



# Showtime CMS

## Instruction Manual

As of Thursday, November 7, 2019

Showtime updates made after this date will not be included in the instruction manual.

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## Help!

You've read the entire instruction manual three times and you're still stumped! Click on the Help button in Showtime to be taken to the Support portal or email [help@carbonhouse.com](mailto:help@carbonhouse.com).

## IMAGE SIZES GUIDE

CODE	NAME	DIMENSIONS
	Event Image	1420px by 500px
	All Thumbnails	660px by 400px
	Page Slideshow	1420px by 500px
	Spotlight Images	660px by 400px
	Lightboxes <ul style="list-style-type: none"><li>- Seating Charts</li><li>- Homepage Overlay</li><li>- Gallery Images</li></ul>	1000x by 750px*

\*Recommended dimensions. Can be any size needed.



Optimize your images. Recommendation is 72 DPI.



A full-page background image with a teal/cyan color cast. It depicts a large crowd of people at a social event, with many hands raised in the air. Numerous small, rectangular pieces of confetti are falling from the top of the frame, creating a sense of celebration and movement. The word "EVENTS" is centered in the middle of the image in a white, sans-serif font.

# EVENTS



# EVENTS



## Overview

The Events section of Showtime is where you will manage your database of past and upcoming events.

## Summary

The summary tab contains the basic event information, the “who, what, when, where, and why” of the event.

Title: Main title of the event

Tagline: 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)

Showings: Use the date and time pickers to choose the date and time of the first performance. 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.

More Button: The More button that appears under each showing reveals a field where you can place the individual showing ticket link.

Description: Enter your description for the event.

# EVENTS

## Summary

SEATING

ADD

RELATED LINKS

LINK

RELATED

REORDER

Add New

MORE INFO

FAQ

MORE INFO

REORDER

Add New

DOORS OPEN

On

Off

Next

Seating: Click the Add button to insert a seating chart specific for this event.

Related Links: Add related links that fans might find useful.

More Info: Use the More Info FAQs to add information specific to this event. You can have as many as you'd like and reorder as needed.

Doors Open: Free form field. Enter a time or a phrase (e.g. "One hour before show")

# EVENTS

## General Tickets

The tickets tab is where you will place the main Buy Tickets link for the run.

Tickets On Sale: Choose a status.

- None: No tickets are on sale (e.g. private event, sold out, etc.)
- Now: Selecting the Now tab will reveal the Prices and Link field.
- Soon: Selecting the Soon tab will reveal a date and time selector that will allow you to set the on sale in the future. The event will say “On Sale Soon” until that date and time pass. Once the date and time pass it will say “Buy Tickets.”
- TBA: Prices and link field remain. The Buy Tickets button will say “TBA”

Prices: The Prices field is a free form field where you can enter the show pricing however you’d like. (e.g. specific ticket prices, price range, fees, etc).

Link: If used, the event will show a Buy Tickets button in all listings and will have a main Buy Tickets button on the Event Detail Page.

The screenshot shows a web form for setting up an event. At the top, there's a 'TICKETS ON SALE' section with four tabs: 'None', 'Now', 'Soon', and 'TBA'. The 'Soon' tab is selected. Below this, the 'ON SALE TIME' section shows a date picker set to '12-19-2018' and a 'Start Time' dropdown set to '04:12 PM'. The 'PRICES' section has a single text input field. The 'LINK' section also has a single text input field. Below these is a 'TICKET INFORMATION / DESCRIPTION' section with a rich text editor toolbar (including icons for bold, italic, underline, link, unlink, list, and image) and a large text area. At the bottom of the form, there are two toggle buttons: 'On' (white) and 'Off' (red), and a 'Next' button with a right arrow.

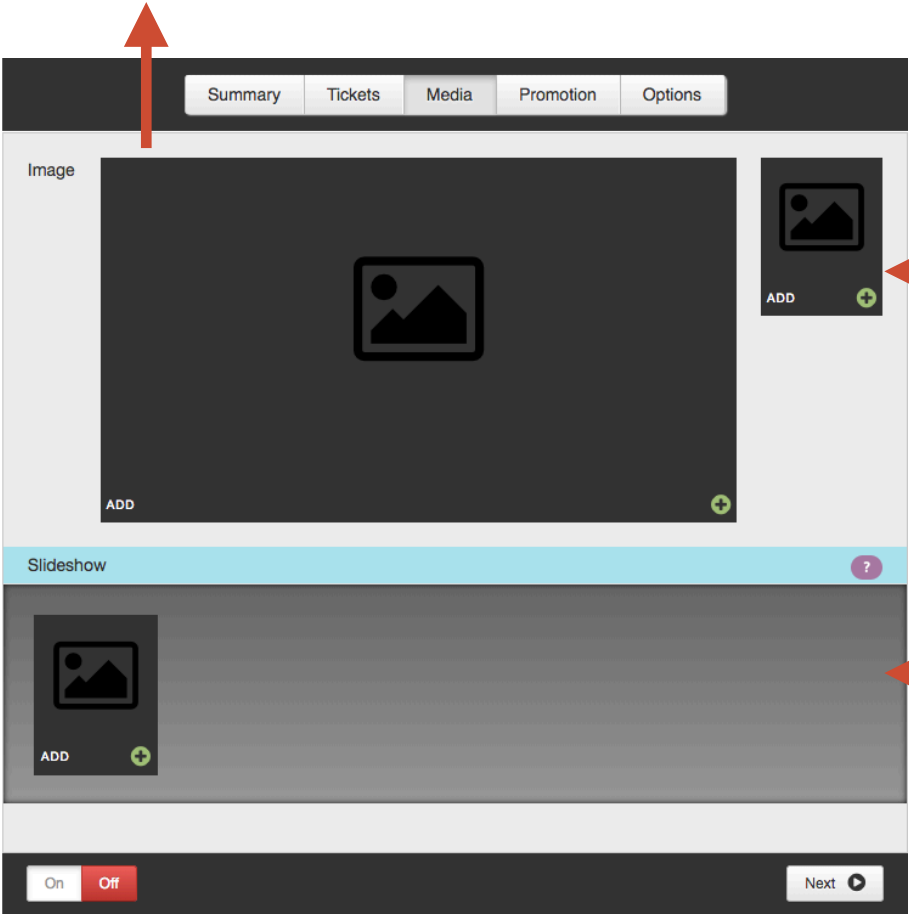
Ticket Information/Description: Any additional ticket information that might be needed for this particular event.



# EVENTS

## Media

Main Event Image:  
Displays on Event Detail Page.  
(1420px by 600px)



Thumbnail:  
Displays on Event Listing Page and in all other event listings on the site including the homepage promotional spaces.  
(660px by 400px)

Slideshow:  
Overrides Main Event Image on Event Detail Page. Accepts both static images and video.  
(1420px by 600px)

# EVENTS

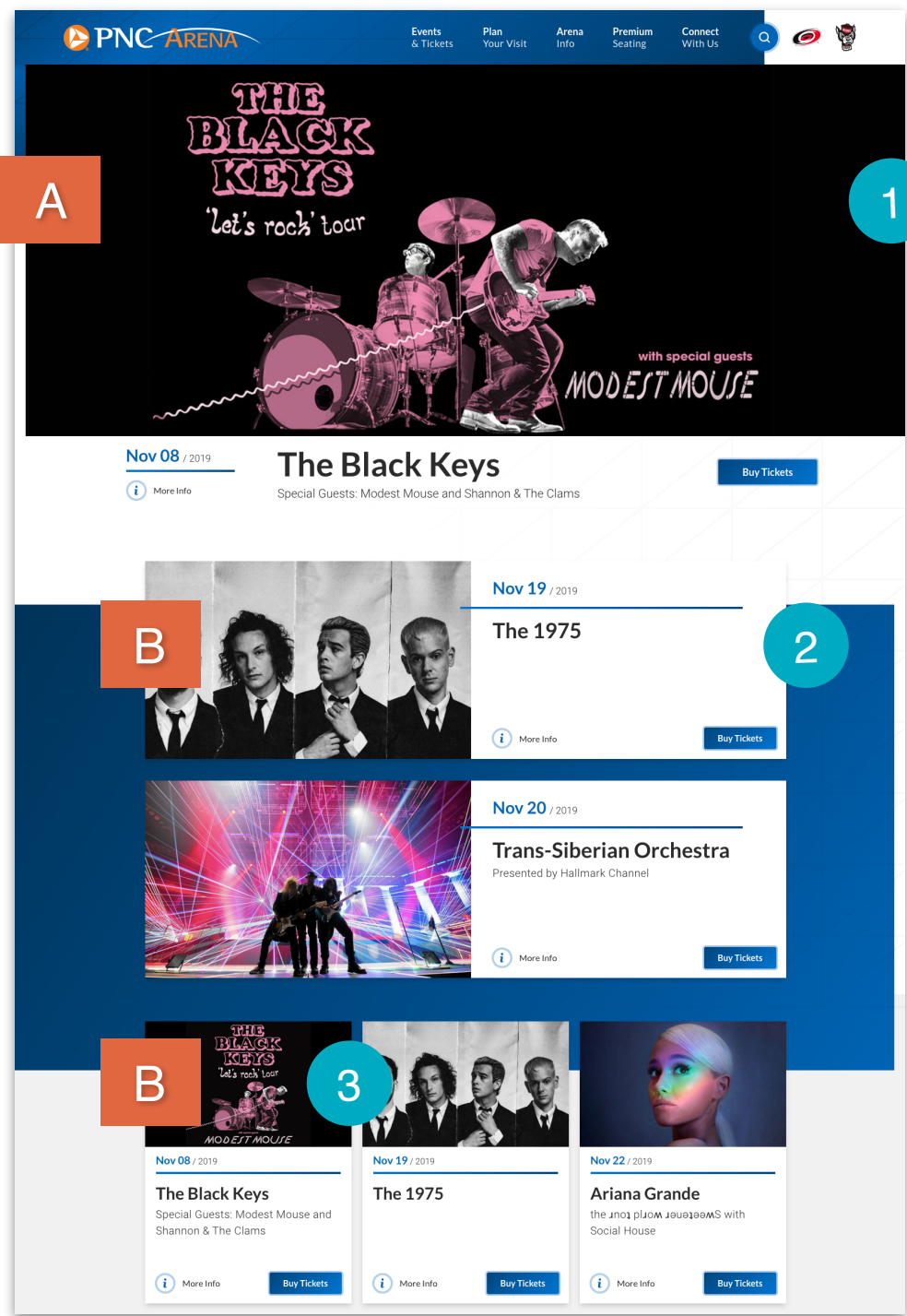
## Promotion

The screenshot shows a web interface for configuring event promotions. At the top, there is a dark navigation bar with five tabs: 'Summary', 'Tickets', 'Media', 'Promotion' (which is highlighted), and 'Options'. Below the tabs, there is a list of five promotion types, each with a checked checkbox and a label: 'Primary', 'Secondary', 'Featured', 'Group', and 'Teams'. At the bottom of the interface, there is a dark bar containing two toggle buttons labeled 'On' and 'Off' (the 'Off' button is red), and a 'Next' button with a play icon.

