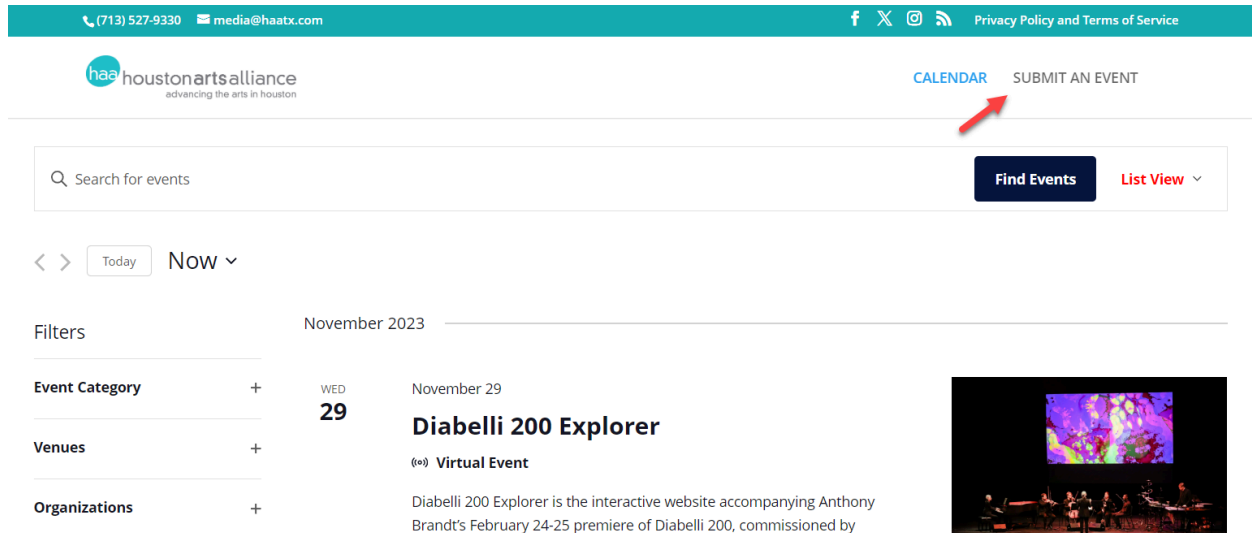


Quick Guide

Submitting events on houcalendar.com

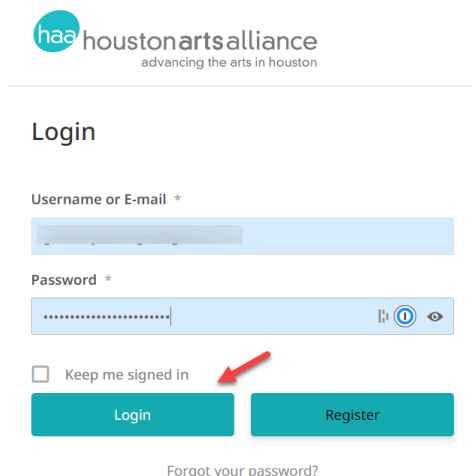
1- Log into your account

1. Head over to <https://www.houcalendar.com/>
2. Click on *Submit An Event* from the menu



3. Log in using your email or username + password

- If you forgot your password, use the *Forgot your password?* Link located below the Login and Register buttons.
- If you don't have an account, click on the *Register* button
- If all else fails, contact the team via email: media@haatx.com



2- Submit an event

You are in and should be looking at the *My Events* screen.

The screenshot shows the 'My Events' page. At the top, there is a teal header with contact information: (713) 527-9330 and media@haatx.com. Social media icons for Facebook, X, Instagram, and RSS are also present, along with a link to the Privacy Policy and Terms of Service. Below the header, the Houston Arts Alliance logo is on the left, and navigation links for CALENDAR, SUBMIT AN EVENT (highlighted with a red box), PROFILE, and LOGOUT are on the right. The main content area has a 'My Events' heading and an 'ADD NEW' button. A red arrow points from the text 'Submit an event' to the 'ADD NEW' button. Below this are two tabs: 'UPCOMING EVENTS' (highlighted with a red box) and 'PAST EVENTS'. A red arrow points from the text 'Your events will appear here' to the 'UPCOMING EVENTS' tab. The main content area displays the message 'You have no upcoming events'.

- Upcoming events that you have previously submitted will appear under the *Upcoming Events* tab.
 - Your past events will be found under the *Past Events* tab located next to the *Upcoming Events* tab
 - If you are not seeing one of your previously submitted events, contact the team via email: media@haatx.com
- Click on the *Add New* button to submit an event.

You should now see the *Add New Event* page.

