Basic Event Repeat” dropdown and set an “Event Repeat Stop” date,** which will be the same as the Event Stop.

**OPTION 3:** Your event **repeats on a regular basis, but perhaps every Tuesday and Thursday**.

In this case, create the event for the first date (Tuesday) and make that date repeat weekly in “**Basic Event Repeat”**. Then click “**Copy Repeat Venue & Date'** and create the event for the Thursday and make that date repeat weekly in **'Basic Event Repeat'**. **For each repeat select from the 'Basic Event Repeat' dropdown and set an 'Event Repeat Stop' date,** which will be the same as the Event Stop.

**OPTION 4:** Your event **repeats but the information changes** **each time**, **e.g. a venue or time changes**.

Using an example of a daily event where the time is different on each day, you would create the event for the first day and make that date repeat weekly in **'Basic Event Repeat'**. Then click **'New Repeat Venue & Date'** for each other day of the week, with the changes applied, and make each date repeat weekly in **'Basic Event Repeat'**. **For each repeat select from the 'Basic Event Repeat' dropdown and set an 'Event Repeat Stop' date,** which will be the same as the Event Stop.

**OPTION 5:** Your event is **completely different each time:** **e.g. each event is in a different city and you would like different copy on each page.**

In this case, save this event page once completed and enter completely new event pages for each event.

Once you’ve done all this, make sure you tick the Terms and Conditions box (you will not be able to post otherwise). Then click “Post Event”, and you’re done.

**4. Additional tips**

* We recommend using Google Chrome as your web browser for event posting where possible. Javascript is required but comes automatically loaded with your browser. However, any operational failure may be due to your Javascript being disabled and you’ll need to activate it for full functionality.
* If your event expires and you wish to revive it for another date, click “View My Events”, find the event, modify the copy, change the date and save the page. This is preferable to making a whole new event entry from scratch.

Arts Access Aotearoa will moderate your event listing before it goes live. For any queries, please contact Iona (E: [iona.mcnaughton@artsaccess.org.nz](mailto:iona.mcnaughton@artsaccess.org.nz)

T: 04 802 4349).