

HOW TO CREATE AN EVENT LISTING ON VISITMT.COM

Prepared by
The Montana Office of Tourism and Business Development

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INTRODUCTION

Creating an event listing is the same process as creating any listing for VisitMT.com with a couple of unique exceptions.

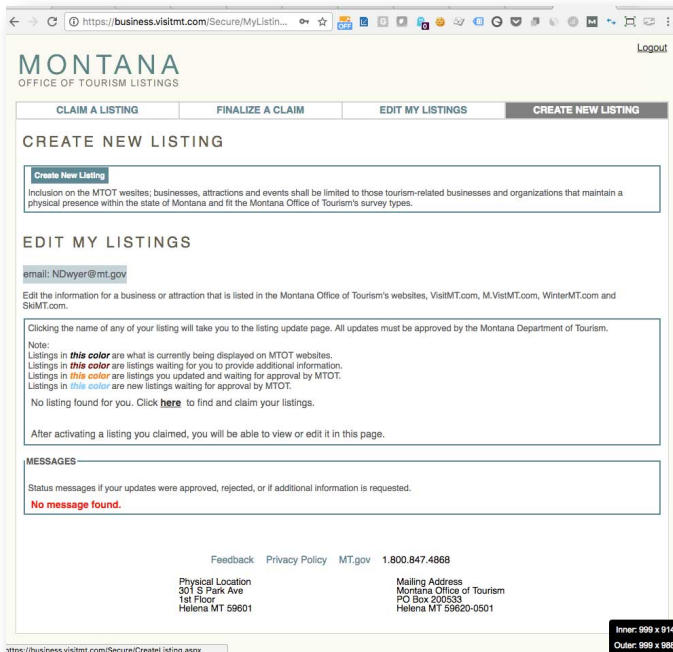
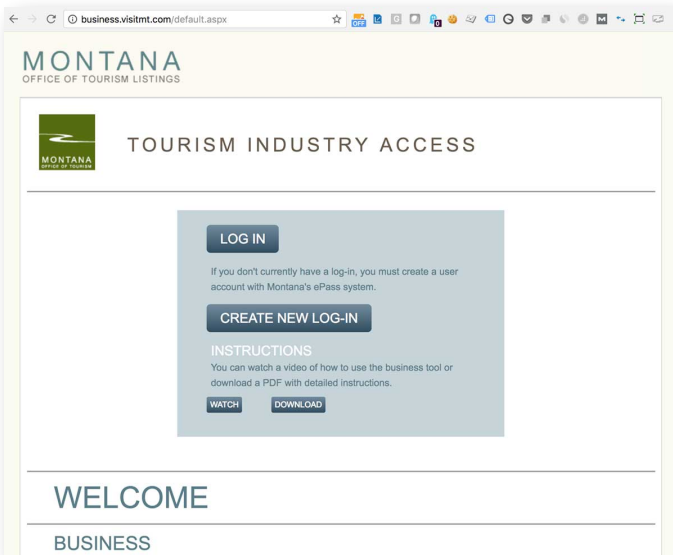
Step 1.

When you arrive at <http://business.visitmt.com/default.aspx> you'll see the log-in screen.

You will log-in with an Epass ID. If you don't have an Epass ID click the **"create new log-in"** button and follow the instructions.

Step 2.

At the top far-right of the page click the **'create a new listing'** button.



Step 3.

Terms and Conditions page. Click the **'accept'** box and click **'next.'**

Step 4.

Add basic listing information and then click the **'next'** button.

The screenshot shows the 'CREATE NEW LISTING' page with the 'TERMS & CONDITIONS' section. The text states that the Montana Office of Tourism (MTOT) reserves the right to accept or reject any and all listings and hyperlinks, to edit any listing without notifying the entrant, and to remove a listing without notice. It also mentions that listings have not been annually reviewed and approved by a business may be removed. The text further states that inclusion on the MTOT websites, businesses, attractions shall be limited to those tourism-related businesses and organizations that maintain a physical presence within the state of Montana and fit into the Montana Office of Tourism's survey types. The Montana Office of Tourism is free to change or redistribute any added or uploaded content. As of October 2017, businesses can enter events to appear on VisitMT.com. Please follow the prompts to create your event. There is a checkbox labeled 'ACCEPT' which is checked, and a 'Next' button at the bottom right. At the bottom of the page, there are links for Feedback, Privacy Policy, and MT.gov, along with the phone number 1.800.847.4868. The physical location is listed as 301 S Park Ave, 1st Floor, Helena MT 59601. The mailing address is listed as Montana Office of Tourism, PO Box 200533, Helena MT 59620-0501.