- To head back to the *My Events* page, click on the *View your submitted events* button

The screenshot shows the 'Add New Event' form. At the top left is the heading 'Add New Event'. At the top right is a 'VIEW YOUR SUBMITTED EVENTS' button, with a red arrow pointing to it. Below the heading is a form with two main sections. The first section is 'EVENT TITLE: (required)' with a text input field containing 'The best event in the world' and a red '1.' next to it. The second section is 'EVENT DESCRIPTION: (required)' with a text area containing 'Friends and family-friendly jamboree. Prizes to win!' and a red '2.' next to it. At the bottom right of the form, there are icons for a lightbulb and a globe.

1. Enter your event's title (required)
2. Enter your event's description (required)


EVENT TIME & DATE

Start/End: to [Timezone: America/Chicago](#) 3.

All Day Event (from 12 am - 11:59 pm)

Recurring Event: SCHEDULE MULTIPLE EVENTS ← Optional but powerful

EVENT IMAGE

 4.

Choose a .jpg, .png, or .gif file under 4 MB in size.

Optional but beautiful

→ CHOOSE IMAGE

3. Enter your event's start date/time and end date/time (*required*)

- If your event spans over several days, please use the [Schedule Multiple Events](#) button rather than using an end date in the future (which would create one extra long event instead of an event per day)
- If your event repeats, even just once, at a later date, please use the [Schedule Multiple Events](#) button rather than creating separate events

4. Add an image for your event (*optional - but recommended*)

- Make your event more beautiful and compelling by adding an image
 - i. Landscape image recommended
- The default houcalendar.com image will be used for events where no image is defined



EVENT CATEGORIES *(required)*

5.

Search from existing categories

VIRTUAL EVENT

Click on the button below to flag an event as "virtual" or "hybrid".
Use the description or the Event Website URL field to enter a link to the event.

6.

CONFIGURE VIRTUAL EVENT



Ignore if not a virtual or hybrid event

5. Select one or multiple categories for your event *(required)*
 - This helps site visitors find your event
6. If your event is virtual or hybrid, click on the *Configure Virtual Event* *(optional)*
 - This will let Google know the nature of your event
 - It will also add a virtual or hybrid icon when your event is displayed
 - Simply add the URL of the Virtual Event in the *Event Website URL* at step 11
 - If your event is not virtual or hybrid, ignore this step.

EVENTS STATUS

Set status: Scheduled

- Scheduled
- Canceled
- Postponed
- Moved Online

7.

VENUE DETAILS *(required)*

Venue:

Not finding the venue you are looking for?
Please submit a new venue here: <https://www.houcalendar.com/submit-a-new-venue/>

8.

7. By default your event is set to *Scheduled (optional)*

- Most of the time, you can simply skip that section
- But if anything changes after you submit the event, you can change its status to canceled, postponed, or moved online

8. Select the event's venue *(required)*

- If you are not finding the venue you are looking for in the dropdown, submit a new venue: <https://www.houcalendar.com/submit-a-new-venue/>

DISTRICTS *(required)*

City of Houston District:

Nonex ▾

Houston Cultural District:

Nonex ▾

Not sure what your districts are? Find out using the links below:

- [City of Houston districts](#)
- [Houston Cultural districts](#)

9.

ORGANIZATION DETAILS *(required)*

Organization:

Find an Organizationx ▾

Not finding your organization? Please submit it here: <https://www.houcalendar.com/submit-a-new-organization/>

10.

9. Select the City and Cultural districts tied to your event *(required)*

- If you are not sure what those are, use the links found below the dropdowns

10. Select your Organization *(required)*

- If you are not finding your organization in the dropdown, submit it so that it can be added: <https://www.houcalendar.com/submit-a-new-organization/>

EVENT WEBSITE

11.

External Link:

Enter URL for event information

EVENT COST

Cost:

Leave blank to hide the field. Enter a 0 for events that are free.

12.

11. If your event has a website, add it here *(optional)*

- If your event is virtual or hybrid, at it's URL here


12. Enter your event's cost *(optional)*

- Blank (no cost displayed), 0 (free), price (e.g.: 6), range (e.g.: 20-32)

EVENT ADMISSION

Event Admission Details

13.



Admission Phone

14.



13. Event admission details *(optional)*

- Accessibility instructions, parking, etc..

14. Admission phone *(optional)*

Ticket URL

15.



Ticket Email

16.



Funded by the City of Houston?

By checking "Yes" I understand that this also fulfills one of the requirements for my HAA Grant Final Reporting. This will also display a Funded by the City of Houston Sticker on the single event page

17.

