



Calendar Quick Start Guide

The Zoomaru™ Event Calendar is a robust, flexible events calendar that allows subscribers to post their events once and have them appear on the websites and in print pieces of organizations throughout the state.

Events exist in a master database accessed from multiple portals. Each portal/Partner Organization has the opportunity to choose which events from the master database will appear on their own online calendar. Options for customization and output to print are available.

We recommend that you put your event on the calendar as soon as you know it's going to happen. In addition to getting the news out about your event, this helps other organizations with advance planning. If you are participating in a larger event such as an Open Studios Tour, Food & wine Festival, etc. we ask that you let the event organizer make the calendar posting.

If it is a regularly scheduled event occurring throughout the year, make it a recurring event. An annual event may be updated after it occurs for the following year.

Events may be edited at any time to add new details. Once an event is over, it is automatically removed from the calendar, but you still may still access the event to update dates and details for next year.

Who's Already Networked?

| | |
|---|---|
| acctt.org | placercommunitytheater.org |
| auburncommunityconcerts.org | placercountyvisitorguide.com |
| auburnsymphony.com | placergrown.org |
| CAWatchableWildlife.org | placetheatreballet.org |
| colfaxarea.com | rosevillearts.org |
| colfaxcloth.com | sierraculture.com |
| foresthillchamber.org | sierraheritage.com |
| forestlandowners.org (in development) | sierranevadaartsalliance.org |
| lincolnarts.org | southplacerheritagefoundation.org (in development) |
| livefromauburn.com | takenotetroupe.org |
| mcircle.org (in development) | theatrealive.net |
| nevadacountyarts.org | visitoutdoor.com |
| Parasol Community Collaboration | yoloarts.org |
| placerarts.org | |

What type of event are you listing?

One-time Event: An event that occurs on one date, or at the same time on several consecutive dates.

Ongoing Event: Your event will be listed as an ongoing event if it continues for longer than a month. A good example is a museum. They often list dates far into the future, so that they show up when people are searching for things to do.

Recurring Event: A recurring event is one that occurs on a regular basis, i.e. weekly, monthly or annually. To enter a series of recurring events, check the **Recurring Event** box, then enter the start and end dates for the **first event** in the series. You will have an opportunity to enter the recurrence sequence and end date of the series on page four of the calendar posting.

Cloning an Event: You may also **clone** an event. A good example is an event which occurs at different times on subsequent days. Once the first event in the series is created, you may go to “Edit an Event”, clone it and edit the details.

Getting Started – Listing Events

Step 1a): Register

First time users must register before posting events. Once registered, you may post, edit and delete your events.

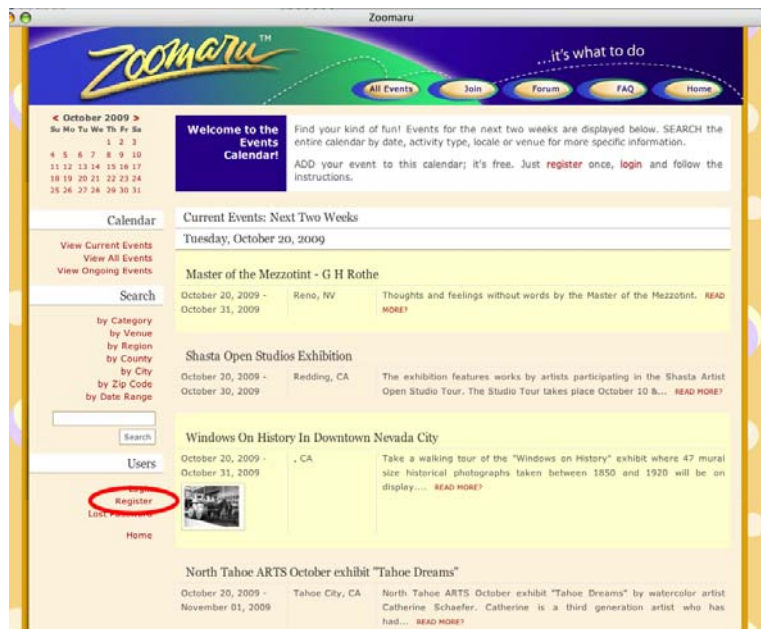
If you work for an organization, we recommend picking a Username and Password that everyone can remember, such as the name of the organization and a familiar password. That way everyone can post and edit events using the same Username and Password.