The screenshot shows the 'CREATE NEW LISTING' page with the 'BASIC LISTING INFORMATION' section. The text states that this page will collect the basic information about your business, attraction or event. The next step will use this basic information to search the Montana Office of Tourism's database to check for existing records. There is a note that an asterisk denotes required fields. The form includes fields for Business or Attraction, Phone, Email Address, Mailing Address (Address, Zip Code, City, State), and Physical Address (Address, Zip Code, City, State). There is a 'Copy Mailing Address' button between the mailing and physical address sections. At the bottom, there are 'Cancel', 'Previous', and 'Next' buttons.

EDITING

Example of a filled out form.

Step 5.

The business tool now searches our tourism database and cross-checks to see if this listing already exists in our database. Many historical events do exist.

If it finds your event you can select it and use it as the foundation to edit the event listing. Select the event and click **'next.'**

If not simply click the **'next'** button and move on to the next step.

MONTANA
OFFICE OF TOURISM LISTINGS

CLAIM A LISTING FINALIZE A CLAIM EDIT MY LISTINGS CREATE NEW LISTING

CREATE NEW LISTING

BASIC LISTING INFORMATION
This page will collect the basic information about your business, attraction or event. The next step will use this basic information to search the Montana Office of Tourism's database to check for existing records.
*denotes required fields.

Business or Attraction: Tourism Partners Call
Phone: 406-3841-2885
Email Address: ndwyer@mt.gov

Mailing Address
Address: 301 S. Park Ave
Zip Code: 59620
City: HELENA
State: MONTANA

Physical Address
Copy Mailing Address
Address: 301 S. Park Ave
Zip Code: 59620
City: HELENA
State: MONTANA

Please fill the required data.

Cancel Previous Next

MONTANA
OFFICE OF TOURISM LISTINGS

CLAIM A LISTING FINALIZE A CLAIM EDIT MY LISTINGS CREATE NEW LISTING

CREATE NEW LISTING

SEARCH RESULT
Please review the existing businesses, attractions and/or event. The listing below have one or more similarities to the basic data you provided us for your business, attraction or event. The Montana Office of Tourism might already have your business, attraction or event listed. If you see your listing below, please select it and the Montana Office of Tourism will start the process to verify you are an authorized representative. If you do not see your business, attraction, or event below, click next and continue creating your new listing.

SITE NAME	MAILING ADDRESS	PHONE	EMAIL
Glacier Country Tourism Commission	4852 Kendrick Place, Suite 101, MISSOULA, MT 59808	406-532-3234	gonxec@glaciermt.com
Great Falls Montana Tourism	100 1st Avenue North, GREAT FALLS, MT 59401	480-761-4436	vanessa@visitgreatfalls.org
Montana Office of Tourism	PO Box 200533, HELENA, MT 59620	406-841-2870	travelcounselor@visitmt.com
Yellowstone Country Tourism Office	PO Box 3048, BOZEMAN, MT 59715	406-556-8680	robin@yellowstonecountry.net

Cancel Previous Next

HOME PAGE COMPONENTS

Step 6.

Select the listing category for your event. For all events from the pop-up menu select '**Event Calendar**.'

Under '**primary site type**' select the '**EVENT**' radio button.

Select any alternate site types that apply and then click the '**next**' button.

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OFFICE OF TOURISM LISTINGS

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CREATE NEW LISTING

LISTING PRIMARY INFORMATION—
Your listings primary information will server to categorize your listing for the Montana Department of Tourism and provide for accurate search results on Visitmt.com and m.visitmt.com websites. Each listing is allowed one category type. Once a category is selected the category information section will display short message about that category and any additional information that the Department of Tourism requires to finalize your new listing. Please review the category information before continuing. If you don't have the required information you can still finish this initial create listing process. Then gather the information and then come back to my listing page and then update the pending listing with your category specific information. If your business, attraction, or event, could fit in more than one category (for example: Hotel & restaurant) at the same location, you'll have to create a separate listing for the hotel and restaurant.

