

A GUIDE TO PROMOTE YOUR GREAT EVENTS ON VISITSUMNERTN.COM




SUMNER COUNTY
TENNESSEE
VISITSUMNERTN.COM

Developed in partnership with

ITIDIGITAL
travel software solutions

VISITSUMNERTN.COM, IS PARTNERING WITH ITI DIGITAL TO PROMOTE YOUR EVENTS

Get people's attention with a customized event. If you regularly host public events, be sure to create your events on Eventbrite, Facebook, Etix.com, or other event platforms. Alternatively, you can manually add your event to the visitsumner.tn.com/event-calendar to reach people where they're engaged.

There are three options to add your events to the visitsumner.tn.com website:



visitsumner.tn.com/event-calendar
Event Submission Form



Eventbrite



Other Website sources with
SEO

WHY IS THIS IMPORTANT?

- The answer is simple – to draw more participants or customers. Drive more foot traffic to your business or to 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 also artists and venues that frequently organize events use these platforms too. Put the two together, and you have a massive marketing force.



VISITSUMNERTN.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 visitsumner.tn.com reaching a new audience in a fun and interactive way.

[GO TO VISITSUMNERTN.COM/EVENT-CALENDAR](https://visitsumner.tn.com/event-calendar)

[VIEW BY DATE](#) < [EVENT CATEGORIES](#) < [CLICK FOR MAP VIEW](#)  OR  [SUBMIT YOUR EVENT](#)








GOODLETTSVILLE POP UP FARMERS MARKET

APRIL 13
11:00 - 2:00

705 CALDWELL DRIVE, AT NOSS-WRIGHT PARK
WWW.VISITGOODLETTSVILLE.COM
615-858-3678

Apr 13, 2023


Thu. 11:00 AM - 2:00 PM (CDT)




HOSTED BY: City of Goodlettsville


Goodlettsville Pop Up Farmers Market

Goodlettsville Visitor's Center, 705 Caldwell Dr,
Goodlettsville, TN 37072, USA






Multiple Dates Event




HOSTED BY: Painting Squared

Date Night Deals


Painting Squared, 123 S Water Ave, Gallatin, TN






2023

AM - 1:00 PM (CDT)





Coffee with a Curator


Free for Members!

Have a cup of coffee, explore artifacts & talk history!


April 15th @ 10 AM
Wynnewood
Artifacts of Leisure

Apr 15, 2023

Sat. 10:00 AM - 11:00 AM (CDT)




STONEWALL
FOOD & MUSIC
FESTIVAL




Apr 15, 2023

Sat. 4:00 PM - 9:00 PM (CDT)



Apr 18,

Tue. 6:00

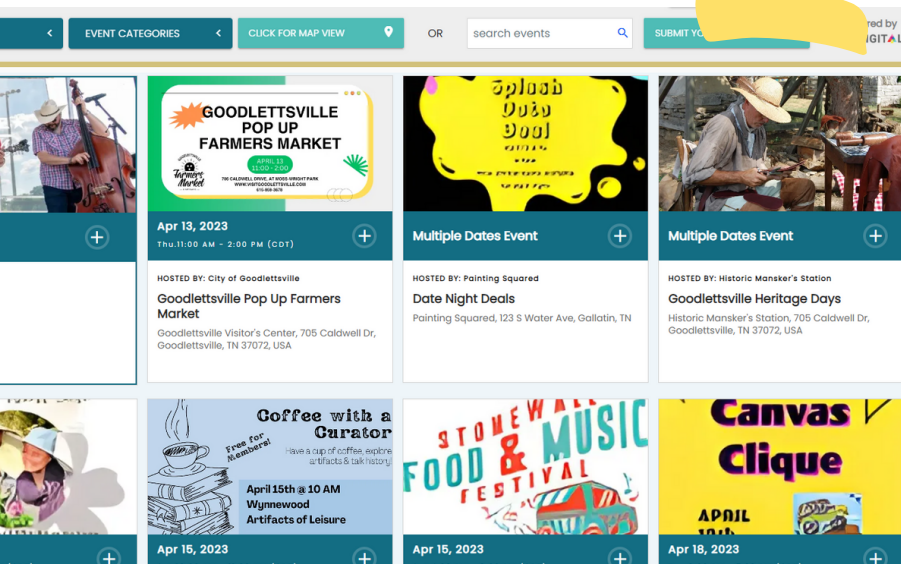


HOW TO PROMOTE YOUR EVENTS

OPTION 1: SUBMIT YOUR EVENT ON THE [VISITSUMNERTN.COM](https://visitsumner.tn.com), PAGE ONLINE FORM

Manually submit your event for promotion on the visitsumner.tn.com, events calendar by **filling out the form** available on the page: (visitsumner.tn.com/event-calendar)

We recommend that you submit your events as soon as possible, to allow more promotional and visibility time.



