



# EventsAbout Dashboard and Site

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## Dashboard

### Overview

The EventsAbout dashboard is a window into the EventSource back end database. It allows you to see events that users have entered into our system and to edit them, before approving them for publication.

It also allows you to create your own events, which are then queued for publication.

Finally, it provides a Reverse Publishing function that can output published events in a format you define. Those exported events can then be

### Logging In

The URL to log into the dashboard is <http://admin.eventsabout.com>.

The username and password are in the upper right corner of the page. When you have logged in successfully, the username field will turn into a Logout button.

After logging in, verify that the home screen shows your correct affiliate/property information. If your login allows you to access multiple affiliates, you can choose from the My Affiliates menu.

### Adding an Event for Publication

**Click on Events...Add.** In order to be assured that the event will be published more quickly, make sure to fill in as many fields as possible. Most important is to choose a "Performer/Event" from an existing list, and choose a Venue from the list of venues in your publication area.

The form for adding an event also allows you to upload artwork.

### Editing a Submitted Event

Once an event has been added, either by an end-user or by you, it goes into a submission queue. While it is in the queue, it can be edited. Just click on the Queue button to see all the events in the submission queue that have not yet been turned into events.

For each event, you can click on the Approve button to approve the event, or the Edit button to edit the event. The Edit button will bring up the same form as the original event entry.

### Viewing Recently Added Events

Tbd

### Promoted Events

For any event that has already been published, you can find and then promote the event in order to push it to the top of the Home Page. Promoted events will show up with the tag Editor's Choice.

Just click on Promoted. Search for the event name. When you find it, click + to add it to the promoted list.

Once an event has been promoted, it will show up in the Promoted Events list. You can remove it by clicking the X.

### Reverse Publishing

The Reverse button allows you to create a report from the system that can be downloaded, or pushed to an FTP site.

### Creating a New Template

Click on the Revere menu item, and then click New Template. You'll see the new item, called New Template in the list.

Click on the name of a template to edit it.

### Editing a Template

The Name field is how you will internally refer to your template.

Types are the Event Types.

Genres allow you to narrow down by very specific tags on an event.

Zipcodes allows you to take your already filtered list and match against a comma-separated list of zipcodes.

Sort fields are a comma-separated list of fields to sort by. See the popup Field List in formats to view a list of field names. Make sure your break fields (if you have any) are the first fields listed in your sort order.

Break fields are a list of fields that allow you to create new sections. For example, you might want the major breaks to be VenueType and VenueName. See below for more information about how to format breaks.

The MultiDay range checkbox keeps a record that spans multiple days as a single record. That is probably the option you want to use for most listings. Unchecking this option splits the records into one record per date in the range.

FTP Address is the place you want to push a report to via FTP. For example:  
<ftp://username@password:ftp.site.com/directory/subdirectory>

Filename is the name of the file to be pushed into the FTP site. For example "bars\_and\_clubs.txt". Passive Mode should be checked if your FTP site requires it.

### Break Fields

This is a comma-separated list of field names that cause a report to "break" and create a new header. Typically a break field might be a Event Type or a Venue Name.

You can have multiple break fields if you want Headings and Subheadings, for example. Let's say you want to list all Music Events, then show every Venue with a music event, but list the events individually. You would then have two break fields: VenueName,EventName.

Within the format, you would put in two break field formats. You can include text and other fields within the break format, but it makes sense to only put in other information about the heading data - such as Venue information would make sense in the break format for the VenueName. Here's an example:

```
{{break field=EventType}}  
<h1>{{EventType}}</h1>  
{{/break}}
```

```
{{break field=VenueName}}  
<h2>{{VenueName}}</h2>  
<h3>{{VenueAddress}}, {{VenueCity}}</h3>  
{{/break}}
```

### Sorting

You can sort by any number of fields. However, it is required that you first sort by your break fields, and then by other fields. For example, using the break fields above, we would set the sort to be:

```
{{EventType}},{{VenueName}},{{EventName}}
```

### Record information

The individual event information would be in the "{{record}}" format. You only need (and should only have) one record format, which lists the details for a single record.

```
{{record}}  
<p>{{EventName}}:{{EventDescription}}. {{EventDateTimes}}</p>  
{{/record}}
```