Category: Category Type: SELECT A CATEGORY TYPE Category Description:

Cancel Previous

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Category: Category Type: SELECT A CATEGORY TYPE Category Description:

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Category: Category Type: EVENTS CALENDAR Category Description:

Primary Site Type: (Choose one)
☒ EVENT

Alternate Types (Only the first 3 in alphabetical order will be saved, including the primary type.):

<input type="checkbox"/> ANTIQUE SHOW	<input checked="" type="checkbox"/> EVENT	<input type="checkbox"/> HORSE SHOW	<input type="checkbox"/> RACING EVENT
<input type="checkbox"/> ARTS AND CRAFTS SHOW	<input type="checkbox"/> FAIR	<input type="checkbox"/> LEWIS AND CLARK EVENT	<input type="checkbox"/> RODEO
<input type="checkbox"/> BICYCLING TOURS	<input type="checkbox"/> FARMERS MARKET	<input type="checkbox"/> MOTORCYCLE	<input type="checkbox"/> STATE PARK EVENT
<input type="checkbox"/> CAR SHOW	<input type="checkbox"/> FESTIVAL/DAYS	<input type="checkbox"/> MUSIC	<input type="checkbox"/> SUMMER THEATRE
<input type="checkbox"/> COMPETITION	<input type="checkbox"/> FISHING EVENT	<input type="checkbox"/> PARADE	<input type="checkbox"/> THEATRE/THEATRE
<input type="checkbox"/> COWBOY POETRY	<input type="checkbox"/> HISTORICAL EVENT	<input type="checkbox"/> PERFORMING ARTS	<input type="checkbox"/> WAGON TRAIN
<input checked="" type="checkbox"/> CULTURAL EVENT	<input type="checkbox"/> HOLIDAY EVENT	<input type="checkbox"/> POWWOW	<input type="checkbox"/> WINTER EVENT
<input type="checkbox"/> DINNER THEATRE	<input type="checkbox"/> HORSE RACE		

Cancel Previous Next

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OFFICE OF TOURISM LISTINGS

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CONFIRM LISTING INFORMATION
Please enter all the required information and click "Create Listing" button to create your listing. Click "Previous" to go back to previous steps.

EVENTS CALENDAR SURVEY

Service City:

Tourism Region:

EVENT INFORMATION

Event Name:

Manager:

Service City:

Indian Reservation:

Event Dates & Times:

New Event Date: Time:

Add Event Date Time

Add Multi-day Event Dates:

As the examples below illustrate they contain up to three pieces of information: an optional time / time range, textual day / days of the week, and a date / date range. Entries must be comma-separated and have only one row per event date / time:

- 2-4pm, Tuesdays, Jan 1 - 6
- Saturdays - Mondays, Jan 1 - 30
- 1-3pm, Wednesdays, Jan 1 - Feb 28

EVENT CALENDAR SURVEY

You've now arrived at the survey document where you will add all the details and photos for your event listing.

This is one long scrolling page, but here we break it down into several steps

Screen 1

1. Select a service city.
2. Event name
3. Manager
4. Event dates

Screen 2

1. Event mailing address
2. Physical event location

Event Date/Time(s) Description:

Add Multi-day Event Dates/Times

Event Date/Time Display Text:

EVENT MAILING ADDRESS

Address:

Zip Code:

City:

State:

PHYSICAL EVENT LOCATION

☐ Make the Same as Mailing Address

Address:

Zip Code:

City:

State:

Map:

Latitude:

Longitude:

Map Satellite

Latitude
Longitude

Map Satellite

Update Lat/Long

Outfitter License Number

CONTACT ADDRESS

Unpublished Contact Information, For Office Use Only.

Contact Person
Contact Phone
Address
Zip Code
City
State
Contact Email

ADDITIONAL INFORMATION

Business Phone
Toll Free Phone
Alternate Phone
Fax

Screen 3.

1. click the **'Update Lat Long'** button to create the map marker for the event based on the address you entered above.
2. disregard **'Outfitter license number'** unless you are offering an outfitter/guide event.
3. Enter **'contact address.'** This information is not shown to the public. this is for office use only.
4. Enter any additional phone or fax numbers.

Screen 4.

1. Add email address, web site and any social media accounts that you wanted listed for the event
2. Under **Primary Type of Business** select the **'Event'** button.
3. Select any other types that describe your business.
4. Select any activities available at the event.

Fax
Email Address
Web Address Http://
Facebook Profile:
Twitter Feed:
Featured YouTube Video:
Flickr Photostream

PRIMARY TYPE OF BUSINESS (ONE - THAT BEST DESCRIBES YOUR BUSINESS) *

☒ EVENT

OTHER TYPES THAT DESCRIBE BUSINESS (NO MORE THAN 3 -EXCESS WILL BE DROPPED)

