

Telegraph Herald is excited to announce our new events website (<http://www.telegraphherald.com/events/>)!

The Access Dubuque and Nightlife products we've offered in the past served us well, but needed an update. In addition, our surveys and market research have shown that many of you (our readers) are looking for one complete list of everything that is happening in the tri-state area. We believe that the new website can be that product.

We've partnered with CitySpark, a company that specializes in event websites, to help pull this off. Rather than relying on performers and businesses to notify us about events, we will monitor the websites for many of area venues/groups and automatically add new events to our calendar.

In addition to collecting the majority of events in our area, the CitySpark product also includes quite a few enhancements compared to our previous calendars. The new site is mobile-friendly and allows photos and videos to be attached to an event. It is also very easy to add ticketing services or promote your event with upsells and social media sharing features.

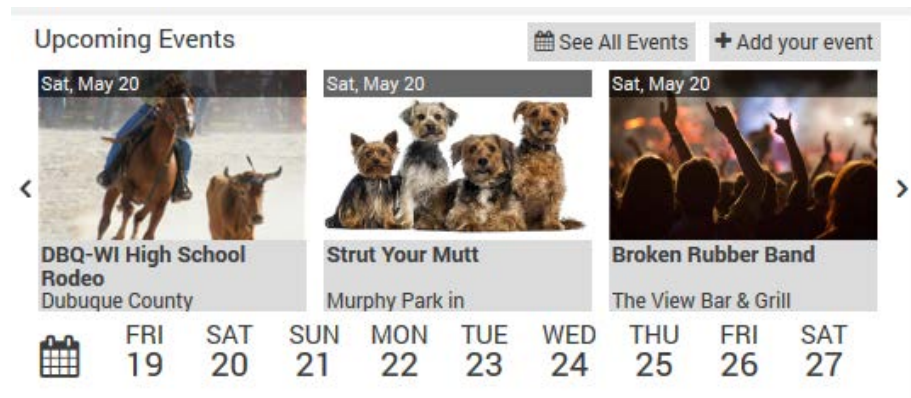
As always, we will continue to accept event submissions for free on the new site, however, if we've already added your event to the site, you also have the ability to claim and change those listings. We'll get into the details of that shortly. (Note: you'll need to create an account to add or edit events, this is different than your TelegraphHerald.com subscriber account)

## WHERE TO FIND THE EVENTS

- 1) Go directly to [telegraphherald.com/events](http://telegraphherald.com/events)
- 2) Click the "Events" link at the top of TelegraphHerald.com