### Header and Footer

These are text fields that occur once at the beginning and end of the file. For example:

```
{{header}}  
<title>Events Listing</title>  
{{/header}}
```

```
{{footer}}  
<foot>Visit us on the web</foot>  
{{/footer}}
```

### Formatting Start and End Dates

The date fields EventStartDate, EventEndDate can take formats. Below is the list of formats:

Default: **{{EventStartDate}}** 10/21

Day: **{{EventStartDate:l}}** Monday

SDay: **{{EventStartDate:D}}** Mon

MDay: **{{EventStartDate:j}}** 21

Month: **{{EventStartDate:F}}** October

SMonth: **{{EventStartDate:M}}** Oct

Year: **{{EventStartDate:Y}}** 2014

SYear: **{{EventStartDate:y}}** 14

### Formatting Dates in the Date/Time field

The field EventDateTimes contains combined dates and times for date ranges. The format is as follows:

```
{{EventDateTimes:DATE_TIME}}
```

The "DATE:" portion of the format can contain any combination of the date specifiers above. For example

{{EventDateTimes:D M j}} Mon Oct 14

IN PROGRESS: You can leave out the time portion. If you want to include a time portion, it comes after an underscore. For example:  
TBD.

### Raw Times

If you are not combining dates from different records, you can access JUST the time field by using the field {{EventTimes}} in your format.

### Formatting Phone Numbers

By default, phone numbers will format as (aaa)mmm-nnnn. However they can also be forced to format as aaa-mmm-nnnn by adding the :d (dash) parameter. For example:

{{EventPhone}} – format with parentheses.

{{EventPhone:p}} – format with parentheses.

{{EventPhone:d}} – format with dashes.

## Your Hosted Website

The site that your customers and readers see is your hosted website, or microsite. It comes in two versions – a full-size browser version (aka Desktop) as well as a responsive Mobile site.

Content on the two sites are essentially the same but they are presented differently.

### Venue Coverage

Your website covers a specific set of venues, not a geographic region. Our editors, working with you and your team, select a curated set of venues to display your website.

We can easily add venues to that list, or remove them. Note that this list also affects your Reverse Publishing.

### Advertising Tags

There are several ways to add advertising to your microsite. The Desktop version has an HTML “template” that contains the header and footer for your site. The header and footer can contain advertising tags, as well as Javascript to activate the ads.

The Desktop site also has three ad positions internal to the content. The right rail contains a 300x300 or 300x250 ad on top of the column (ad2). The right rail also has a 300x300 or 300x250 ad in the center of the column (ad3). Finally, there is a spot for a banner in the center column (ad4).

The mobile site has the following ad positions: TBD.

### Home Page

The Home Page has several navigational and content elements. The left rail has a list of major event types under What To Do. These are the standard Events About Event Types of:

- "Music",
- "Talks & Readings",
- "Art",
- "Theater",
- "Dance",
- "Sports",
- "Comedy",
- "Special Event"

In addition, there is list of towns, in alphabetical order, listed under Locations.

Between the What To Do and Locations lists is a list of up to 12 Quick Links. These Quick Links can be a link for a specific Subgenre ( a list of over 100 predefined genres) or a Search. For now, you have to let [esmanagers@event-source.com](mailto:esmanagers@event-source.com) know what you want in your Quick Links. In the future you'll be able to edit with the dashboard.

### Upcoming Events

The Things To Do menu choice leads to the Event Listing page...where your choices can be narrowed by Event Type. Or you can click on the Event Type on the home page and go directly to a specific Event Type listing.

### One-Day Events Search

If you go to the Search bar, look under **View Listings For A Day** and choose a date, you will be brought to a listing for events for a single date.

### Event Name/Venue Name Search

The search bar also contains a place to search for a performer name and/or a venue name. Simply type in a search string and it will look for the next 60 days of events matching that string.

Note that this is a not a "Google" search for now, it is a straight text-based exact match on some portion of the venue or event name.

### Restaurants

If you have subscribed to restaurant data, there will be a new menu selection that allows you to list all of the restaurants in your readership area.