1. Primary - Large promotional space on homepage (Qty: 1)
2. Secondary - Medium promotional spaces that show to the right of the main primary promotion on the homepage (Qty: 2)
3. Featured - Small promotional spaces on the homepage (Qty: 6)
4. Group - Reveals a field to enter group details. Pulls back Groups FAQ item on the Event Detail Page. Displays event on Groups page if chosen.
5. Teams - Reveals field to choose appropriate team. Adds event to team detail page.

EVENTS

Front End Reference - Homepage



4

Groups - not shown

5

Teams - not shown

# EVENTS

## Options

If the Display On date and time is set to the future, the event will not show on the site or be searchable until that date and time has passed.

The screenshot shows the 'Options' tab for an event. The 'DISPLAY ON' section has a date of '11-07-2019' and a time of '10:44 AM'. Below this is a 'CUSTOM URI' field with the placeholder 'Custom URI'. The 'ARTIST NAME' field is marked with a red 'X' and contains the placeholder 'Artist Name'. The 'CATEGORY' field is a dropdown menu with 'Please Select'. The 'Meta Data' section includes 'KEYWORDS' (placeholder: Keywords), 'DESCRIPTION' (empty text area), 'TRACKING CODE' (empty text area), and 'META IMAGE' (placeholder image with an 'ADD' button). At the bottom, there are 'On' and 'Off' toggle buttons and a 'Next' button.

Display On: Announce date and time

Custom URI: Generated automatically by the event title. Use this field to override it, if desired.

Artist Name: Not Used

Category: Choose a category for each event.

Meta Data: Be sure to fill in your meta data. Keywords and descriptions are used to help Google search your site effectively.

Tracking Code: Optional field that allows you to place a tracking pixel only on that particular event. If you have tracking code you want added to ALL events, submit a ticket to the help desk and we can add it so that it is automatically added to all events currently in the system and all events added going forward.

Meta Image: The system will automatically pull a picture from the page, but if you want to change the default image, enter an alternate here. This would be used for social sharing.

# EVENTS

## Options

Make a Copy of This Event

Make a Copy

Generate Review Link

GENERATE


24 hours

Generate

On

Off

Make a Copy: Use this button to replicate all data for an existing event.



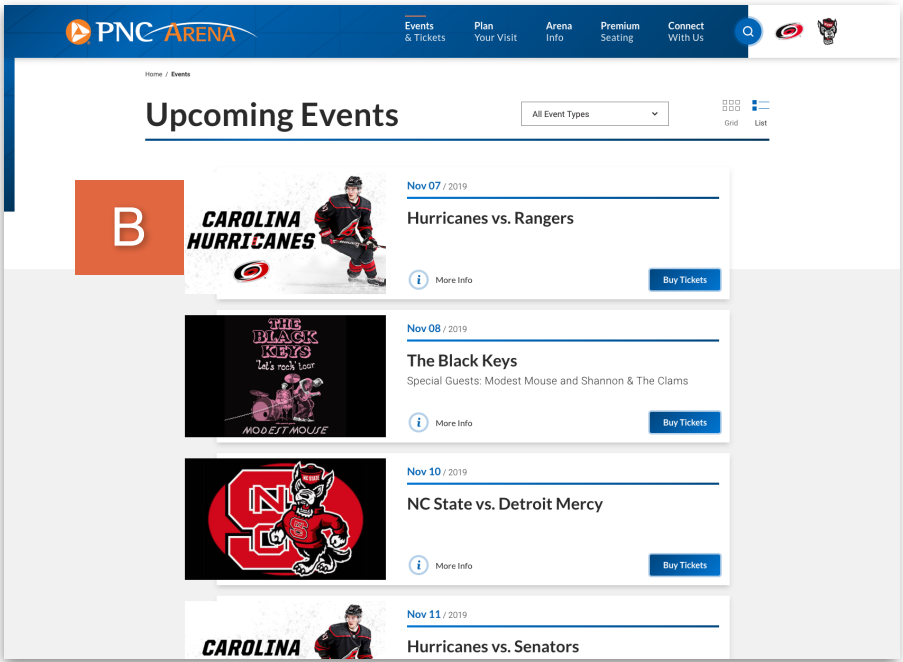
The event must be ON for the Display On date and time to register.

Generate Review Link: See [Generate Review Link](#) section

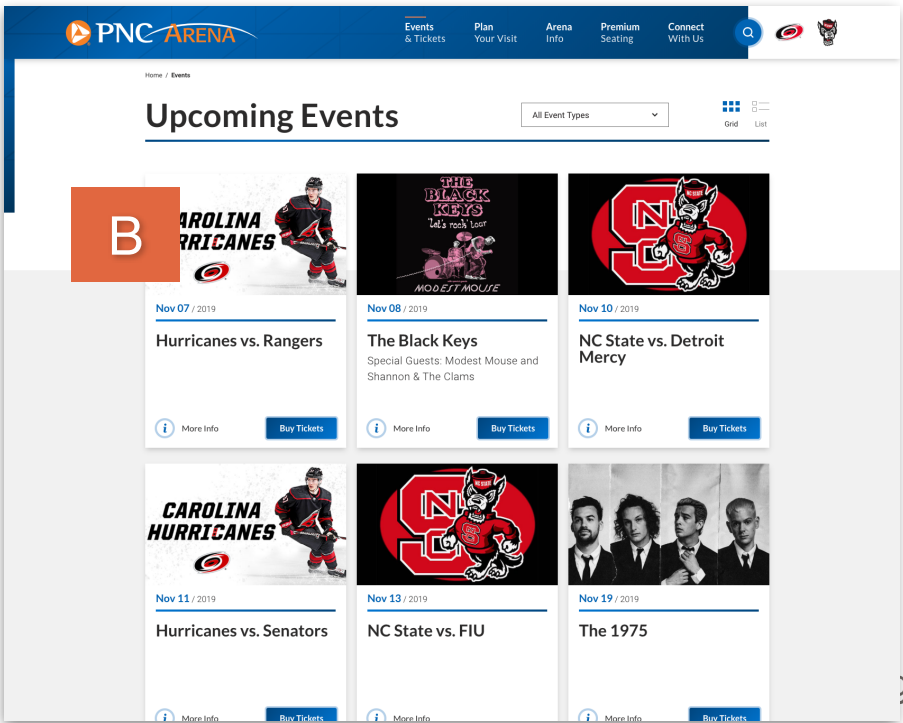


EVENTS

Front End Reference - Event Listing Page - List View



Front End Reference - Event Listing Page - Grid View



# EVENTS

## Generate Review Link

The Generate Review Link feature allows you to send Event Detail Pages in advance of the announce date to outside parties who do not have access to Showtime.

## Setting Up Review Link

The Generate Review Link feature is located on the Options tab of all events.

Generate Review Link

GENERATE

24 hours

Generate

✓ 24 hours

36 hours

48 hours

3 days

5 days

1. To create a new review link, select a timeframe for which the link will be available.

2. Click “Generate” and the review link will be generated.

Generate Review Link

Current Link (click below to copy)

https://www.aircanadacentre.com/events/review/FR4rdANFbhwcS%2Fpg7mkZA?

Cancel

Expires On: 03-07-18 10:44am

Review Link

Click to view

Expiration timestamp

Cancel the link at any time to make it no longer usable.



## EVENTS

### Front End Reference - Generate Review Link

The unique link created when you use the Generate Review Link feature will display a banner at the top of the page with the expiration timestamp so the person viewing the link will know how much time they have left to review.

The screenshot displays the PNC Arena website interface for a concert event. At the top, a green banner states "The review link expires on Mar 07 2018 at 10:44 AM". Below this is a blue navigation bar with links: "& Tickets", "Your Visit", "Info", "Seating", and "With Us". The main visual is a black and white photograph of the four members of the band The 1975, dressed in suits and ties. Below the photo, the event title "The 1975" is prominently displayed. Underneath the title, the date and time "Nov 19 / Tuesday @ 7:30 PM" are shown, along with a "Buy Tickets" button. A blue button labeled "Additional Ticket Information" with a downward arrow is also present. On the right side, a vertical blue sidebar contains more event details: a "Buy Tickets" button, the "Date" (Nov 19, 2019), "Event Starts" (7:30PM), and "Doors Open" (6:30). It also includes a "Ticket Prices" section with a link to "Visit Ticketmaster.com for pricing" and a disclaimer: "\*Ticket prices include local and state sales tax. Tickets purchased to events at PNC Arena are subject to a \$4 per ticket facility fee. Additional box office service charges may apply to tickets purchased at the..."

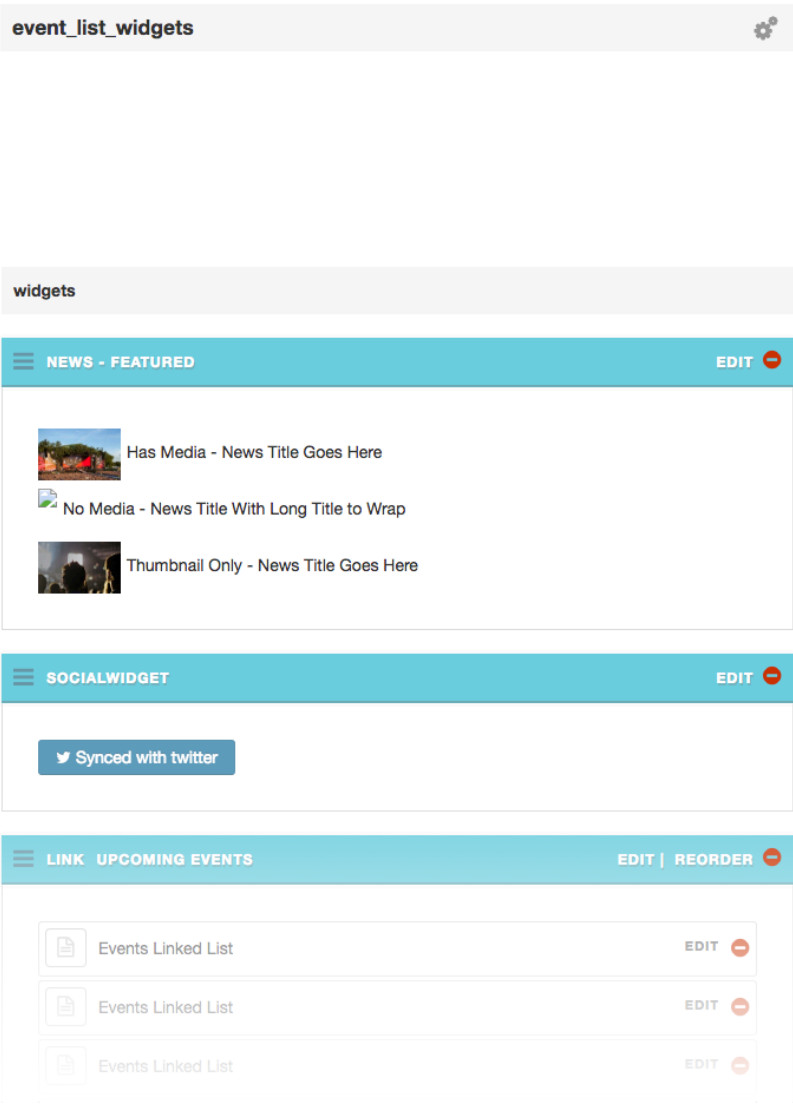
As a reminder, if the link is no longer being used, or you find it's being abused, you can cancel it at anytime so it becomes no longer usable.

