HOW TO CREATE AN EVENT LISTING ON VISITMT.COM

Prepared by
The Montana Office of Tourism and Business Development

Tuesday, November 7, 2017

Norm Dwyer
406-841-2885
ndwyer@mt.gov

INTRODUCTION

Creating an event listing is the same process as creating any listing for VisitMT.com with a couple of unique exceptions.
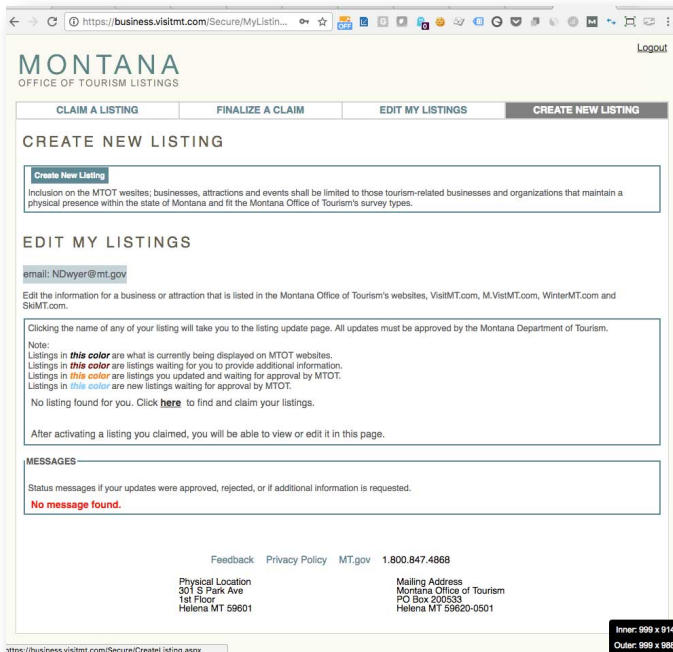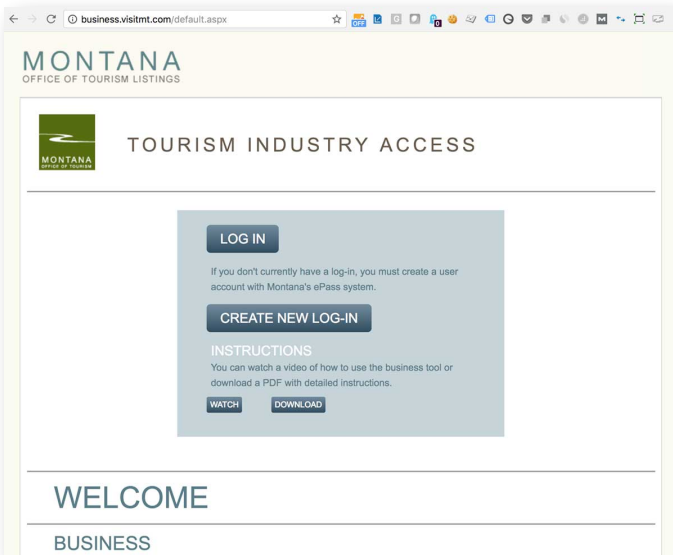
Step 1.

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.

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.

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.

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

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.

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

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

DIRECTIONS TO YOUR BUSINESS

Directions

EVENT DESCRIPTION

Description

EDIT/UPLOAD LISTING IMAGES

Open Image Tool

Cancel   Previous   Create A Listing

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.
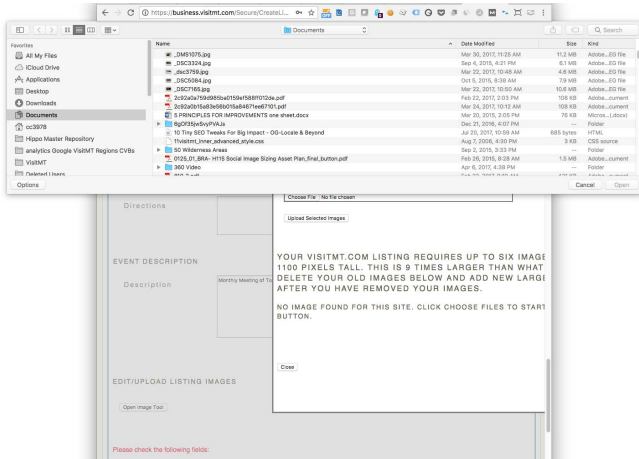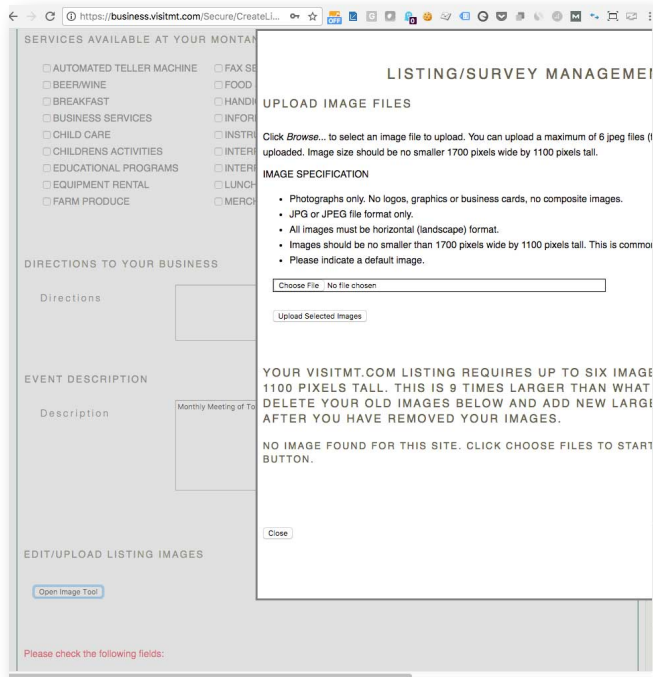
Screen 8.

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.