Use the “**Register**” button located under “Users” in the menu to create your profile.

Complete your profile. Be sure to include a phone number and email so that calendar administrators can contact you if clarification is needed.

TIP: Make a note of your Username and Password:

Username: _____ Password: _____



Step 1b): Log In

Once you have registered, you will be asked to log in. Each time you want to post a new event, just Log In with your Username and Password.

TIP: Use the “Lost Password” button in the “Users” section to request that a new password be emailed to you.

Step 2: Add Your Event

Click on “Add an Event” in the menu to get started

TIP: Sometimes you will want to enter two separate listings for an event. For example, if you have an opening reception for an art exhibit, enter the reception as a separate one-day event, then enter the exhibit with the opening and closing dates of the show. That way people will see the reception on the day it occurs, rather than it being buried in the exhibit listing (and being “old news” once the reception date is past).

Enter Event Title

Choose Start and End date using the calendar buttons.

Check the “Recurring Event” Box if:

Your event is one that occurs on a regular basis, i.e. weekly, monthly or annually. If this is a recurring event, **enter the start and end dates for the first event in the series**. You will have an opportunity to enter the recurrence sequence and end date of the series on **page four**.

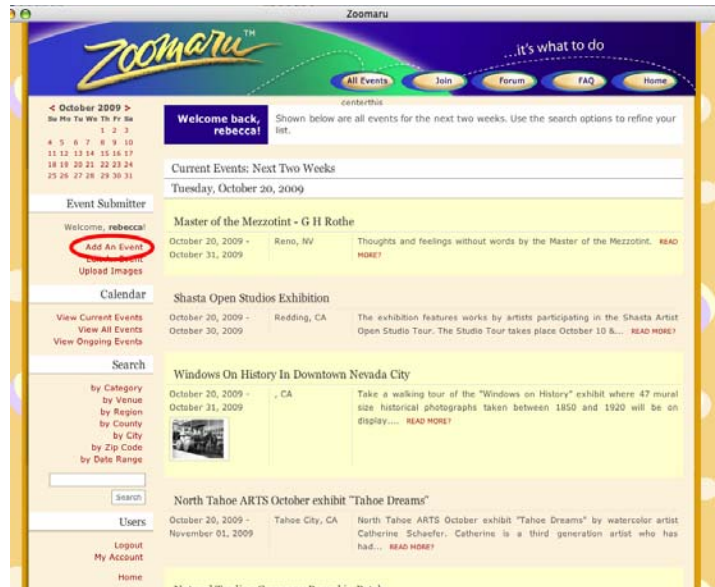
TIP: You may also **clone** an event. A good example is an event which occurs at different times on subsequent days. Once the first event in the series is created, you may go to “Edit an Event” and clone it. More information is at the end of this guide.

Enter Start and End Time (of the first event if the first in a series of recurring events. You can modify times later for events in the series that occur at different times)

You have the option to check **No End Time**

Enter Event Price. Spell out any different prices, such as adult, child, senior, etc.

Enter Event Price Link. If you offer online ticket sales, enter the link to your ticket sales web page. This will add a “Ticket” icon to your listing (see **TIP** below under Event Description).



Select Primary Category: This helps to determine what calendars your event will appear on. All events appear on the master calendar at **Zoomaru.com**, regardless of category. Other calendar portals may be filtered by categories or location. For example, PlacerArts.org is filtered for Arts & Culture and Heritage/History events in Placer County. Your event will appear on all calendars that contain the categories and location that you specify.

Arts & Culture
Heritage/History
Agriculture
Recreation/Sports

Nature
Food & Wine
Health & Wellness
Club/Association
Community/Government

TIP: Ongoing Event: Your event will be listed as an ongoing event if it continues for longer than a month. For example, museums often list dates far into the future, so that they show up when people are searching for things to do.

Go to Page 2



Upload an image. You may upload an image such as a logo, graphic or photo. Maximum image size is 4MB (see image tips below).

Browse your computer to find the image, and click to enter it into the File Name box.

A caption is helpful, but not required.