# EVENTS

 /showtime/pages/edit/23

## Event Listing Page/Detail Page Widgets

The Event Listing Page and all Event Detail Pages share the same set of widgets. These widgets are controlled through a page in Showtime called event\_list\_widgets.



Please reference the Widgets Style Guide (/style-guide-widgets) for more information on individual widgets available to be added here.



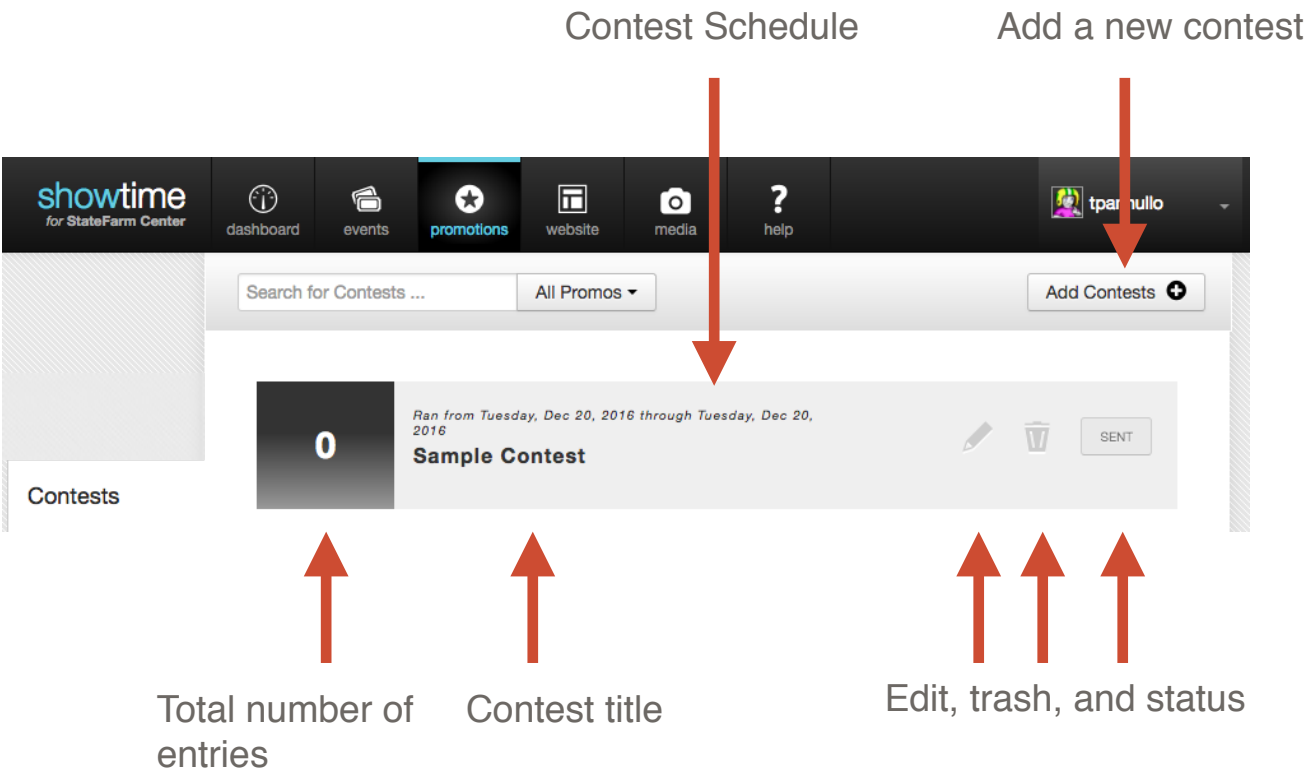
# PROMOTIONS

# CONTESTS



## Overview

Contests are found under the Promotions tab in Showtime. Below is a diagram explaining all of the items you'll see in this module. Click on the Add Contest button to start a new contest.



# CONTESTS

## Summary

SummaryMediaPromotionOptions

TITLE

START DATE

12-19-2018

Time04:24 PM

END DATE

12-20-2018

Time04:24 PM

LINK

DESCRIPTION

FormatB I U

DISCLAIMER

FormatB I U

OnOff

Next

Title: Enter the contest title

Start/End Date: Schedule the contest (can be done in advance)

Link: Add link to additional contest details (optional)

Description: Enter the contest details

Disclaimer: Each contest should include a legal disclaimer.

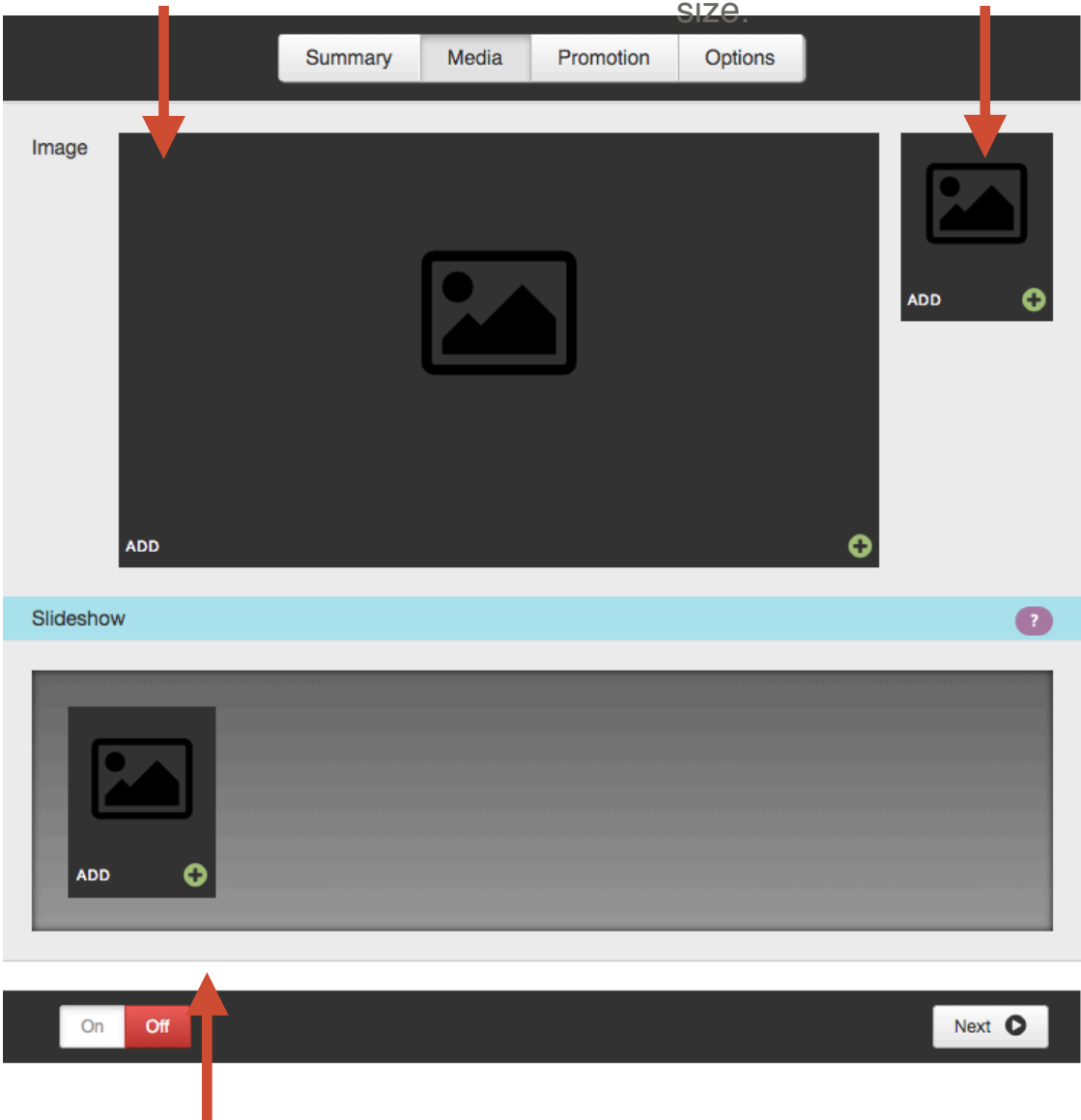
# CONTESTS

## Media

You can add videos and images to each of your contests. Just like with events, videos should be placed in the slideshow only.

Main Contest Image:  
Displays at the top of the Contest Detail Page. Uses the main event image size.

Contest Thumbnail:  
Displays on the Contest Listing page. Uses the event thumbnail size.



Slideshow  
Displays at the top of the page. Overrides the main contest image. Can be used for images and video.

# CONTESTS

## Promotions

If the contest is related to an event, assign a related event from the drop down that appears on this tab to bring back a call to action for fans to buy tickets. The dropdown will pull from your upcoming event list.

SummaryMediaPromotionOptions

Related Event

Select an Event

Harlem Globetrotters

Florida Georgia Line

WCIA 3 Broadway Series

ONCE

RAIN: A TRIBUTE TO THE BEATLES

42ND STREET

Casting Crowns

Green Day

PIPPIN

Next



# CONTESTS

## Options

The features on this tab are completely optional, however, we would highly recommend at least entering the Meta Data keywords and descriptions.

Summary Media Promotion Options

CUSTOM URI

PASSWORD  ?

Meta Data ?

KEYWORDS

DESCRIPTION

Format **B** **I** **U** | **¶** **¶** | **🔗** **🗨** **🖼** **📄** HTML ...

TRACKING CODE

On Off

Custom URI: Override the URI\*

Password: Protect the contest, if desired, so it is only available to a specific audience.

Meta Data: Add meta keywords and descriptions to enhance SEO.

Tracking Code: Add a unique tracking code, if desired, for additional analytics.

\* All contests follow the same path: [www.yourdomain.com/contests/detail/](http://www.yourdomain.com/contests/detail/) followed by the URI. If you don't fill out this field, the system will generate a URI for you based on the title of the contest. You can override the system-generated URI by typing the desired URI here.