A restaurant is just a Venue, but certain important fields are filled in which might not be available in other venues. They are, for example, Cuisine, Price Range, Attire, Atmosphere, Delivery, and Reservations.

The Restaurants page has search options for Cuisine and Price Range. The user can click on a Cuisine to narrow the listings to a particular cuisine, or cuisines. For example, if the user clicks on American, only American restaurants will be listed. If the user then clicks on Chinese, then both American **and** Chinese restaurants will be listed.

Price range works similarly. If both cuisine and price are chosen, then the results have to fall into both categories to be listed.



## Appendix 1 – Event Genres

Event Type	Genre
Art	Art Show
Art	Art Talk
Art	Ceramics/Pottery
Art	Children's Arts/Crafts
Art	Design
Art	Drawings/Works on Paper
Art	Folk Art/Crafts
Art	Gallery
Art	History/Science
Art	Installations
Art	Jewelry/Gems
Art	Mixed Media
Art	Multimedia
Art	Museum
Art	Painting
Art	Photography
Art	Prints
Art	Sculpture
Art	Textiles
Books	Conference
Books	Family/Child (Books)
Books	Poetry Reading/Spoken Word
Books	Signing/Readings
Books	Talks/Lectures
Comedy	Improv Comedy
Comedy	Musical Comedy
Comedy	Open Mic/Comedy
Comedy	Sketch Comedy
Comedy	Stand Up Comedy
Dance	Ballroom
Dance	Classical Dance
Dance	Country/Folk Dancing
Dance	Experimental
Dance	Line Dancing
Dance	Modern
Dance	Tap/Jazz
Dance	Urban/Hip Hop Dancing
Dance	World Dance
Music	A cappella

Music	<b>Acoustic</b>
Music	<b>Alternative</b>
Music	<b>Bluegrass</b>
Music	<b>Blues</b>
Music	<b>Broadway</b>
Music	<b>Cabaret</b>
Music	<b>Cajun/Zydeco</b>
Music	<b>Calypso</b>
Music	<b>Choral</b>
Music	<b>Christian Contemporary</b>
Music	<b>Classical</b>
Music	<b>Classical (Solo Vocal)</b>
Music	<b>Club Music</b>
Music	<b>Country</b>
Music	<b>Cover/Tribute Band/Performer</b>
Music	<b>Dance Club</b>
Music	<b>Dance/House</b>
Music	<b>Disco</b>
Music	<b>Electronic</b>
Music	<b>Experimental (Incl. All Music Forms)</b>
Music	<b>Family/Child</b>
Music	<b>Folk</b>
Music	<b>Funk</b>
Music	<b>Gospel</b>
Music	<b>Gothic/Industrial</b>
Music	<b>Holiday Music</b>
Music	<b>Indie</b>
Music	<b>Irish/Celtic</b>
Music	<b>Jam Band</b>
Music	<b>Jazz</b>
Music	<b>Karaoke</b>
Music	<b>Latin/Salsa</b>
Music	<b>Live Music in Bar/Club</b>
Music	<b>Metal</b>
Music	<b>New Age</b>
Music	<b>Open Mic/Music</b>
Music	<b>Opera</b>
Music	<b>Operetta</b>
Music	<b>Pop</b>
Music	<b>Punk</b>
Music	<b>R&amp;B/Soul</b>
Music	<b>Rap/Hip Hop</b>