<input type="checkbox"/> ANTIQUE SHOW	<input checked="" type="checkbox"/> EVENT	<input type="checkbox"/> HORSE SHOW	<input type="checkbox"/> RACING EVENT
<input type="checkbox"/> ARTS AND CRAFTS SHOW	<input type="checkbox"/> FAIR	<input type="checkbox"/> LEWIS AND CLARK EVENT	<input type="checkbox"/> RODEO
<input type="checkbox"/> BICYCLING TOURS	<input type="checkbox"/> FARMERS MARKET	<input type="checkbox"/> MOTORCYCLE	<input type="checkbox"/> STATE PARK EVENT
<input type="checkbox"/> CAR SHOW	<input type="checkbox"/> FESTIVAL/DAYS	<input type="checkbox"/> MUSIC	<input type="checkbox"/> SUMMER THEATRE
<input type="checkbox"/> COMPETITION	<input type="checkbox"/> FISHING EVENT	<input type="checkbox"/> PARADE	<input type="checkbox"/> THEATRE/THEATER
<input type="checkbox"/> COWBOY POETRY	<input type="checkbox"/> HISTORICAL EVENT	<input type="checkbox"/> PERFORMING ARTS	<input type="checkbox"/> WAGON TRAIN
<input checked="" type="checkbox"/> CULTURAL EVENT	<input type="checkbox"/> HOLIDAY EVENT	<input type="checkbox"/> POWWOW	<input type="checkbox"/> WINTER EVENT
<input type="checkbox"/> DINNER THEATRE	<input type="checkbox"/> HORSE RACE		

ACTIVITIES AVAILABLE AT YOUR MONTANA BUSINESS: (ON YOUR PROPERTY)

<input type="checkbox"/> AIR SHOW	<input type="checkbox"/> COOKING	<input type="checkbox"/> HORSE SHOW	<input type="checkbox"/> RODEO
<input type="checkbox"/> AMERICAN HERITAGE	<input type="checkbox"/> COWBOY POETRY	<input type="checkbox"/> HORSEBACK RIDING	<input type="checkbox"/> RUNNING
<input type="checkbox"/> ANTIQUES	<input type="checkbox"/> CROSS-COUNTRY SKIING	<input type="checkbox"/> HORSESHOES	<input type="checkbox"/> SAILING
<input type="checkbox"/> ARCHAEOLOGY	<input type="checkbox"/> CULTURAL	<input type="checkbox"/> ICE FISHING	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> ARCHERY	<input type="checkbox"/> DANCING	<input type="checkbox"/> ICE SKATING	<input type="checkbox"/> SHOPPING
<input type="checkbox"/> ARENA	<input type="checkbox"/> DINING	<input type="checkbox"/> KAYAKING	<input type="checkbox"/> SIGHTSEEING

https://business.visitmt.com/Secure/CreateListing...

SERVICES AVAILABLE AT YOUR MONTANA BUSINESS: (ON YOUR PROPERTY)

<input type="checkbox"/> AUTOMATED TELLER MACHINE	<input type="checkbox"/> FAX SERVICE	<input type="checkbox"/> MUSIC	<input type="checkbox"/> STORE
<input type="checkbox"/> BEER/WINE	<input type="checkbox"/> FOOD SERVICES	<input type="checkbox"/> ORGANIC PRODUCTS	<input type="checkbox"/> TOUR
<input type="checkbox"/> BREAKFAST	<input type="checkbox"/> HANDICAPPED ACCESSIBLE	<input type="checkbox"/> PARKING	<input type="checkbox"/> TRAIL
<input type="checkbox"/> BUSINESS SERVICES	<input type="checkbox"/> INFORMATION	<input type="checkbox"/> PETS ALLOWED	<input type="checkbox"/> TRANSPORTATION
<input type="checkbox"/> CHILD CARE	<input type="checkbox"/> INSTRUCTION	<input type="checkbox"/> PUBLIC RESTROOM	<input type="checkbox"/> UNSCORTED TOUR
<input type="checkbox"/> CHILDRENS ACTIVITIES	<input type="checkbox"/> INTERPRETER	<input type="checkbox"/> SHUTTLE SERVICE	<input type="checkbox"/> VENDING MACHINES
<input type="checkbox"/> EDUCATIONAL PROGRAMS	<input type="checkbox"/> INTERPRETIVE DISPLAY	<input type="checkbox"/> SKI EQUIPMENT RENTAL	<input type="checkbox"/> VISITOR SERVICE
<input type="checkbox"/> EQUIPMENT RENTAL	<input type="checkbox"/> LUNCH	<input type="checkbox"/> SNOWMOBILE RENTAL	<input type="checkbox"/> WATER
<input type="checkbox"/> FARM PRODUCE	<input type="checkbox"/> MERCHANDISE		

DIRECTIONS TO YOUR BUSINESS

Directions

EVENT DESCRIPTION

Description

EDIT/UPLOAD LISTING IMAGES

Screen 5.