Click the button
"Submit Your Event"

Fill out the form and allow 48 hours for our staff to review and approve your event.

Add Events Manually

Name *

Host *

Location *

Ticket URI

Description

From



To



OPTION 2: CREATE YOUR EVENT ON EVENTBRITE

You can get an event live on Eventbrite, for free, in just 3 simple steps 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 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 manually to our staff.

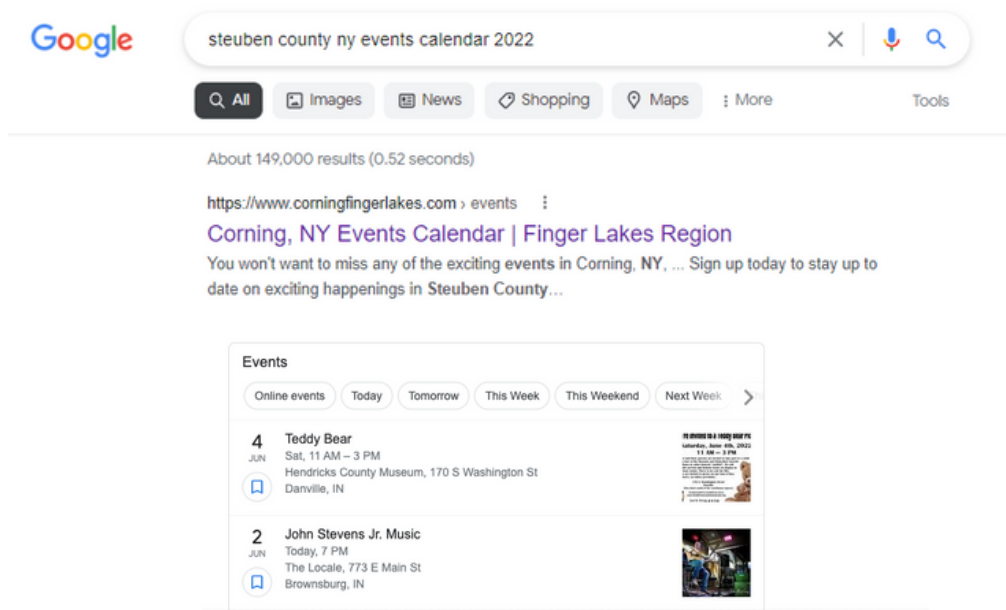
- **Step 1: Event Details**
 1. Add a title, and set the date and time.
 2. Set the venue location.
 3. Add an event image.
 4. Share details and other important information about your event.
 5. Add information about the event organizer.
- **Step 2: Create Tickets (Skip this step if you don't want to 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 tutorials:** https://www.eventbrite.com/support/articles/en_US/Multi_Group_How_To/how-to-create-an-event?lg=en_US

OPTION 3: SET UP EVENTS ON OTHER KNOWN PLATFORMS, OR OPTIMIZE YOUR WEBSITE EVENT LISTINGS

We can pull event content from sources such as Google, Facebook, Eventbrite, Etix.com, and partner webpages. Marketing your event on the visitsumnertn.com/event-calendar, Events Calendar page starts with setting up your event on a website that is search engine optimized.

WHY SHOULD YOU CARE ABOUT SEARCH ENGINE OPTIMIZATION (SEO)?

- Aside from allowing your event to be pulled into the Events Calendar, SEO on your business website helps bring quality organic traffic.
- Make sure events on your business website are set with unique URLs so that Google can "find" them and display to a broader audience.
- Add as many details to your event listings as possible, such as address, ticket information, links, categories, etc.





QUESTIONS?

Visit Sumner, TN

Phone: 888-301-7886

visitsumnertn.com



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