# CONTESTS

## Running Contests

Once you have finished setting up your contest you can turn the contest on.

If the contest is set to start at some point in the future, the contest will display on the site, but will not be available for entry until the start date and time passes. Once the contest start time passes, the system will automatically display the form for fans to enter the contest. Once the end time passes, the form will be removed and the system will display messaging letting site visitors know that the contest has ended.



You can keep track of how many people have entered the contest by going into the contest module and viewing the ticket displayed next to the contest name. Once you have at least one entry, two new buttons will display that will allow you to either view the entries or download them to a CSV file.

You can bring contests into any page on the site by clicking the Add Content button and selecting the Contests widget.

WEBSITE

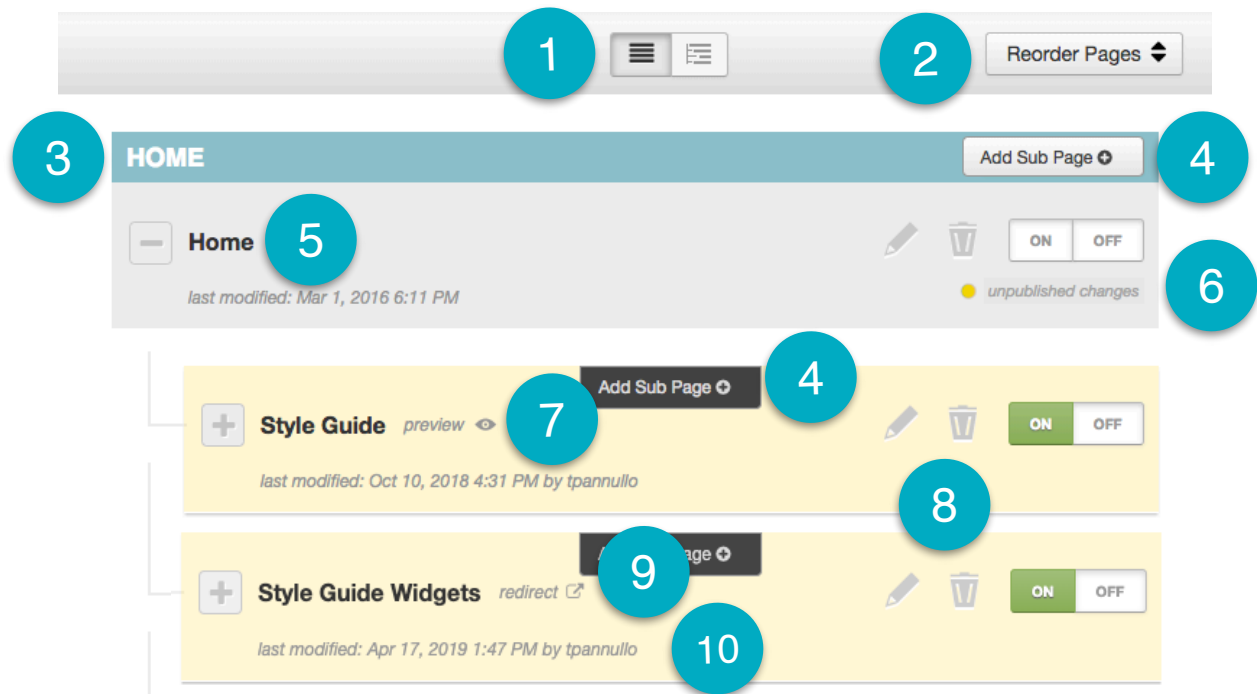


# PAGES



## Overview

The Pages module is where you will control all of the static content on the site. Please refer to your Style Guide in Showtime for detailed instructions on how to attain specific styles for your site.




1. Expand or collapse the subpages to easily search.
2. Reorder Pages: Click this and drag and drop the pages into the desired order.
3. Blue Pages: Main Navigation items
4. Add Subpage: Create new pages anywhere
5. Page Titles
6. Unpublished Changes: Indicates changes that were saved but not published.
7. Preview: Allows you to preview your changes before they go live.
8. Edit, Trash, Status:
  - Edit: Make changes to an existing page
  - Trash: Delete an existing page
  - Publish On and Off: Turn the page on and off. Pages that are turned off no longer show in the navigation.
9. Redirect: Indicates if a page is set to redirect elsewhere, on hover.
10. Last Modified: Date/Time stamp of last modification. Page 29 of 71

# PAGES

## Settings

Page settings can be accessed on any page by clicking the gear icon.

Settings	
TITLE	<input type="text"/>
NAVIGATION TITLE	<input type="text"/>
HIDE IN NAVIGATION	<input type="checkbox"/>
REDIRECT	<input type="checkbox"/>
PAGE LAYOUT	Default <span>⌵</span>
CUSTOM URI	<input type="text"/>
PASSWORD	<input type="text"/>
DISPLAY ON	<div>  12-19-2018           <div>             Time             <div>05:18 PM</div> </div> </div>

**Title:** The page name in Showtime and browser tab and default meta title

**Navigation Title:** How it displays in the navigation

**Hide in Navigation:** Toggle on if you do not want the page to show in the navigation

**Redirect:** Toggle on to redirect the page to another location. A new field will appear where you can enter the URL of the redirect.

**Page Layout:** Default is set automatically.

**Custom URL:** Override the URI of the page.

**Password:** Enter a password to protect the page on the front end. Passwords are case sensitive and not encrypted on the back end so you cannot lock yourself out of a page.

**Display On Date/Time:** Set a page to display on the site at a specific date and time in the future.

# PAGES

## Settings

**Meta Title, Keywords, and Descriptions:** Be sure to fill in your meta data to help Google search your site effectively.

**Meta Image:** The system will automatically pull a picture from the page, but if you want to change the default image, enter an alternate image here. This would be used for social sharing.

**No Index:** Toggle this on if you want search engines to ignore this page in their search results.



**Search Engine Optimization**

**META TITLE**

**META KEYWORDS**

**META DESCRIPTION**

**META IMAGE**

  
ADD 

**NO INDEX** ☐

**Metrics**

**TRACKING CODE**

⌵ COLLAPSE ALL ⌵

**Tracking Code:** Optional field that allows you to place a tracking pixel only on that particular page. If you have tracking code you want added to all pages, send it to the help desk and we can add it quickly for you.

**Collapse All:** Shows automatically at the top of the page even when Settings menu is closed. Allows user to collapse all content items for easy reordering.

Add slideshows to any page. Slideshows can support video and images. Be sure to caption your images.






# PAGES

## Spotlight Lists - List View

Spotlight lists are a great way to link to subpages. They are functional, but also add dimension to your pages and make them more engaging.

D



### Spotlight with Image, Link, and Description


You can include bulleted and numbered lists within a spotlight and even a [link](#) within the text.

In this format, the image, text, and more information button will be clickable.

More Info

## Spotlight Lists - Grid View


D



### Grid Example #1

In this format, the image, text, and more information button will be clickable.


More Info



### Grid Example #2

Sample Grid View

More Info



### Grid Example #3, no link

If you don't include a link, the button will not show and the image and title will not be clickable.

## PAGES

</showtime/pages/edit/1>

### Adding a Homepage Non-Event Slide

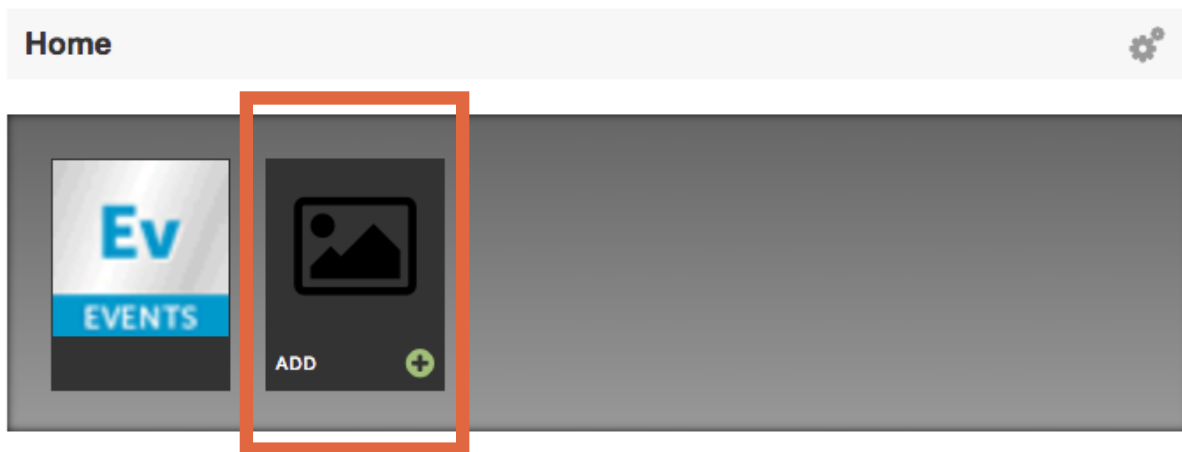
Display a non-event related slide in the Primary Promotion spot/Slideshow on the homepage.

Example Use Cases:

- Opening Night
- Contests
- Season On Sale
- Important Show On Sale

Go to the Home page in Showtime. In the slideshow that displays at the top of the page, click on the Add button to open the media gallery and select the promotional image you would like to use.

Be sure to add a caption and/or link to the asset.



Once you've added your image to the slideshow, drag and drop it into the first position, ahead of the Events placeholder so it will display first.



# PAGES



/showtime/pages/edit/1

## Updating Footer FAQs

Navigate to the Footer FAQs page in Showtime. Once you’ve selected Add New or Edit you will have the ability to add/edit the title and description. The titles are the questions and descriptions are the answers

Footer FAQs

⌵ COLLAPSE ALL ⌵

FAQ LIST [CAT ID: 164]

REORDER

How can I buy tickets to an event?

EDIT

How can I buy tickets to an event?

EDIT

How can I buy tickets to an event?

EDIT

How can I buy tickets to an event?

EDIT

Add New

## Front End Reference - Footer FAQs

How can I buy tickets to an event?

How can I buy tickets to an event?

How can I buy tickets to an event?

How can I buy tickets to an event?

^

Top

a carbonhouse experience

# Overview

## Summary

SummaryMediaPromotionOptions

TITLE

Add Tagline ?

TEASER

+

↶

↷

Format ▾

B

I

U

HTML

⋮

ATTACHMENT

ADD ATTACHMENT+?