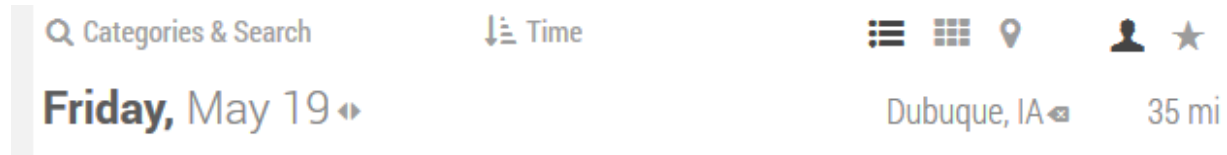


- 3) On the Telegraph Herald home page, above today's pictures

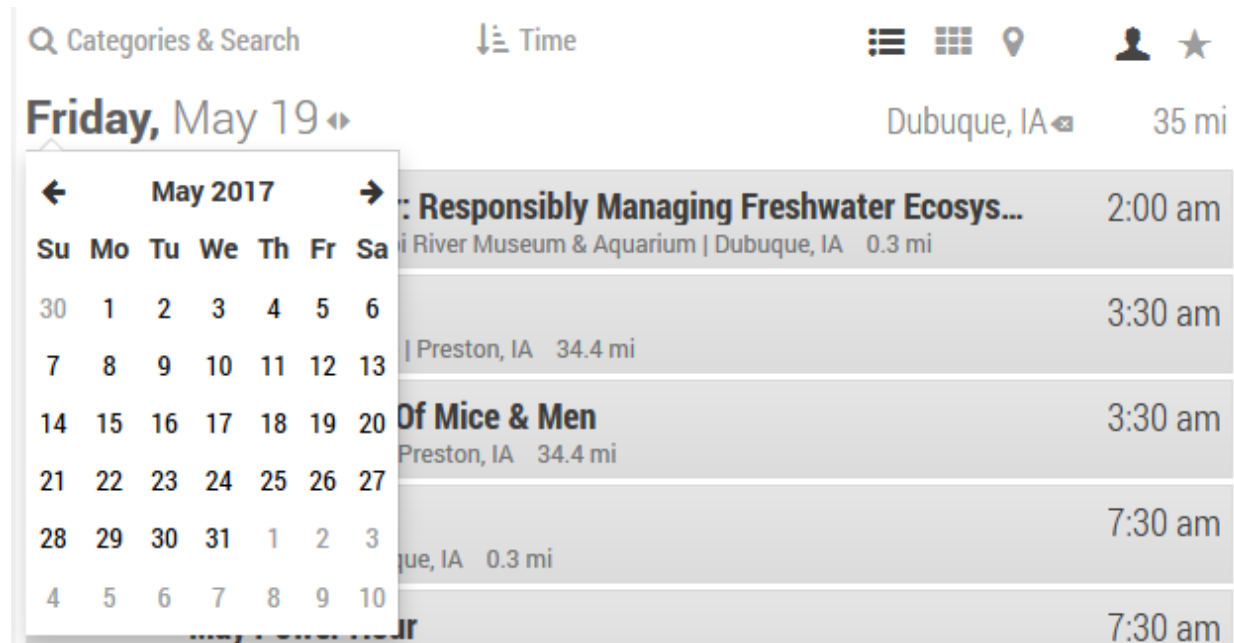


## SEARCHING EVENTS

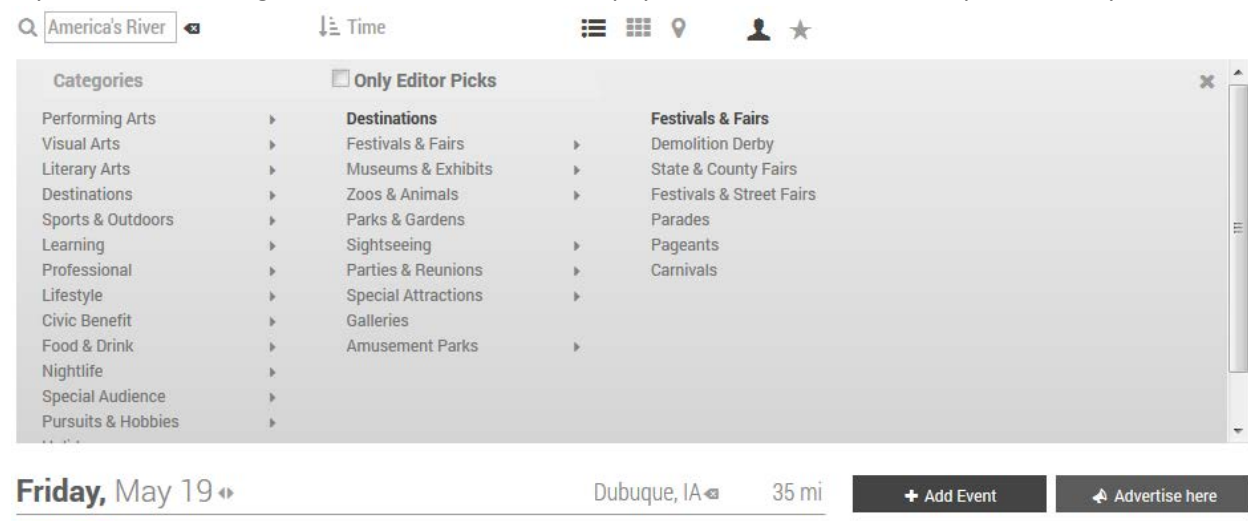
At the top of the events list, there are multiple tools available to help search



If you click the date (i.e. Friday, May 19 in the example), you'll be able to choose a specific date



