Events

Need to add a new event or update the information for an existing event? The Events module in Showtime is your one stop shop to make event-related updates.

Listing

The events module is the database of upcoming and past events on your site. Events can be sorted by date, promotion type, and category if used. The events listing can also be filtered by venue for sites with multiple venues.

You can search for an event by name or advance through the list by month or even year. Once an event plays off, it automatically moves into past events.

Each event has a name, date or date range, edit, trash, and publish on and off button. If a thumbnail has been assigned to the event, that will also display here. If the site has multiple venues, the venue name will be listed under the event title. A preview button will appear on hover to allow you to view the event before it goes live.

Click the edit button to edit an existing event or click the add event button in the top right to start from scratch.

Summary Tab

The summary tab contains the basic information for the event. Only two fields are mandatory when setting up an event: title and date. The rest of the fields are optional and will not display on the front end of your site if they aren't filled in. The system is set up so that your events can be as simple or robust as desired and still look great. Fill in the following fields as needed:

Title: Enter the title of the event in the title field.

Tagline: The tagline is used for information that is ancillary to the main title of the event, but still important to the identity of the event (e.g., support act, tour name, presented/sponsored by). On most sites, the tagline displays below the event title on the front end.

Showings:

- The showings field is where you'll use the date and time pickers to choose the date and time of the first performance. Choose TBA if the start time is unknown.

- The duration of the showing determines when that showing ends. For most clients, the duration is not advertised on the front end. It is in HH:MM format and defaults automatically to two hours, but can be changed on a per-showing basis.
- Click the Add Showing button to add a new showing to the run. The date and time of the next performance will automatically fill in based on the showing directly above it to make adding runs easier.

More Button: The More button that appears under each showing reveals a field where additional information for the individual showing can be added, such as individual ticket links for a run.

(Ticket Link): If no ticket link is added, the buy tickets button will automatically pull the main buy tickets link from the Tickets tab.

Description: Enter the event description in the description field. There is no character limit. For most clients, the event description will be truncated on the Event Detail Page so it can be any length, and site visitors will opt-in to see more. Use the text editor to style the description as desired.

Venue: If there are multiple venues represented on your site, a venue drop down will be available to assign the event to the appropriate venue. This field will not show for websites with only one venue.

Seating: To insert a seating chart specific to this event, click the Add button in the seating field to insert.

Related Links: To add any related links that fans might find useful, click Add New to create a link, enter the title and URL. Add as many as desired. They will display as a single FAQ item called "related links."

More Info: Use the More Info FAQs to add information specific to this event. Add as many as needed, and use the reorder feature to customize the listing order. The text editor can be used to style the text as desired.

Doors Open: To display a doors open time, enter a time or a phrase (e.g., "One hour before show"). For most clients, this information displays in the Buy Tickets sidebar on the Event Detail Page.

Presented by: For most sites, the content of the "Presented By" field displays above the event title anywhere it is listed on the front end. The presented by field can be used for anything, not just presenter information.

Tickets Tab

The tickets tab controls the main buy tickets button, ticket prices, and the on sale status for the event.

Tickets On Sale: Choose a status in the Tickets On Sale field.

- **None:** None means no tickets are on sale, which can be used in the case of a sold out show or a private event for example.
- **Now:** Selecting the Now tab reveals the Prices and Link field.
- **Soon:** Selecting the Soon tab reveals a date and time selector that will set the on sale in the future. The event will say "On Sale Soon" until that date and time passes. Once the date and time passes, it will automatically change to "Buy Tickets."
- **TBA:** If you don't know the time of the on-sale, choose TBA. The prices and link field will remain. The Buy Tickets button will say "TBA."

Prices: In the prices field, enter the ticket prices if desired.

For clients with Advanced Ticketing, please refer to the Advanced Ticketing videos and/or instruction manual for additional instructions.

Link: The link field controls the link to the main buy tickets button for the event. It will also be the default buy tickets link for each showing if no link is entered for each individual showing.

Ticket Information/Description: Add additional ticket information needed for this particular event in the ticket information/description field. For most clients, this will display as an FAQ item called Additional Ticket Information on the Event Detail Page.

Button Override: The button override field can be used to override the CTA text for the event. Use cases include: Sold out, Register, or Free Event. FOr most sites, the default button CTA is "buy tickets."

Media Tab

The Media tab is where all of your images for an event are housed.

Main Event Image: The main event image displays on the Event Detail Page and Primary promotional spot on the homepage for most clients.

Event Thumbnail: The thumbnail image displays on the Event Listing Page and the Secondary and Featured spots on the homepage for most clients.

Slideshow: Create an optional slideshow on the event detail page by selecting multiple assets from the media gallery. The slideshow supports both images and video. Drag and drop the assets in the slideshow to reorder them.

Promotion Tab

The promotion tab is how you'll manage where events are promoted on your website.

When you build an event, it automatically gets added to the event listing page, and the system generates an event detail page, but there are many other places on the site where you might want to promote your event. Use the promotion tab to send your event information to designated sections on the site. Common promotion types are:

- Primary - which is the large promotional space on the homepage;
- Secondary - which is the medium promotional space or spaces on the homepage; and
- Featured - which are the small promotional spaces on the homepage

The quantity of these promotional spaces varies per site.

Promotions types can also be used to send a set of events to static pages. For example, if you have a group sales page, use the Group promotion to identify all of the events that are offering group sales and send them to the Group Sales page. These additional promotion types also allow you to input promotion-specific details that are pulled back onto the Event Detail Page.

The advantage of using promotion types instead of manually adding event information to a page is that the system does all the work for you. With the click of a button, the event information is sent to the page. If the event is not announced yet, it will not display on that page until the display on date and time passes. Once it displays, it will be styled exactly like the events on the event listing page. Once the event plays off, it will automatically remove itself from the page.

The help desk can assist you with creating as many promotion types as you need.

Options Tab

The options tab controls all additional settings for your events.

Display On: The display on date and time is the announced date and time for the event. If the Display On date and time is set to the future, the event will not show on the front end of your site or be searchable until that date and time has passed.

Custom URI: The URI is generated automatically by the event title. Use the custom URI field to override it, if desired.

Category: For sites with the category field, choose a category for each event. For most sites this feeds the filter on the event listing page. If you'd like to update or change your event categories, please reach out to the help desk.

Meta Data (Keywords, Description, and Meta Image): Be sure to fill in the meta data. Google uses keywords and descriptions to search your site effectively. The Meta Image field is available to override the default image for sharing on social media.

Tracking Code: The tracking code field is used to place a tracking pixel only on that specific event. To add a tracking pixel to ALL events automatically, submit a ticket to the help desk.

Make a Copy: Use the make a copy button to replicate all data for an existing event. Once clicked, an exact copy of the event will be added to Showtime with the title of the event appended to include "-copy" at the end to distinguish it from the original. It will not be automatically published to the site, and the URI will be appended with "-1" as well, so be sure to update this accordingly if needed before publishing the event.

Generate Review Link: The Generate Review Link can be used to generate a unique link to the Event Detail Page that can be sent to outside parties to review before the event goes live on the site.

1. To create a new review link, select a timeframe during which the link will be available.
2. Click "Generate".

A working version of the event detail page will appear with an expiration stamp. Once the expiration date and time passes, the review link will no longer be available.

Turning the Event On

All of this automation is magical, but none of it will happen if the event is not turned on. Just like setting your alarm clock before bed, the event MUST be turned on for the system to honor the display on date and time.

Still have questions? Check out the related help desk articles provided in the Training Dashboard. For more information pertaining to your site specifics, reference the Documentation widget in Showtime, or contact the help desk to learn more.