DESCRIPTION

+

↶

↷

Format ▾

B

I

U

HTML

⋮

OnOff

Next▶

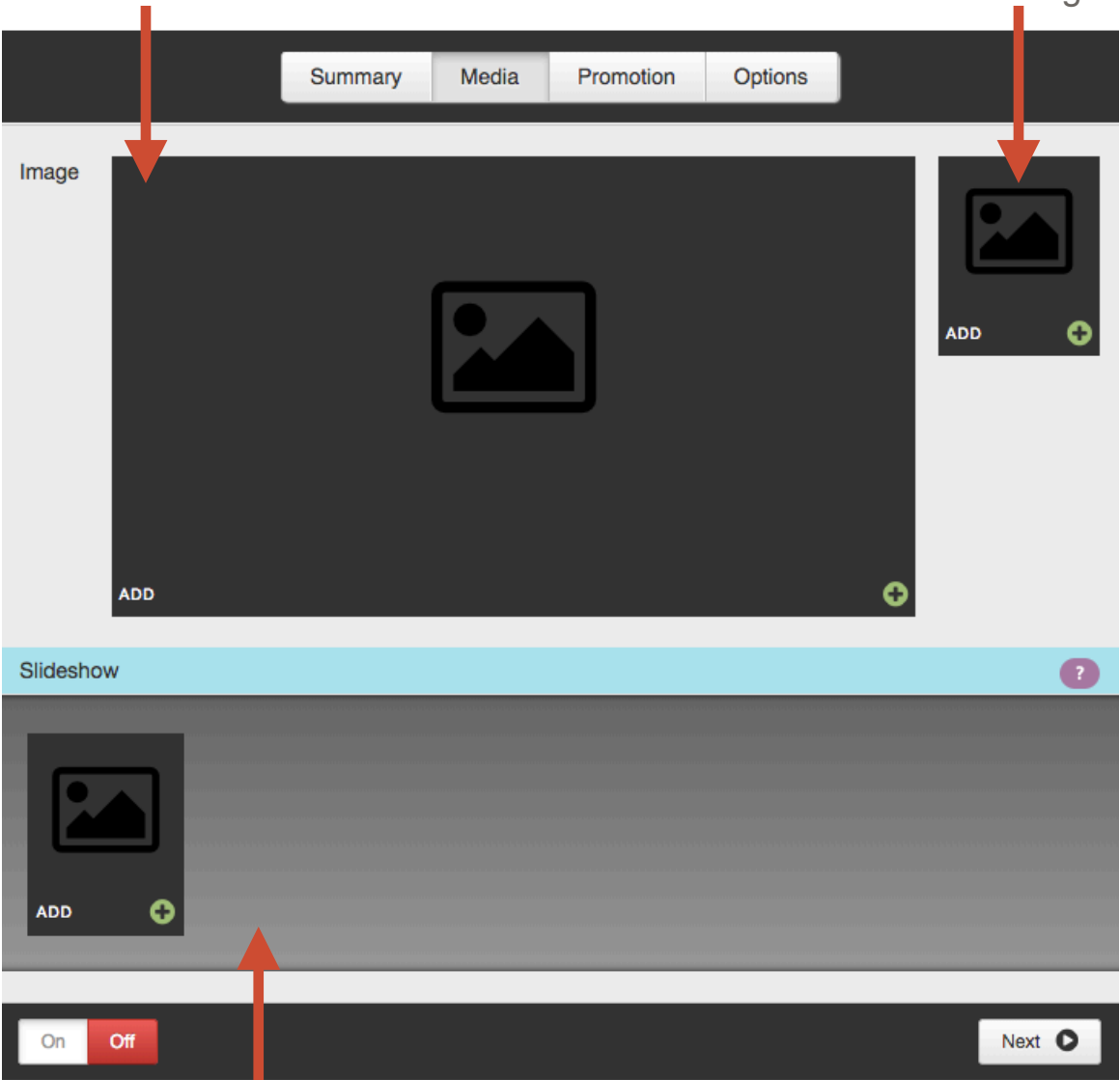
Description: Body of news article.

# NEWS

## Media

Main News Image:  
Displays on News Detail Page

News Thumbnail:  
Displays on News Listing Page  
and on the News Detail Page



Slideshow:  
Overrides Main News Image on News Detail Page. Accepts both static images and video.

## NEWS



The news article must be ON for the Display On date and time to register.

### Promotion

If used, tag the news article with the appropriate promotion type. If the news article is related to a specific event, choose an event from the Related Event drop down list to bring back a call to action on the news article for people to buy tickets.

### Options

If the Display On date and time is set to the future, the news item will not show on the site or be searchable until that date and time has past.

**Custom URI:** Generated automatically by the news title. Use this field to override it, if desired.

**Password:** Type in a password to password protect the news article.


**Category:** Choose a category.

**Meta Data:** Be sure to fill in your meta data. Keywords and descriptions are used to help Google search your site effectively.




**Tracking Code:** Optional field that allows you to place a tracking pixel only on that particular news item.

NEWS

Front End Reference - News Listing Page



[Events & Tickets](#)[Plan Your Visit](#)[Arena Info](#)[Premium Seating](#)[Connect With Us](#)



[Home](#) / [Arena Info](#) / [News](#)

## News & Updates

[Apr 12](#) / 2019

### PNC Arena Adding 4,000 Square-Foot Daktronics Centerhung LED Display System

Daktronics, in partnership with The Centennial Authority, owner of PNC Arena, will insall a new centerhung video board that is 180% larger than the existing...

More Info

[Apr 03](#) / 2019

### Celine Dion "Courage World Tour" Coming to Raleigh

World-renowned global icon Celine Dion announces "Courage World Tour," her first tour in the U.S. in over ten years. The tour will stop at PNC...

More Info

[Apr 02](#) / 2019

### Tickets On Sale Now For Jurassic World Live Tour - An Unparalleled and Thrilling Live Arena Experience

Jurassic World Live Tour, an exhilarating and unpredictable live, family entertainment experience that will bring the wonder and thrills of Jurassic World...

More Info

[Mar 14](#) / 2019

### The Black Announce 2019 North American Tour Coming to Raleigh

The Black Keys confirm extensive 21-date North American Tour, to include a stop at PNC Arena on Friday, Nov. 8. Modest Mouse will join The Black Keys...

More Info





[Jan 14](#) / 2019

### Ariana Grande Announces Date Changes for The Sweetener World Tour Surrounding Coachella Headline Dates

Due to her recently announced Coachella headline appearance, Ariana Grande revealed a handful of date changes today to her upcoming North American The...

More Info


## Front End Reference - News Detail Page


[Events & Tickets](#)
[Plan Your Visit](#)
[Arena Info](#)
[Premium Seating](#)
[Connect With Us](#)




[Home](#) / [Arena Info](#) / [News](#) / PNC Arena Adding 4,000 Square-Foot Daktronics Centerhung LED Display System

Apr 12 / 2019

## PNC Arena Adding 4,000 Square-Foot Daktronics Centerhung LED Display System



BROOKINGS, S.D. – Apr. 12, 2019 – **Daktronics** (NASDAQ-DAKT) of Brookings, South Dakota, and The Centennial Authority, owner of PNC Arena, are partnering to install a 4,000-square-foot centerhung LED display system by the start of the 2019-20 hockey season to enhance the fan experience at Carolina Hurricanes hockey games, NC State University men's basketball games and other special events held at the facility. The centerhung is nearly three times larger than the existing system and adds to the already-installed 5,250 square feet of digital displays at the arena.

"We are committed to maintaining PNC Arena as a first-class facility and providing enhancements that create the best possible fan experience for all events," said The Centennial Authority Chairman Thomas McCormick. "We are excited to unveil the new centerhung scoreboard at the opening of the 2019-2020 Carolina Hurricanes and NC State men's basketball seasons."

The centerhung is curved around the corners to provide a large, single canvas presentation that is HDR ready and capable. This single canvas presentation will measure approximately 25 feet high by 148 feet wide and will feature 5.9-millimeter line spacing to bring high-resolution imagery to fans throughout the arena. Each side of the centerhung provides a 25-foot-high by 47-foot-wide viewing experience while each end measures 25 feet high by 27 feet wide.

"This new video system will bring a larger-than-life experience to fans and event attendees at PNC Arena," said Daktronics President and CEO Reece Kurtenbach. "We're excited to work with PNC Arena, the Carolina Hurricanes and NC State to bring this improved visual centerpiece to their events. As the fan experience at live events continues to be paramount, our team remains dedicated to providing the best possible solutions for our customers to help them exceed their entertainment goals."

Two displays will be mounted to the underbelly of the centerhung to appeal to fans, players and coaches sitting courtside. Each display will measure approximately 10 feet high by 20 feet wide and will feature 3.9-millimeter line spacing to provide optimized resolution for those viewers.

The main display features variable content zoning allowing it to show one large image or multiple zoned images. Live video, instant replay, statistics and game information, graphics and animations, and sponsorship messages can all be shown simultaneously or take over the entire display in coordination with specific moments during the event.

## Managing Concierge Items




Summary

Location











TITLE

?

DESCRIPTION



Format



HTML


...


CATEGORY

Hotels

LINK


THUMBNAIL



ADD

On

Off

Next

Thumbnail: Upload an image to be displayed next to the item



# VISITOR GUIDE

## Location

SummaryLocation

FULL ADDRESS

6270 Sunset Boulevard , Los Angeles California

Map It

Enter input above and click map it to show on map

ADDRESS

6270 Sunset Boulevard

ROUTE

CITY

Los Angeles

STATE

California

ZIP

90028

LAT

34.0977801

LONG

-118.325984

PHONE NUMBER

323-467-2882

?

FAX

?

EMAIL

?

OnOff

Enter the address and click “Map It.” The address will fill into the fields below and will convert to latitude and longitude.


- Optional Fields:
- Phone Number
  - Fax
  - Email






Turn the item On to display in the listing. Individual Visitor Guide items can be turned off at any time to unpublish them from the site.

# VISITOR GUIDE

## Front End Reference - Visitor Guide




[Events & Tickets](#)[Plan Your Visit](#)[Arena Info](#)[Premium Seating](#)[Connect With Us](#)



[Home](#) / [Plan Your Visit](#) / [Area Hotels](#)

# Area Hotels

B




### Hampton Inn & Suites - Crabtree Valley

**3920 Arrow Drive**  
**Raleigh, North Carolina 27612**  
**Phone: 1-919-881-7080**

The Hampton Inn & Suites® Raleigh/Crabtree Valley is conveniently located across from Crabtree Valley Mall. The hotel provides complimentary high speed internet along with complimentary shuttle to the mall and area restaurants. Start your day right with Hampton's free hot breakfast. Re-energize with an invigorating workout in the modern Precor fitness center or choose to take a relaxing swim in the indoor pool. (.4 miles)

More Info




### Hilton Garden Inn - Crabtree Valley

**3912 Arrow Drive**  
**Raleigh, North Carolina 27612**

Hilton Garden Inn Raleigh/Crabtree Valley hotel is centrally located between downtown Raleigh and RDU Airport, and is adjacent to Crabtree Valley Mall. Spacious guest rooms feature granite surfaces, a mini-fridge, a microwave, complimentary Wi-Fi, and a Mirra Chair by Herman Miller® with ergonomic work desk. With indoor and outdoor event space, the hotel is an ideal setting for meetings and social events. (.4 miles)

More Info



### Four Points by Sheraton Raleigh Arena

**1200 Hurricane Alley Way**  
**Raleigh, North Carolina 27607**

The Four Points by Sheraton Raleigh Arena hotel boasts a convenient location that is walking distance to PNC Arena. The oversized, unique guest rooms feature modern design and free Wi-Fi. Take a dip in the outdoor pool or head to downtown Raleigh, under 6 miles away. Enjoy the onsite restaurant, First Point, serving breakfast and dinner, as well as the Best Brews program featuring a local brewery each week. (.4 miles)

More Info

## Overview

## Summary

Title: Name of team as you would like it to appear on the website.