 No Yes

15. Selling tickets to your event online? *(optional)*

- Add the URL here

16. Answered yes to the previous question and want to provide an email contact? *(optional)*

- Add the email address here

17. Was your event funded by the City of Houston?

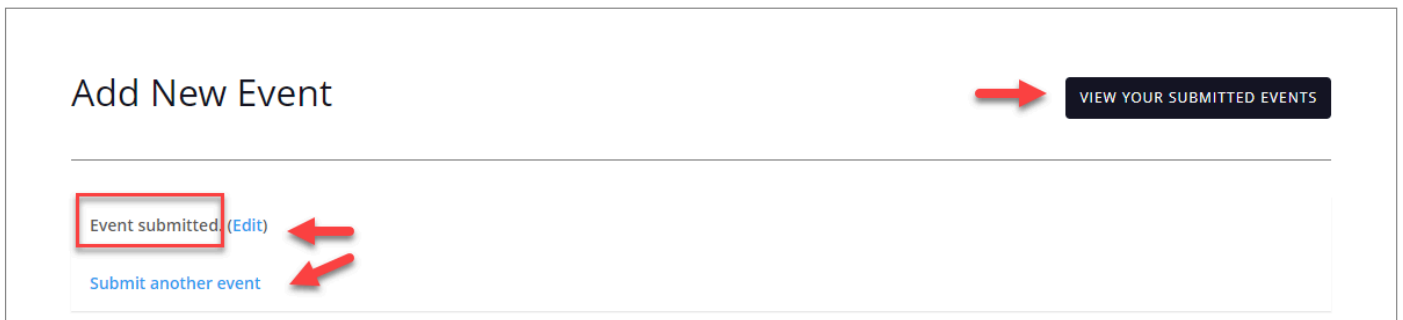
- Click on the toggle to say Yes

Hit the *Submit Event* button, it's time!

SUBMIT EVENT

If all required fields are accounted for, the form will be replaced by a confirmation message:
Event Submitted

- Before the event gets published, it needs to be approved by the HAA team (you will receive email confirmation)
- From this screen, you can edit the event you just submitted, view your submitted events, or submit a new event



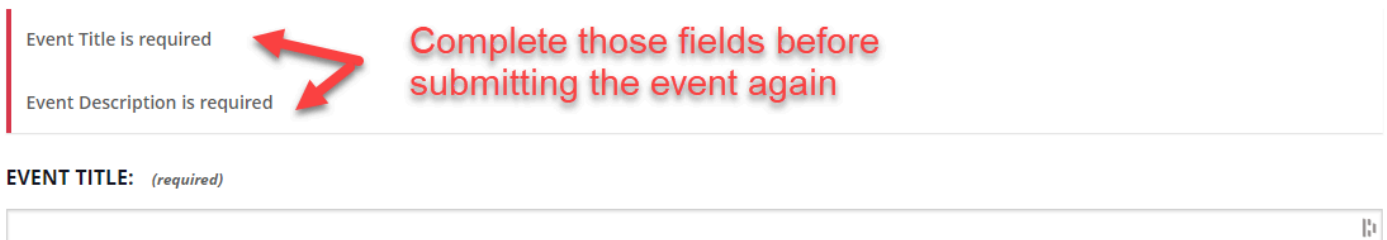
The screenshot shows the 'Add New Event' form. At the top right, there is a dark blue button labeled 'VIEW YOUR SUBMITTED EVENTS' with a red arrow pointing to it. Below the form title, there is a confirmation message 'Event submitted. (Edit)' enclosed in a red box, with a red arrow pointing to it. Below the message, there is a link 'Submit another event' with a red arrow pointing to it.

If you forgot to fill in any of the required fields, the form will not be submitted just yet

- You will be redirected to the top of the *Add New Event* form
- The list of required fields that need attention will be listed
 - You can resubmit the form after tackling those

Add New Event

VIEW YOUR SUBMITTED EVENTS



The screenshot shows the 'Add New Event' form with error messages. On the left, there are two error messages: 'Event Title is required' and 'Event Description is required', both with red arrows pointing to the right. To the right of these messages, there is a red instruction: 'Complete those fields before submitting the event again'. Below the error messages, there is a label 'EVENT TITLE: (required)' and an empty text input field.

Congratulations on creating your first event!

Click on the *View your submitted events* button to head back to the *My Events* page

Please allow 2 weeks for your event to be approved by the HAA team.

3- Managing My Events

My Events



ADD NEW

Search Event Titles

UPCOMING EVENTS

PAST EVENTS

DISPLAY OPTION ▲

PUBLISH STATUS	TITLE	ORGANIZATION	VENUE	CATEGORY	RECURRING?	START DATE	END DATE
 	The best event in the world View Edit Delete	4411 Montrose	4th Wall Theatre	Classical	No	December 1 @ 8:00 am	December 1 @ 5:00 pm

- Tools for finding your events
 - Upcoming Events tab (with pagination)
 - Past Events tab (with pagination)
 - Search bar
- Checking on the status of your event
 - The *clock icon* means that your event is pending approval
 - When you first submit your event
 - Anytime you make a change to your event
 - The *checkmark icon* means that your event is published for all to see on the calendar
- Quick action links under the title of each submitted event
 - *View* your event: get a sense of what it will look like for site visitors
 - *Edit* your event: you can change the content of your submitted events at any time
 - Any change will need to be approved before it's reflected on the live site
 - *Delete* your event
- *Display Options*
 - Lets you decide which information you want to see on your *My Events* page
 - Publish Status
 - Organization
 - Venue
 - Category
 - Recurring
 - Start Date
 - End Date