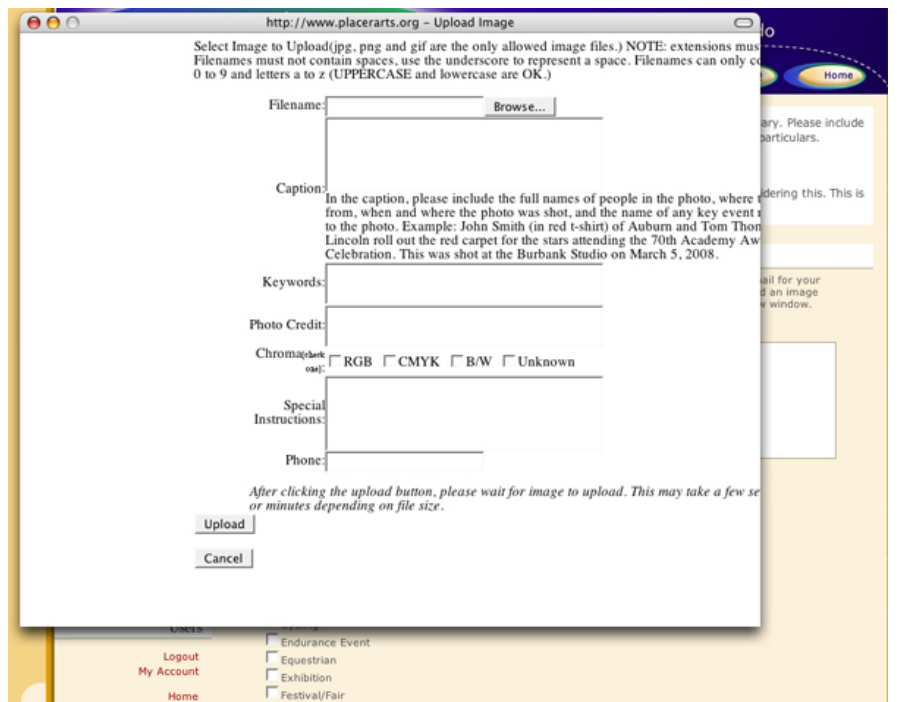
Click the **Upload** button to complete the transaction.

Image Tips:

1. One way to determine if the file size is too big is to open it in the web browser. If it takes a long time open or expands beyond the page, it is too big.

2. Also, since some browser are set to resize the image to fit, if there is an expand icon in the lower right hand corner of the browser

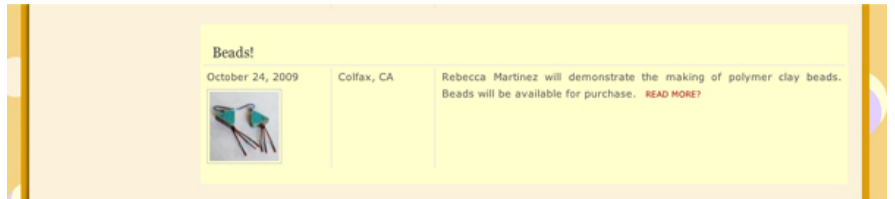
window that shows up when you run the mouse over it. Click on it to expand the image. Again if it expands beyond the window it is too big.



3. Open the JPG image in a photo editing program such as Photoshop and look at the true image size. If necessary, resize to below 4MB, save and upload image.

Enter your event description. Put the most exciting information in the first sentence or two, as this is what people see when they first look at the calendar. You want to capture their interest so they click through to the entire description. You can go back anytime to edit the event and add more details, such as performer's names or additional activities.

TIP: Keep your entry short and to the point. Don't just cut and paste a press release here, and don't repeat details contained in other sections such as date, start time, ticket prices, website, etc. If you have online ticket sales, you can say "Click the Ticket icon above to buy tickets online" to direct them to your ticket sales page.



Specify sub-categories. Check the sub-categories that help to refine details about your event. Be sure that they really do apply to your event. Sub-categories differ based on your Primary Category.