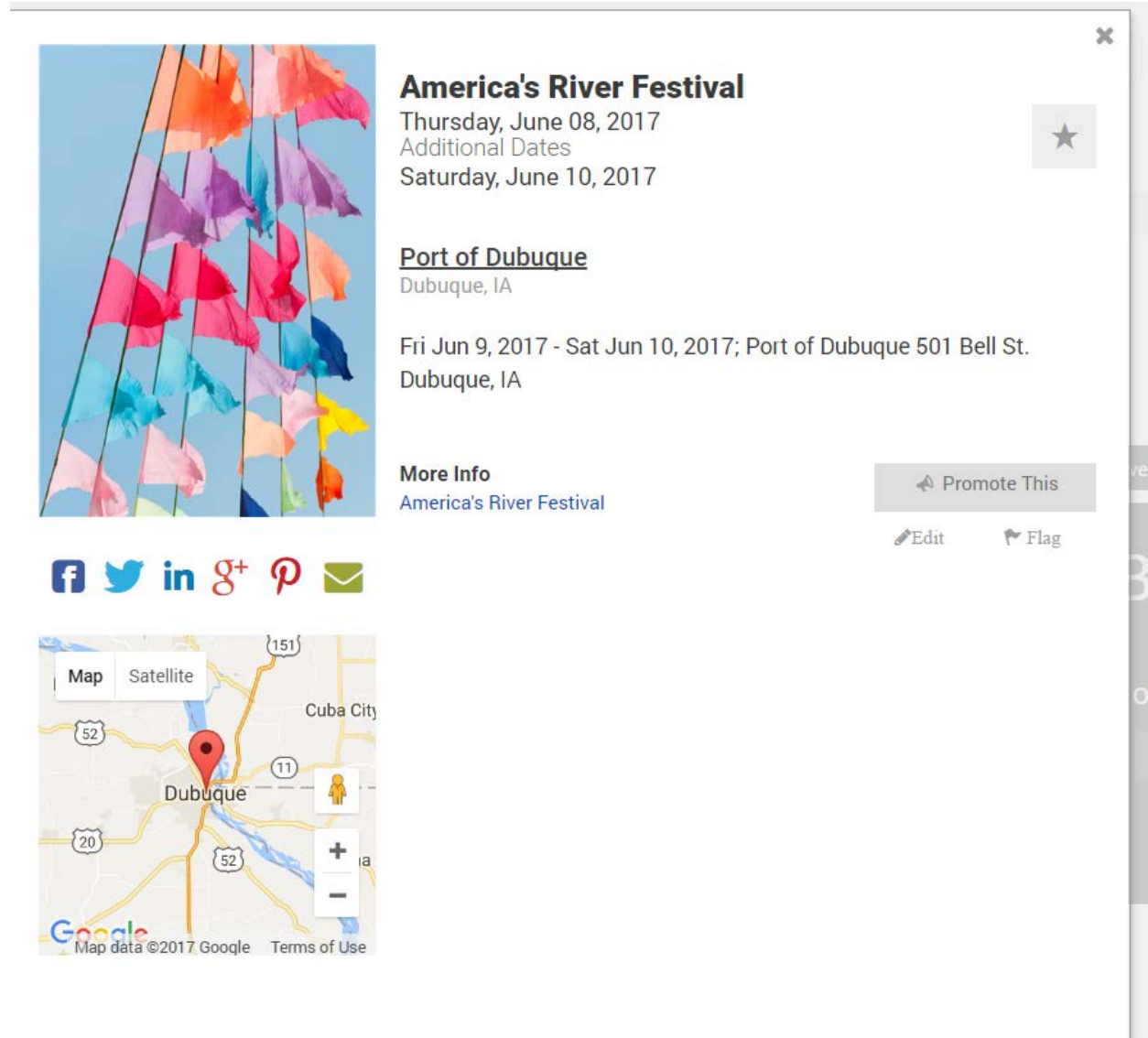
If you click the "Categories & Search" link at the top, you'll be able to set more specific with your search



## VIEWING / EDITING AN EVENT

When you click on an event, a popup window will appear with details

If you are the owner of the event, you'll see links to promote or edit the event in the bottom-right corner of the pop-up window. Changes submitted to existing events will have to be approved by Telegraph Herald staff before becoming visible to the public.