Link: Link to team's website (optional)

Description: Brief introductory paragraph about the team

# TEAMS

## Media

Main Image:  
Displays on Team Detail Page

SummaryMediaOptions

Image

ADD

ADD

Slideshow

ADD

OnOff

Next

Thumbnail:  
Displays on Team Listing Page, if utilized.

Slideshow:  
Overrides Main Image on Team Detail Page.  
Accepts both static images and video.

# TEAM

## Options

Custom URI: The default URI is based on the venue name. This field allows you to override the default URI.

Meta Data: Add meta keywords and descriptions to enhance SEO.

SummaryMediaOptions

CUSTOM URI

Custom URI

Meta Data

?

KEYWORDS

Keywords

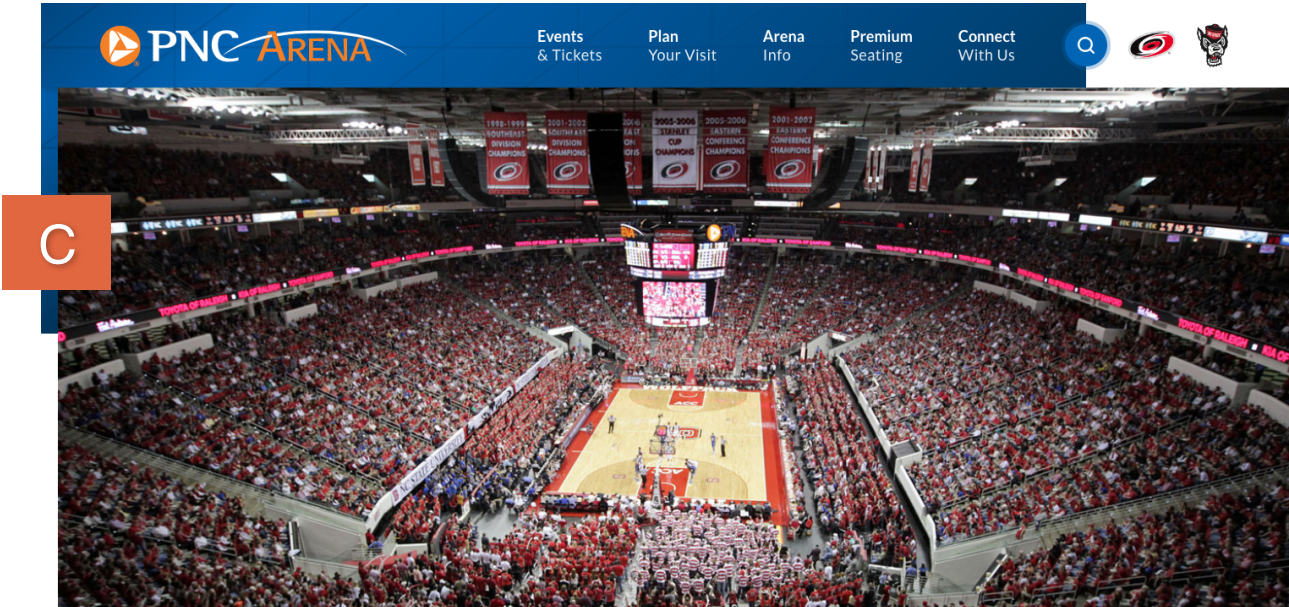
DESCRIPTION

← → Format ▾ **B** *I* U | | | | | ABC ▾

OnOff

# TEAMS

## Front End Reference - Team Detail Page



Home / Teams / NC State Wolfpack

## NC State Wolfpack

PNC Arena is the proud home court of the NC State Men's Basketball program. After celebrating 50 years in the historic Reynolds Coliseum, the NC State Wolfpack began a new chapter with a move to the RBC Center (formerly Entertainment and Sports Arena), in 1999.

The men's basketball program has two National Championships, four Final Four appearances, and numerous Conference Tournament Championships under their belt. The most memorable run was the Cardiac Pack's 1983 National Championship, led by the courageous Jim Valvano.

On March 17, 2017, a new era began for Wolfpack Men's Basketball as NC State named Kevin



When creating events for your teams in Showtime, be sure to select the Teams promotion type and choose the correct team from the drop down. All events tagged with this team will automatically show on this page (following the display on date and time).

# JOBS

## Summary



SummaryOptions

TITLE

COMPANY

URL

SALARY

DESCRIPTION

FormatBBIUListLinkImageVideoHTML

QUALIFICATIONS

FormatBBIUListLinkImageVideoHTML

OnOff

Next

Title: Enter job title

Company: Add company title (if applicable)

URL: If using a third party application or PDF, enter the link for the application here.

Salary: Add salary, if desired

Description: Add a job description.

Qualifications: List the qualifications that must be met for someone to be eligible for the position.




# JOBS

## Options

Summary


Options

START DATE

 03-08-2018

Time 12:59 PM

END DATE

 03-15-2018

Time 12:59 PM

Meta Data

?

CUSTOM URL

On

Off


Start Date: When should the job display on the site?

End Date: When should the job be removed from the site?



Custom URL: The default URI is based on the job title. This field allows you to override the default URI.

JOB

Front End Reference - Jobs



[Events & Tickets](#)[Plan Your Visit](#)[Arena Info](#)[Premium Seating](#)[Connect With Us](#)



[Home](#) / [Connect With Us](#) / [Job Opportunities](#) / [Social Media Intern](#)

## Social Media Intern

**Posted: Oct 28, 2019**  
Company: Carolina Hurricanes  
Salary Range: \$7.25 per hour

The social media intern will assist and support the digital arm of the Carolina Hurricanes Marketing department. This role will provide a candidate with an opportunity to contribute to the organization's digital media, fan engagement, revenue and brand growth goals while gaining experience and learning new skills in a fast-paced sports environment. Candidates must be able to contribute up to 30 hours per week and be available on nights, weekends and to attend all home games.

**RESPONSIBILITIES:**

- Capture content using mobile device or camera at games, practice, team activities, video shoots and select events for usage on social platforms
- Assist in researching, ideation and content planning, programming and asset collection for team and player social media
- Support social media team with messaging, customer service and weekly / monthly reporting responsibilities
- Collaborate with the social media team, ensuring accounts are sources of relevant, engaging and informational content
- Support digital team in reporting on digital and advertising campaigns
- As needed, support digital staff with website, e-mail and other marketing initiatives
- All other duties as assigned, including administrative tasks

**Qualifications**

- Bachelor's degree in a marketing or media related field or pursuing a degree in those fields.
- Proactive self-starter with strong organizational skills
- Excellent written and verbal communication skills, copyediting and style guide fluency preferred
- Understanding of best social media practices for brands and comfort in capturing content for usage on social media
- Previous work or internship experience in sports, with a focus on digital content management, writing and editing and social media strongly preferred
- Understanding of Adobe Creative Suite and Microsoft Office experience a plus

*We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.*

**To apply for this position, click on the link below and submit application.**

[Apply](#)

Page 50 of 71

## VENUE

## Summary



/showtime/venues

Summary

Location

Media

Options

TITLE

?

SEATING

ADD

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?

PHONE NUMBER

?

TICKET PHONE NUMBER

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DESCRIPTION

Format

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HTML

DIRECTIONS

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HTML

BOX OFFICE HOURS

On

Off

Next

Title: Venue name

Seating: Add seating chart specifically for this venue (only used if displaying Venue Detail Pages)

Phone Numbers: Add phone numbers for venue and box office on the venue detail page (if used) and in the footer.

Description: Add a description to display on the venue detail page (only used if displaying Venue Detail Pages)

Directions: Add directions to display on the venue detail page (if used)

**Box Office Hours:** Adjusts the hours as displayed in the footer.

# VENUE

## Location

Enter the address in the Full Address field and click Map It. A map will appear with a pin at that location. Drag and drop the pin to change the location and latitude and longitude, which will edit the location for GPS. The address fields below the map are for display purposes only and control how the address reads in your footer.