1. Select any services available at your event.
2. Add directions to your event.
3. Add the event description.
4. Upload photos for your listing by clicking the 'open image tool' button.

IMPORTANT IMAGE SPECIFICATIONS

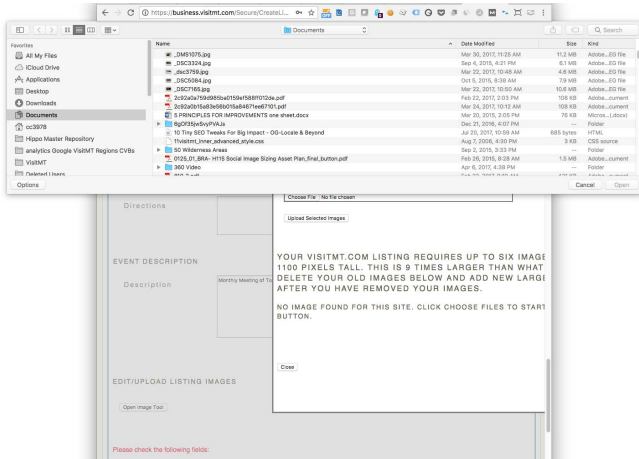
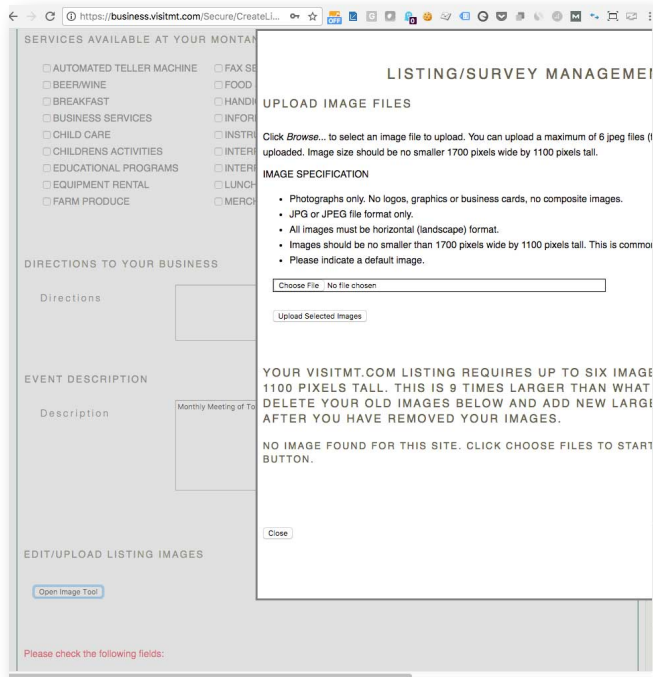
1. Photographs only. No business cards, logos, signs or composite images
2. JPG or JPEG files only
3. all images must be horizontal orientation (landscape). Vertical (portrait) photos are not accepted.
4. Images must be at least 1700 pixels wide by 1100 pixels tall for the uploader to accept them.
5. The first image you upload will by default be the 'hero' or top image on the event listing. You can select a different 'default/hero' image later if you wish.
6. You can upload up to 6 photos

Screen 6.

1. The **'upload image files'** window opens.
2. Read the **'Image Specifications'** section.
3. Click the **'Choose File'** button

Screen 7.

4. Browse your computer for the image(s) you wish to upload.
5. Select an image and then click the **'upload selected images'** button.
6. Repeat steps 3, 4 and 5 for each image you wish to upload.



Screen 8.

Successfully uploaded images will show as a small thumbnail image and below that a larger image with details regarding the photo. Below the photo file name is a button labeled **'is default.'** This is the image that will be the top image on the event listing. By default the first image uploaded is selected as the default top image. You can change the default image by selecting the **'is default'** button on another photo.

1. When you are done uploading images click the **'close'** button.

Screen 9.

You will see this screen when you have successfully completed your listing.

IMPORTANT NOTE

The event listing will not show up for 24 to 48 hours. During this time the event listing is reviewed and approved by staff. All the photos uploaded for the listing are processed into our database.

Only listings that the office deems has a broad tourism appeal will be approved. Many small local events won't be approved. For example:

- church or community events
- flea markets

Events that will be approved have a definite broad appeal to tourists both in-state and out-of-state. For example:

- Rodeos
- Farmers Markets
- Festivals
- Historic Events
- Parades
- Pow wows
- Performing arts.

Refer to page 7 **'other types that describe your business'** for more examples.