The screenshot shows a popup window for an event. On the left is a vertical image of colorful flags. To the right of the image, the event title "America's River Festival" is displayed in bold. Below the title, the dates "Thursday, June 08, 2017" and "Additional Dates Saturday, June 10, 2017" are listed. A star icon is in the top right corner of the popup. Below the dates, the location "Port of Dubuque" is underlined, with "Dubuque, IA" underneath. The event dates and location are repeated: "Fri Jun 9, 2017 - Sat Jun 10, 2017; Port of Dubuque 501 Bell St. Dubuque, IA". A "More Info" section contains a link to "America's River Festival". In the bottom right corner, there are buttons for "Promote This", "Edit", and "Flag". Below the image and text are social media sharing icons for Facebook, Twitter, LinkedIn, Google+, Pinterest, and Email. At the bottom is a Google Map showing the location in Dubuque, IA, with a red pin and a person icon. The map includes labels for "Cuba City" and "Dubuque", and road numbers like 151, 52, 20, and 11. The Google logo and "Map data ©2017 Google Terms of Use" are at the bottom of the map.

**America's River Festival**  
Thursday, June 08, 2017  
Additional Dates  
Saturday, June 10, 2017

Port of Dubuque  
Dubuque, IA

Fri Jun 9, 2017 - Sat Jun 10, 2017; Port of Dubuque 501 Bell St.  
Dubuque, IA

**More Info**  
[America's River Festival](#)

Promote This

Edit Flag

f t in g+ p ✉

Map Satellite 151 Cuba City 52 11 Dubuque 20 52 + - Google Map data ©2017 Google Terms of Use

## ADDING A NEW EVENT

When you click the “Add Event” button, you will be asked to log-in with either a “CitySpark” account, or you may use a Facebook or Google+ password (Note: these are all separate from your Telegraph Herald subscriber account)

To submit an event, you must first log in using a CitySpark account or another available option

### Log in using CitySpark

Sign in

### Or, Log in using another service

Google

Facebook

Need a login? [Create new CitySpark account »](#)  
[Forgot Password? »](#)

Once you are logged-in, you’ll be asked for an event title and location. Please note: a list of similar listings will be provided. If the new event is already listed, then click the “Select” button for that event. If your event is not found in the “Similar Events” area, then click the “Not Found? Create New Event” button.

Home

Event Details

Promotion

Finish

## New Event Submission

### Is Your Event Already Listed?

To avoid duplication, enter your event information to see if it already exists in our listings. If found, select your event from the list for review, edit, and promotion options. If not found, click 'Create New Event'

#### 1. Enter Primary Event Information

*Event Title	<input type="text" value="America's River Festival"/>
*City, State	<input type="text" value="Dubuque, IA"/> ?
*Country	<input type="text" value="United States"/> ▼
Location Name	<input type="text" value="e.g., Riverbend Amphitheater"/> ?

#### 2. Review Similar Existing Events

America's River Festival Port of Dubuque	Thu, 6/8	Select
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Back

Not Found? Create New Event

The next screen will gather all of the other details for your event.

It's very easy to assign multiple dates on an event, or to make a recurring event that has a schedule (i.e. 1<sup>st</sup> Tuesday of the month)

In addition to location and date/time, a category (up to 3 allowed) and an image are required on every event. Once you choose a category, some default images will be available for you to choose, or you may also upload your own image.

Home **Event Details** Promotion Finish

## Event Information

Please fill out the information below. You will have a chance to promote your event at a later stage.

- Event Title & URL**  
\*Event Title: Salute to Women: HER Night Out  
Event Detail URL: http://www.telegraphherald.com/hernightout
- Location Information (required)**  
\*Location Name: Grand River Center  
\*Street Address: 500 Bell St  
City, State: Dubuque, IA  
\*Country: United States  
Zip Code: 52001
- Date and Time (required)**  
 Repeating Event Clear Dates  
11/09/2017 from 4:00pm to 8:00pm  
Add Another Date
- Categories & Image**  
\*Categories: Women, Award Nights  
Select Category...  
Providing categories will help people more easily find the event  
\*Upload an Image: Browse  
Or select an image from below
- Description**  
Description: **B /** Shopping, food samples, product demonstrations and prize drawings!
- Embedded Video (Will be included in promoted and enhanced listings only)**  
Media Uri: Add Another Video
- Price & Ticketing**  
Free Or Paid:  Free  Paid Event  
Price Description: e.g., Children and Seniors get a 20% discount  
Ticket URL: http://www.telegraphherald.com/hernightout/  
Create Tickets:  Check here if interested in creating and selling tickets to your event
- Event Contact Info (Will be displayed to the public)**  
Organization: TH Media  
Contact Name: Jodi Dodd  
Email Address: jodi.dodd@thmedia.com  
Phone Number: e.g. 111-222-3333  
Back **Next**