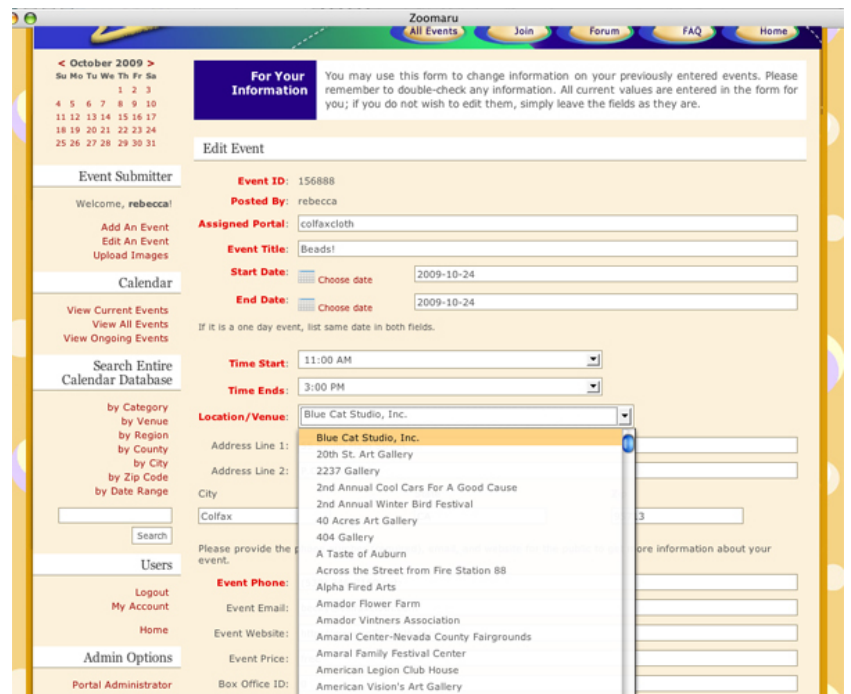
Enter keywords. Keywords are words that are not contained in your event name or description, and that people might think of when searching for your event. For example, the Auburn Art Walk might have the keywords *downtown art tour* or *art night*. The Feats of Clay exhibit at Gladding McBean might have the keywords *factory* or *sewer pipe*.

Go to Page 3

Select Venue. Use the drop-down menu to find your venue. Be sure you know the exact name of the venue to avoid duplication.

If your venue is not listed, enter complete details. The venue will then be added to the drop-down menu.

Provide contact details for your event. This is the specific contact information for the event, not necessarily for the venue or the organization. You can use a link to the exact page on your website to find event information, for example: www.PlacerArts.org/artwalk.



Specify the county where your event takes place. This is used to filter events on some calendars.

Submit Entry

Click to complete your listing.

Your event will immediately appear on the **Zoomaru.com** calendar and other applicable portals. To find a list of linked calendar portals, visit Zoomaru.com.

OR

If you have checked “Recurring Event” Click

Go To Final Page

Enter the recurrence pattern, such as the 3rd Wednesday of every month, or the 2nd Sunday of October.

The screenshot shows the Zoomaru website interface. At the top, there's a navigation bar with the Zoomaru logo and links for 'All Events', 'Join', 'Forum', 'FAQ', and 'Home'. Below the navigation bar, there's a calendar for October 2009. The main content area is titled 'Add An Entry To The Calendar: Recurring Event Information - Page 4'. It contains a 'For Your Information' box with instructions on how to submit a recurring event. Below this, there's a section for 'Previously entered event date information' showing the event starts and ends on October 23, 2009. The 'Recurring Event Date Information' section has three options: Weekly (with radio buttons for 'every Friday' and 'every other Friday'), Monthly (with radio buttons for 'every fourth Friday' and 'the 23rd of every month'), and Yearly (with a radio button for 'every October 23rd'). There's also an 'until' field with a 'Choose date' button and a date input field. At the bottom of the form, there are 'Submit Entry' and 'Clear Form' buttons. On the left side of the page, there's a sidebar with 'Event Submitter' links (Welcome, Add An Event, Edit An Event, Upload Images), 'Calendar' links (View Current Events, View All Events, View Ongoing Events), 'Search Entire Calendar Database' by Category, Venue, Region, County, City, Zip Code, and Date Range, and 'Users' links (Logout, My Account).

If you wish to **CLONE** an event that you have created, go to “**Edit an Event**”.

Find the event ID in your list of events and click the

Clone

 button.

This will create a new event with a unique event ID number.

Return to the “**Edit an Event**” menu and find the newly *CLONED* event. Click

Edit

and make the necessary changes to date, time and other details, then click

Submit Edits

 to complete the new event listing.