

# A GUIDE TO PROMOTE YOUR GREAT EVENTS ON [STMICHAELSMD.COM](http://STMICHAELSMD.COM)



*Experience*  
**ST. MICHAELS**

Developed in partnership with

**ITIDIGITAL**  
travel software solutions

# STMICHAELSMD.COM IS PARTNERING WITH ITI DIGITAL TO PROMOTE YOUR EVENTS

If you regularly host events, be sure to create them online or submit them to the newest events calendar for further visibility and promotion!

Publish your events on Eventbrite or any other platform that is discoverable by Google. The events will automatically be aggregated! Alternatively, you can manually add your event to the St. Michaels Tourism Events Calendar by visiting [stmichaelsmd.com](http://stmichaelsmd.com)



[FREE]

Submit on our website's events calendar.



[FREE]

Post to Eventbrite. For non-ticketed events, it's free or up to 25 tickets, it's free.



[FREE]

Ensure your website and calendar follow SEO best practices for your event to be listed on Google Search.

## WHY IS THIS IMPORTANT?

- The answer is simple – to draw more participants or customers. Drive more foot traffic to your business or an event you're hosting in the community.
- Not only do most people use the event websites to connect with their friends and family, but artists and venues that frequently organize events use these platforms, too. Combined, you have a massive marketing force.



# THE NEW STMICHAELSMD.COM CALENDAR OF EVENTS

**Restaurants** - live music, virtual show, or a new menu?

**Shopping** - a trunk show or an annual sale?

**Accommodations** - a romantic getaway or discounted weekend?

**Attractions** - special art gallery virtual tour, the launch of a new exhibition?

Your visitor-friendly event will be promoted on the **St. Michaels Tourism Events Calendar**, reaching a new audience in a fun and interactive way.

Go to the St. Michaels Tourism Events Calendar by visiting [stmichaelsmd.com](http://stmichaelsmd.com)

FILTER BY DATE



EVENT CATEGORIES



VIEW ON MAP



OR

search events



SUBMIT YOUR EVENT



# HOW TO PROMOTE YOUR EVENTS

## OPTION 1: SUBMIT YOUR EVENT ON THE STMICHAELSMD.COM PAGE ONLINE FORM

Manually submit your event for promotion on the [stmichaelsmd.com](http://stmichaelsmd.com) Events calendar by **filling out the form** on the St. Michaels Tourism Events Page. We recommend that you submit your events as soon as possible, allowing more promotional and visibility time.

Click "Submit Your Event" and fill out the form.

**Please fill in your event info**  
Complete all required fields marked with an \* to submit your event for approval

Title\*

Host\*

Location / Venue Name

Location / Address \* (or check Virtual Events)

Start typing the physical address and select from a verified Google Maps address below

Virtual Event  Hybrid Event

Event Organizer Email Address

Event URL for more information (if applicable)

Allow 48 hours for our staff to review and approve your event.

## OPTION 2: CREATE YOUR EVENT ON EVENTBRITE

The Eventbrite logo, featuring the word "Eventbrite" in white, lowercase letters on an orange rounded rectangular background.

You can get an event live on Eventbrite for free in just 3 simple steps. Eventbrite is a free event promotion platform. To list an event is free, and for ticketed events, they will charge a % fee for ticket sales.

Once you create your account on the Edit page (Event Details, Create Tickets, and Additional Account Settings), simply choose "**Create an Event**" to start setting up your events. We also have robust customization options so you can get the most out of your event listing.

Go to your Page, then click the Create an Event icon at the top of your page's timeline. Once in Eventbrite, the event will automatically be delivered to our events calendar dashboard for approval. You do not need to submit it manually to our staff.

### ● **Step 1: Event Details**

1. Add a title, and set the date and time.
2. Set the venue location.
3. Add an event image.
4. Share details and other important information about your event.
5. Add information about the event organizer.

### ● **Step 2: Create Tickets (Skip this step if you don't want to offer tickets)**

1. Create free or paid tickets.
2. Set the price for paid tickets.
3. Set the total capacity for the venue.
4. Add a donation ticket to collect donations.

### ● **Step 3: Additional Details**

1. Mark your page as public or private.
2. Choose an event type and topic.
3. Show the number of tickets remaining (if you'd like).
4. "Save" and "Preview" your draft event, or publish using "Make Event Live".

[For more information and video tutorial.](#)

## OPTION 3: SET UP EVENTS ON OTHER KNOWN PLATFORMS, OR OPTIMIZE YOUR WEBSITE EVENT LISTINGS WITH SEO BEST PRACTICES

Search

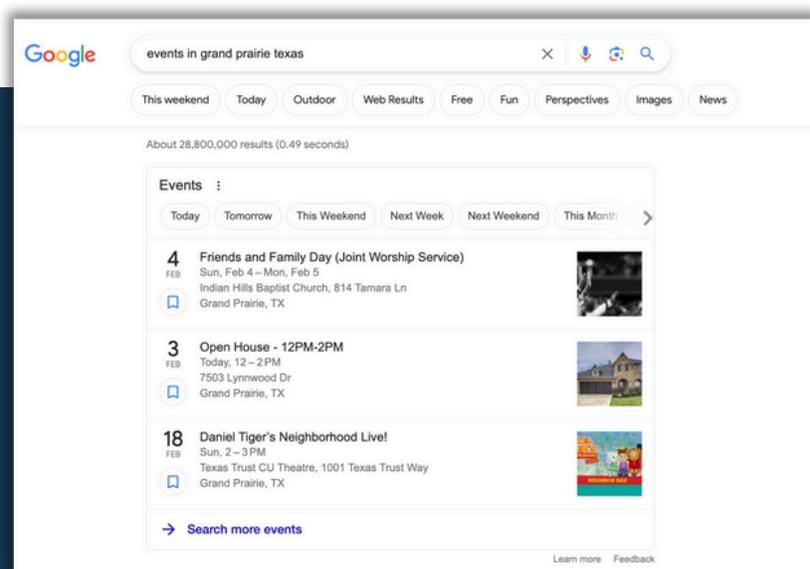


If you produce any type of event, you can help people discover your events with the event search experience on Google. Have a concert or hosting a workshop? Event markup allows people to discover your event when they search for "concerts this weekend" or "workshops near me." People can also discover your event when they search for venues, such as sports stadiums or a local pub.

Aside from allowing your event to be pulled into the Events Calendar, SEO on your business website helps bring quality organic traffic.

### HOW TO PREPARE YOUR EVENTS FOR GOOGLE LISTINGS?

- Ensure events on your business website are set **with unique URLs** so that Google can "find" them and display them to a broader audience.
- Add **as many details to your event listings as possible**, such as address, ticket information, links, categories, etc.
- If you use a CMS (for example, WordPress) and you don't have access to your HTML, check with your CMS to see if there's a plugin that can add structured data to your site for you. Alternatively, you can use the [Data Highlighter](#) to tell Google about your events without editing the HTML of your site.





## QUESTIONS?

St. Michaels Tourism  
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[stmichaelsmd.com](http://stmichaelsmd.com)

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