Once the event details are saved, you'll be offered the opportunity to promote your event. You may choose an "Enhanced", "Featured", or "Premium" listing, but you may also opt to post the event for free without the extra features (such as video, placement at the top of the event list, inclusion within widgets on the Telegraph Herald – and other – sites, etc)

Home
Event Details
Promotion
Payment
Finish

## Increase exposure to your event

Select a package below.

**Salute to Women: HER Night Out**  
 Thu, 11/9 @ 4:00pm  
 Grand River Center  
 500 Bell St  
 Dubuque, IA

View Details
Edit Event

Back
Next

Enhanced	Featured	Premium
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>\$10.00</b>	<b>\$10.00 / day</b>	<b>\$15.00 / day</b>
<b>1. Calendar Listing</b> <ul style="list-style-type: none"> <li>Listing on <b>Telegraph Herald</b> and all other public network calendars</li> </ul>	<b>1. Calendar Listing</b> <ul style="list-style-type: none"> <li>Listing on <b>Telegraph Herald</b> and all other public network calendars</li> </ul>	<b>1. Calendar Listing</b> <ul style="list-style-type: none"> <li>Listing on <b>Telegraph Herald</b> and all other public network calendars</li> </ul>
<b>2. Embedded Video</b> <ul style="list-style-type: none"> <li>Adding video to your event will help engage your audience and increase event attendance.</li> </ul>	<b>2. Embedded Video</b> <ul style="list-style-type: none"> <li>Adding video to your event will help engage your audience and increase event attendance.</li> </ul>	<b>2. Embedded Video</b> <ul style="list-style-type: none"> <li>Adding video to your event will help engage your audience and increase event attendance.</li> </ul>
<b>3. Enhanced Listing</b> <ul style="list-style-type: none"> <li>Calendar listing is highlighted</li> </ul> <p style="text-align: center;"><span>Preview</span></p>	<b>3. Featured Event</b> <ul style="list-style-type: none"> <li>Listing rotates at top of the <b>Telegraph Herald</b> calendar</li> <li>Calendar listing is highlighted</li> </ul>	<b>3. Featured Event</b> <ul style="list-style-type: none"> <li>Listing rotates at top of the <b>Telegraph Herald</b> calendar</li> <li>Calendar listing is highlighted</li> </ul>
	<b>4. Widget Listing</b> <ul style="list-style-type: none"> <li>Listing rotates in top slot of widgets on the <b>Telegraph Herald</b> site</li> </ul> <p style="text-align: center;"><span>Preview</span></p>	<b>4. Widget Listing</b> <ul style="list-style-type: none"> <li>Listing rotates in top slot of widgets on the <b>Telegraph Herald</b> site</li> </ul>
	<b>Featured Benefits:</b> <ul style="list-style-type: none"> <li>Guaranteed above-the-fold</li> <li>Increase exposure by 20x or more</li> <li>Visibility in at least 3 locations</li> </ul>	<b>5. Large Display Ad</b> <ul style="list-style-type: none"> <li>Prominent sidebar ad (up to 300x250)</li> <li>Displays repeatedly on the <b>Telegraph Herald</b> calendar as page is scrolled</li> </ul> <p style="text-align: center;"><span>Preview</span></p> <b>Premium Benefits:</b> <ul style="list-style-type: none"> <li>Guaranteed calendar appearance</li> <li>Average 30x more exposure</li> <li>Visibility in 4 locations</li> <li>Presence maintained on page</li> <li>Display custom image and message</li> </ul>

No thanks, I want a free basic listing

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Next

New event submissions are typically approved and will be active on the site within 24 hours.

The event can be edited at any time after approval.

Telegraph Herald reserves the right to reject any event listing from this platform.