

# Step-by Step Instructions for Adding an Event on CedarValley365.com

1. Go to [www.cedarvalley365.com](http://www.cedarvalley365.com)
2. Click **Submit an Event** button
3. If you have a username and password – skip to #4.  
If this is your first time and you do not yet have an account:
  - a. Click **Sign Up** button
  - b. Type **Your Name, Email Address, and Password**
  - c. Click **I'm not a robot box** (select images, click Verify)
  - d. Click **Sign up and log in** button
  - e. Check your email so you can **verify your email address** so you become a verified user
4. If you already have an account
  - a. Enter your **Email Address and Password**
  - b. Click **Login** button
5. Click **Submit an Event** button
6. Type **Event Name** \*REQUIRED (use the exact event name)
7. Type **Description** \*REQUIRED (use third person narrative \*\*\*DO NOT list date/time/location/cost)
8. SCHEDULE
  - **Start Date** \*REQUIRED
  - Enter **Start Time** and an **End Time** (if applicable)
  - **Repeating Events** (use drop-down menu – if applicable)
  - Click **Add Above to Schedule** button (Confirmed dates/times will then be listed below in SCHEDULE area.  
These can be edited by clicking the pencil icon on the right.)
9. LOCATION
  - **Place** – this is where the event will be held  
\*\*\*Several event Places have already been entered into the system. Begin typing your event location Place and if it is in the system it will pop up and you can click on the listing. If your event location Place does not pop up, manually type in the name and address.
  - **Room** – if there is a specific room within the event location, you can manually type it in here
  - **Address** – if location place is in the system, the address will autofill in this area...if not, please manually type it in here
10. ADDITIONAL DETAILS
  - **Hashtag** – if you use a hashtag for your event, please enter it here
  - **Event Website** – use the website for actual event
11. PHOTO
  - **Event Photo** – *Please* add a photo to represent your event. You can drag & drop photo, upload a photo, or choose from the Photo Library. You can re-size and position within the frame. If you want a picture that you will be using often added to the photo library, please send a JPG to us and we can add it to the library from our end.
  - **Photo Size** – Photos uploaded for your events need to be **at least** 200x200px so they don't appear blurry.
12. FILTERS
  - **Event Type** –select all that apply from the drop-down menu
  - **Target Audience** – select all that apply from the drop-down menu

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- **Topic** – select all that apply from the drop-down menu
- **PRICE** – select the one that best fits your event  
KEY: \$ = \$1-\$10 | \$\$ = \$11-\$24 | \$\$\$ = \$25+ | Free
- **Group** – This is who is putting on the event and may or may not be the same as the event Place. Several Groups have already been entered into the system and are available in the pull down menu. If your Group name is not listed, please contact Bonita Cunningham at [bonita.cunningham@cedarfallstourism.org](mailto:bonita.cunningham@cedarfallstourism.org) or Annette Freeseman at [annette@experiencewaterloo.com](mailto:annette@experiencewaterloo.com).

### 13. TICKETING

- **Ticket Cost** – enter ticket price here if you'd like (not a required field)
- **Ticket Link** – you can add the exact link to your ticket sales if applicable

14. When you are done entering the event information, click **Add Event** button. The event will appear for you to review.

- a. If you'd like to modify the event, click **Edit Event** button and make your changes
- b. Click **Save Event** button to update

15. The message "**This event is currently waiting for admin approval**" will appear at top of your event. Experience Waterloo or Cedar Falls Tourism & Visitors Bureau staff will need to approve the event before it is live on the calendar.

16. To add another event , click on your profile icon at the top right of the page. Go to Dashboard. Repeat the process from #5 above.

- a. All the events you have entered will show on our dashboard

If you have any questions, contact our offices:

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