

Event Listings Submission

This playbook describes how to increase an event's visibility by submitting it to various online calendars and event listing sites. It outlines the steps to prepare, submit, and monitor your event information to maximize its exposure.

Step 1: **Research**

Identify a list of relevant event calendars and listing platforms where you want to submit your event details. Prioritize them based on their relevance to your target audience and the potential reach.

Step 2: **Prepare Details**

Gather all the necessary information about your event, including the title, description, dates, times, location, ticket information, and any multimedia elements like images or videos.

Step 3: **Create Accounts**

Sign up for accounts on the chosen event listing platforms if you haven't already. Ensure that you verify your account to enable event submission.

Step 4: **Submit Events**

Carefully submit your events to each platform; fill out their forms fully, making sure to include all relevant information and multimedia elements to make your listing as appealing as possible.

Step 5: **Monitor Listings**

Regularly check your event listings to ensure all details are correct and update them as necessary. Respond to any questions or comments that may arise on these platforms.

General Notes

Deadlines

Be aware of submission deadlines for each platform as they may vary and some require event information well in advance of the event date.

Follow-up

After submitting, follow up with the platform administrators if needed, to ensure your event is listed appropriately and to inquire about any additional promotional opportunities.