Music	<b>Reggae</b>
Music	<b>Rock</b>
Music	<b>Ska</b>
Music	<b>Special Event</b>
Music	<b>Swing</b>
Music	<b>World</b>
Special Event	<b>Animals</b>
Special Event	<b>Antiques</b>
Special Event	<b>Auction</b>
Special Event	<b>Auto Show</b>
Special Event	<b>Benefit/Fundraiser</b>
Special Event	<b>Children</b>
Special Event	<b>Circus</b>
Special Event	<b>Class Reunion</b>
Special Event	<b>Class/Workshop</b>
Special Event	<b>Community Event</b>
Special Event	<b>Computers/Technology</b>
Special Event	<b>Convention</b>
Special Event	<b>Craft Show</b>
Special Event	<b>Education</b>
Special Event	<b>Ethnic</b>
Special Event	<b>Expo/Trade Show</b>
Special Event	<b>Fair/Festival</b>
Special Event	<b>Farmers' Market</b>
Special Event	<b>Fashion Show/Bridal</b>
Special Event	<b>Film</b>
Special Event	<b>Fireworks</b>
Special Event	<b>Flea Market</b>
Special Event	<b>Food/Tasting</b>
Special Event	<b>For the Family</b>
Special Event	<b>Gaming</b>
Special Event	<b>Gardening</b>
Special Event	<b>Gay and Lesbian</b>
Special Event	<b>General</b>
Special Event	<b>Green/Environmental</b>
Special Event	<b>Health &amp; Wellness/Nutrition</b>
Special Event	<b>Holiday</b>
Special Event	<b>Living History</b>
Special Event	<b>Magic</b>
Special Event	<b>Meeting</b>
Special Event	<b>Nature</b>
Special Event	<b>Pageant</b>
Special Event	<b>Parade</b>

Special Event	<b>Parents/Parenting</b>
Special Event	<b>Politics</b>
Special Event	<b>Relationships</b>
Special Event	<b>Religious</b>
Special Event	<b>Seminar</b>
Special Event	<b>Seniors</b>
Special Event	<b>Social Event</b>
Special Event	<b>Tour</b>
Special Event	<b>Trip</b>
Special Event	<b>TV Show Taping</b>
Special Event	<b>Volunteer Event</b>
Sport	<b>Auto Racing</b>
Sport	<b>Baseball</b>
Sport	<b>Basketball</b>
Sport	<b>Bicycling</b>
Sport	<b>Bowling</b>
Sport	<b>Boxing</b>
Sport	<b>Canoeing</b>
Sport	<b>Classes/Clinics</b>
Sport	<b>Equestrian</b>
Sport	<b>Extreme Sports</b>
Sport	<b>Fishing</b>
Sport	<b>Football</b>
Sport	<b>Golf</b>
Sport	<b>Gymnastics</b>
Sport	<b>Hiking</b>
Sport	<b>Hockey</b>
Sport	<b>Horse Racing</b>
Sport	<b>Ice Skating</b>
Sport	<b>Inline Skating</b>
Sport	<b>Kayaking</b>
Sport	<b>Lacrosse</b>
Sport	<b>Martial Arts</b>
Sport	<b>Mixed Martial Arts/Fighting</b>
Sport	<b>Motorcycling</b>
Sport	<b>Other</b>
Sport	<b>Rock Climbing</b>
Sport	<b>Rodeo</b>
Sport	<b>Roller Derby</b>
Sport	<b>Rowing</b>
Sport	<b>Rugby</b>
Sport	<b>Running</b>
Sport	<b>Sailing</b>

Sport	<b>Soccer</b>
Sport	<b>Softball</b>
Sport	<b>Special Olympics</b>
Sport	<b>Surfing</b>
Sport	<b>Swimming</b>
Sport	<b>Tennis</b>
Sport	<b>Volleyball</b>
Sport	<b>Walking</b>
Sport	<b>Water Skiing</b>
Sport	<b>White Water Rafting</b>
Sport	<b>Winter Sports</b>
Sport	<b>Wrestling</b>
Sport	<b>Yoga/Pilates/Tai Chi</b>
Theater	<b>Burlesque</b>
Theater	<b>Children's Theatre</b>
Theater	<b>Comedy</b>
Theater	<b>Comedy/Drama</b>
Theater	<b>Dance Play</b>
Theater	<b>Drama</b>
Theater	<b>Experimental/Perf. Art</b>
Theater	<b>Interactive</b>
Theater	<b>Musical</b>
Theater	<b>Mystery/Thriller</b>
Theater	<b>Play</b>
Theater	<b>Puppet Theater</b>
Theater	<b>Revue</b>
Theater	<b>Shakespeare</b>
Theater	<b>Solo Performance</b>
Theater	<b>Staged Reading</b>
Theater	<b>Variety Show</b>
Theater	<b>Vaudeville</b>