SummaryLocationMediaOptions

FULL ADDRESS

Map It

Enter input above and click map it to show on map

ADDRESS

ROUTE

CITY

STATE

ZIP

LAT

LONG

OnOff

Next▶

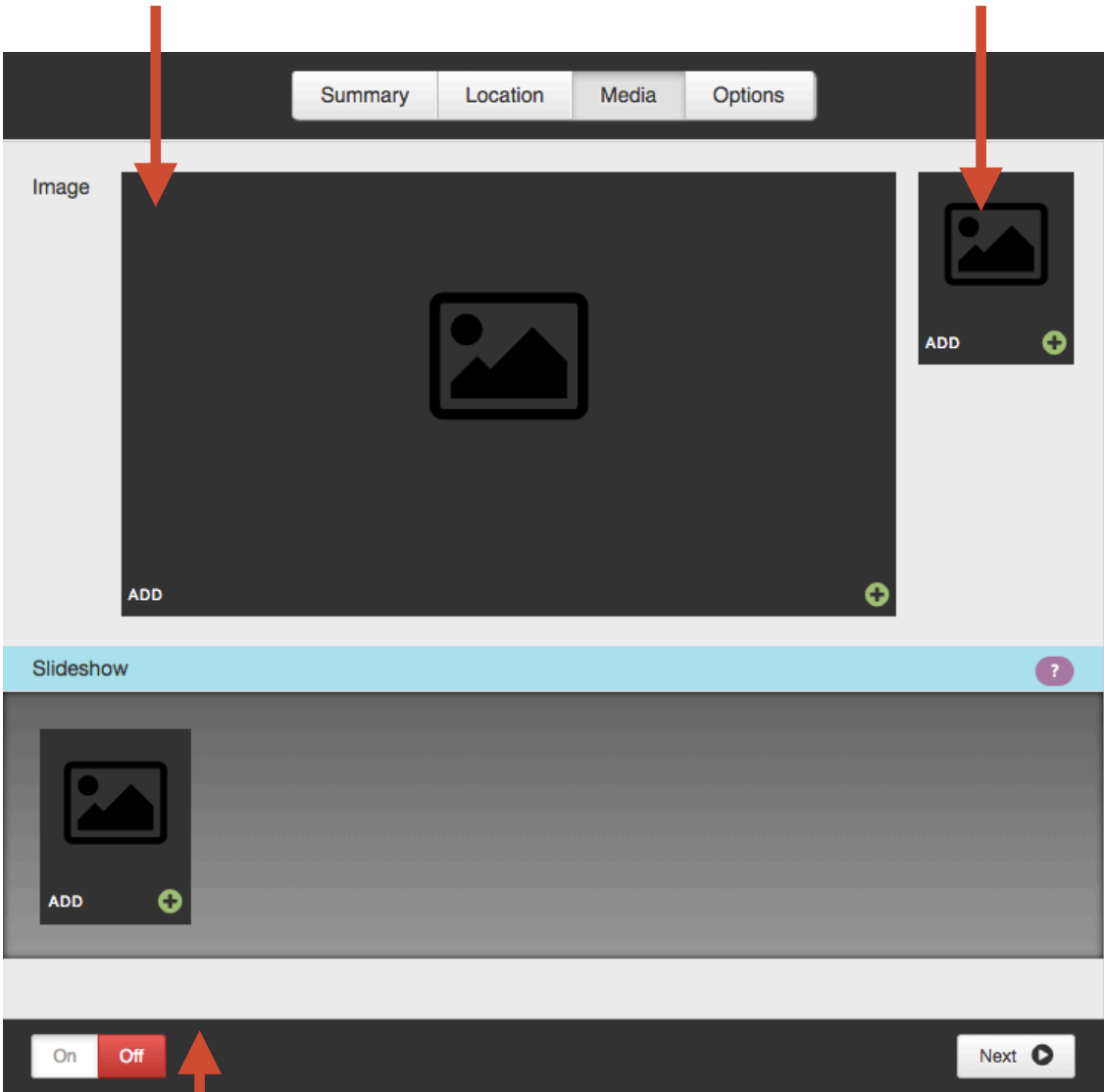
# VENUE

## Media

Only used if displaying Venue Detail Pages

Main Venue Image:  
Displays on Venue Detail Page

Venue Thumbnail:  
Displays on Venue Listing



Slideshow:  
Overrides Main Venue Image on Venue Detail Page. Accepts both static images and video.

## VENUE

## Options

Custom URI: The default URI is based on the venue name. This field allows you to override the default URI.

Meta Data: Add meta keywords and descriptions to enhance SEO.

Summary

Location

Media

Options

CUSTOM URI

Custom URI

Meta Data

?

KEYWORDS

Keywords

DESCRIPTION

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On

Off

# GALLERIES



## Summary

SummaryMedia

TITLE

?

SLUG

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DESCRIPTION

Format

**B***I*U

1234

1234

1234

1234

1234

1234

1234

1234

1234

1234

HTML...

DATE

12-19-2018

Time05:43 PM

?

OnOff

Next

Title: Enter Gallery title

Slug: Created based on the title. Only used if gallery detail pages have been activated\*

Description: Enter Gallery description (add-on feature)

Date: Assign a date for the gallery (only the date appears, the time does not)

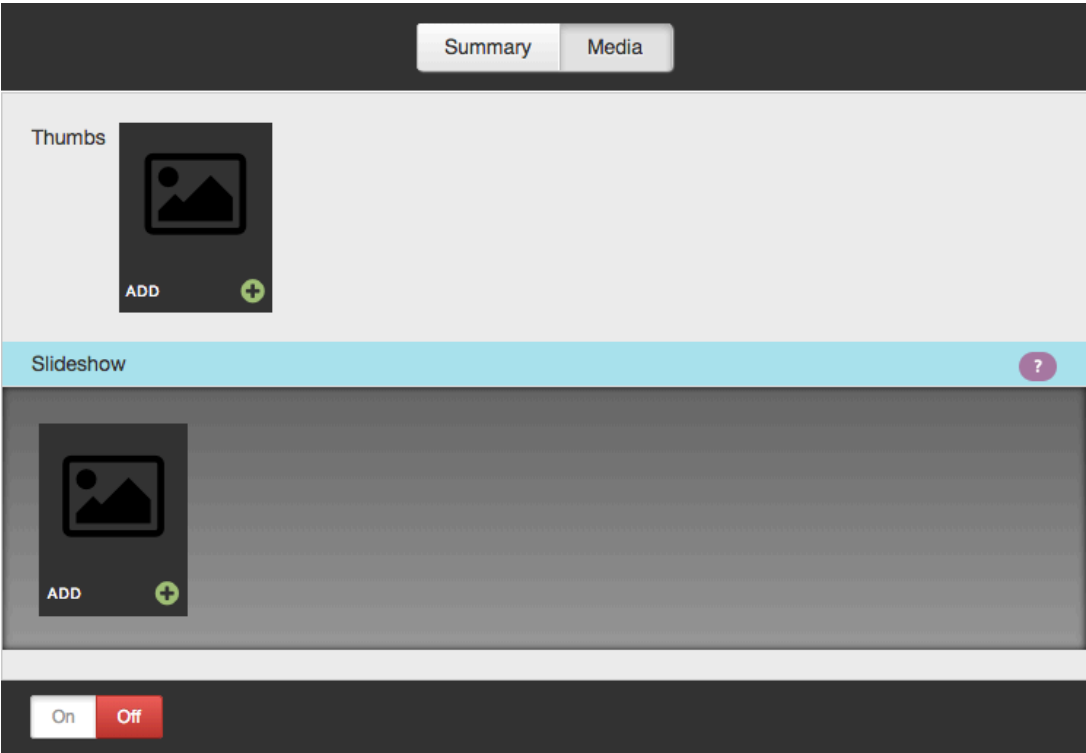


# GALLERIES

## Media

Thumb: Assign a thumbnail to represent the gallery on the Gallery Listing Page.

Media: Add images to the gallery. These images will pop up into a lightbox when the thumbnail or button is clicked.

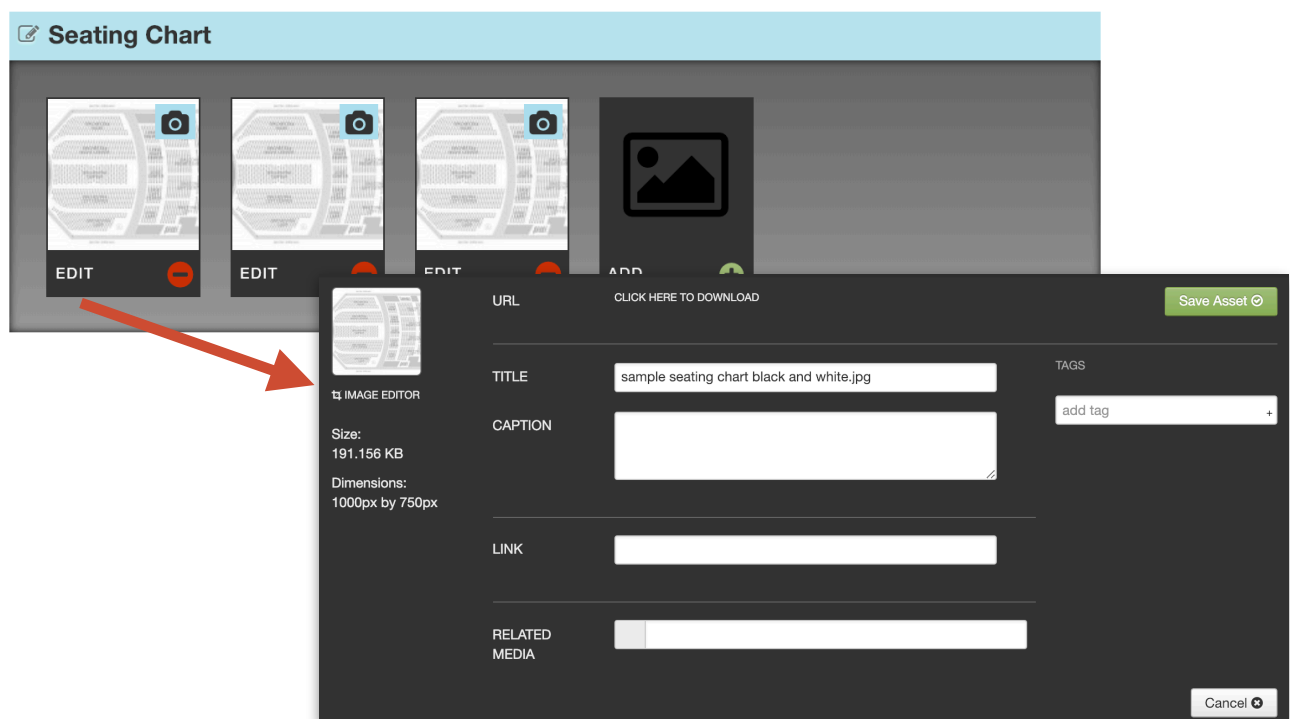


# SEATING CHARTS




## Managing Seating Charts

- Click Add to add a new seating chart, drag and drop to reorder.
- On each Seating Chart, give it a title and a caption. The caption displays on the front end.
- Add a link to a PDF version of the seating chart so users can easily download the seating chart.



# SEATING CHARTS

## Front End Reference - Seating Charts




Events & Tickets


Plan Your Visit


Arena Info

Premium Seating

Connect With Us

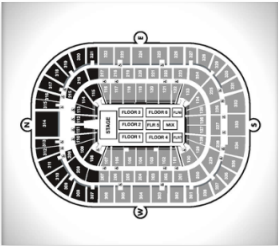






Home / Events / Seating Charts


# Seating Charts



### 270 End Stage

View Large Map

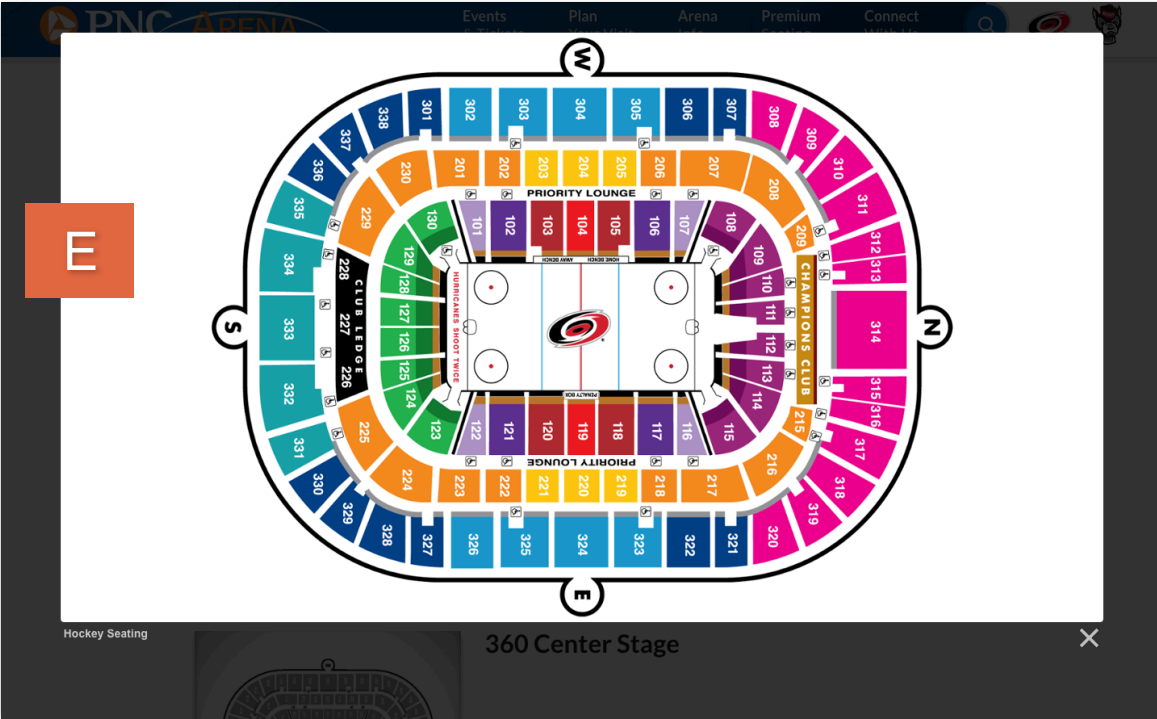
Download Map



### Hockey Seating

View Large Map

Download Map



# ALERTS



## Text Alerts

Text Alerts are a great way to alert patrons to on sales, important news items, or other announcements, such as inclement weather alerts.

In Showtime, navigate to the Alerts module and click on the Add Alert button in the top right corner.

Title: Displays within the alert itself.

Alert Type: Choose Alert for Text Alerts

\*Alert Location: Choose where you would like the alert to be displayed.

Additional fields will display based on your selection.

Start and End Date: Schedule when you would like the alert to appear.

Link: Add a URL to make the alert clickable.

Button Title: If you add a link, assign appropriate text for the call to action.

Description: Enter additional details.

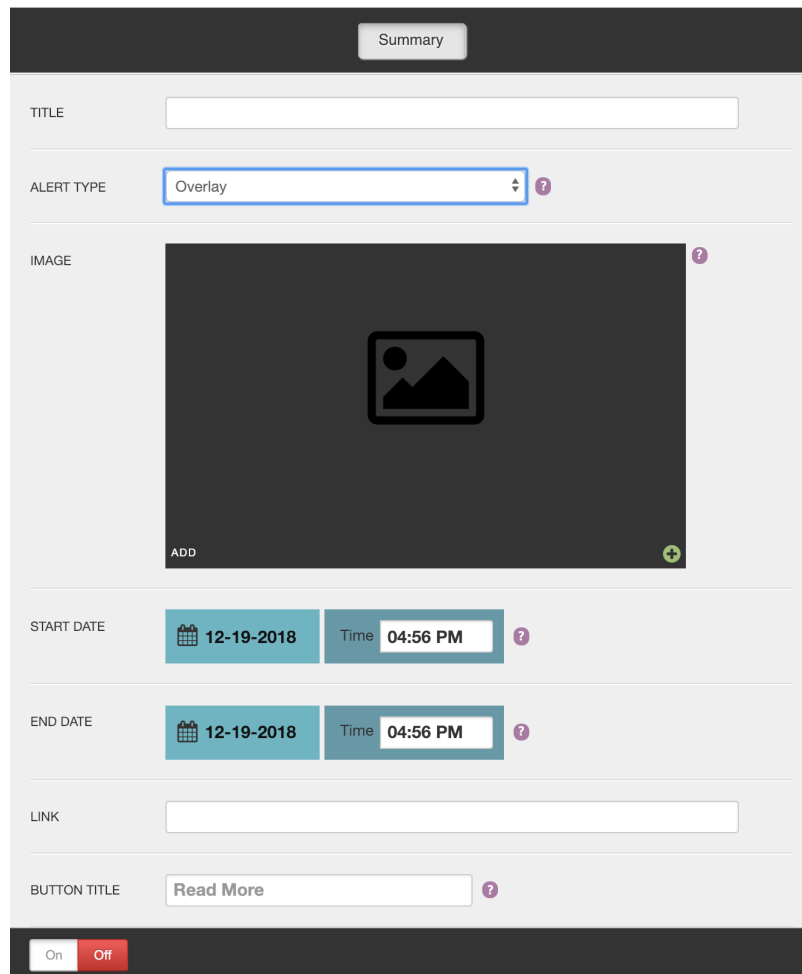
\*Add on feature. Default is the homepage, but we offer the ability to add text alerts to Event Detail Pages, Venue Detail Pages, Concierge items, and interior Pages. Contact Client Services for more information.

# ALERTS

## Overlay

Overlays, or splash pages, are a visually dramatic way to bring attention to patrons about exciting things happening at your venue.

Selecting Overlay for the Alert Type will reveal a new field for Image.



The screenshot shows a web form for configuring an alert. At the top is a 'Summary' button. The form fields are as follows:

- TITLE:** A text input field.
- ALERT TYPE:** A dropdown menu with 'Overlay' selected.
- IMAGE:** A large dark rectangular area with a placeholder icon (a mountain and sun) and an 'ADD' button at the bottom left.
- START DATE:** A date picker set to '12-19-2018' and a time picker set to '04:56 PM'.
- END DATE:** A date picker set to '12-19-2018' and a time picker set to '04:56 PM'.
- LINK:** A text input field.
- BUTTON TITLE:** A text input field with 'Read More' entered.
- On/Off:** A toggle switch at the bottom, currently set to 'On'.

Title: Does not display on the front end.

Alert Type: Choose Overlay

Image: Click on the Add button to chose an image from your media gallery or to upload a new image.

\*Alert Location: Choose where you would like the alert to be displayed.

Additional fields will display on your section.

Start and End Date:  
Schedule when you would like the alert to appear.

Link: Add a URL to make the alert clickable.

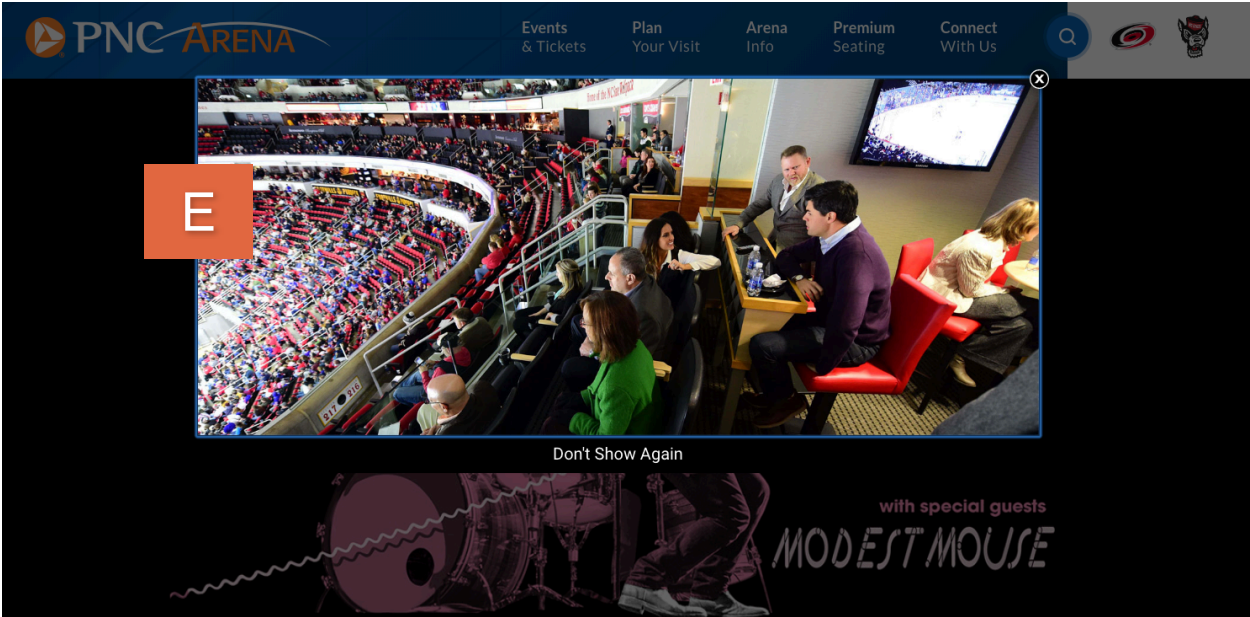
\*\*Button Title: If you add a link, assign appropriate text for the call to action.

\*Add on feature. Default is the homepage, but we offer the ability to add text alerts to Event Detail Pages, Venue Detail Pages, Concierge items, and interior Pages.

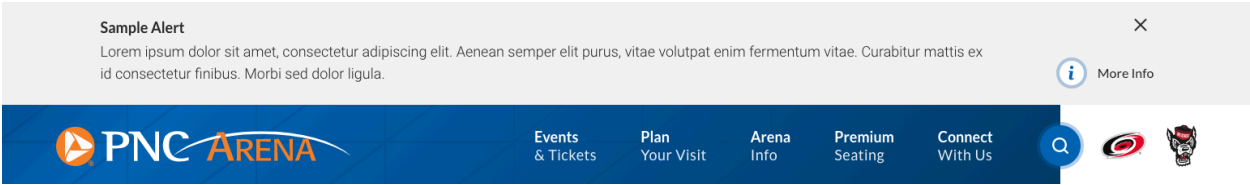
\*\*Add on feature. Overlay normally does not include a button.

ALERTS

Front End Reference - Homepage Overlay



Front End Reference - Text Alert



# FRIENDLY URLS



/showtime/friendly\_urls

## Overview

You're sending out an ad with a discount code for an upcoming event and you'd like a short and easy to remember URL to include on the ad to direct people to that event. For this example, we'll say the code is "SAVE" and you'd like it to link to your event detail page, in this case the URL will be <http://www.venue.com/events/detail/eventname>.

## Setting up Friendly URLs

Click on the Friendly URLs module.

TITLE: Enter your friendly URL. Using our example above, you would enter "SAVE" here, which would create the new URL of [www.venue.com/SAVE](http://www.venue.com/SAVE).

URL: Enter the URL for the page to which the friendly will redirect. In this case, it would be "events/detail/eventname" since we are linking to an internal page within the site. If you were linking to an external site, you would need to include the entire URL here "<http://www.venue.com/events/detail/eventname>."

Click Save.

TITLE	<input type="text" value="save"/>	?
URL	<input type="text" value="/events/detail/event_name"/>	?

You're done! Now, if anyone enters [www.venue.com/SAVE](http://www.venue.com/SAVE) they will automatically be redirected to your event detail page and buy tickets!



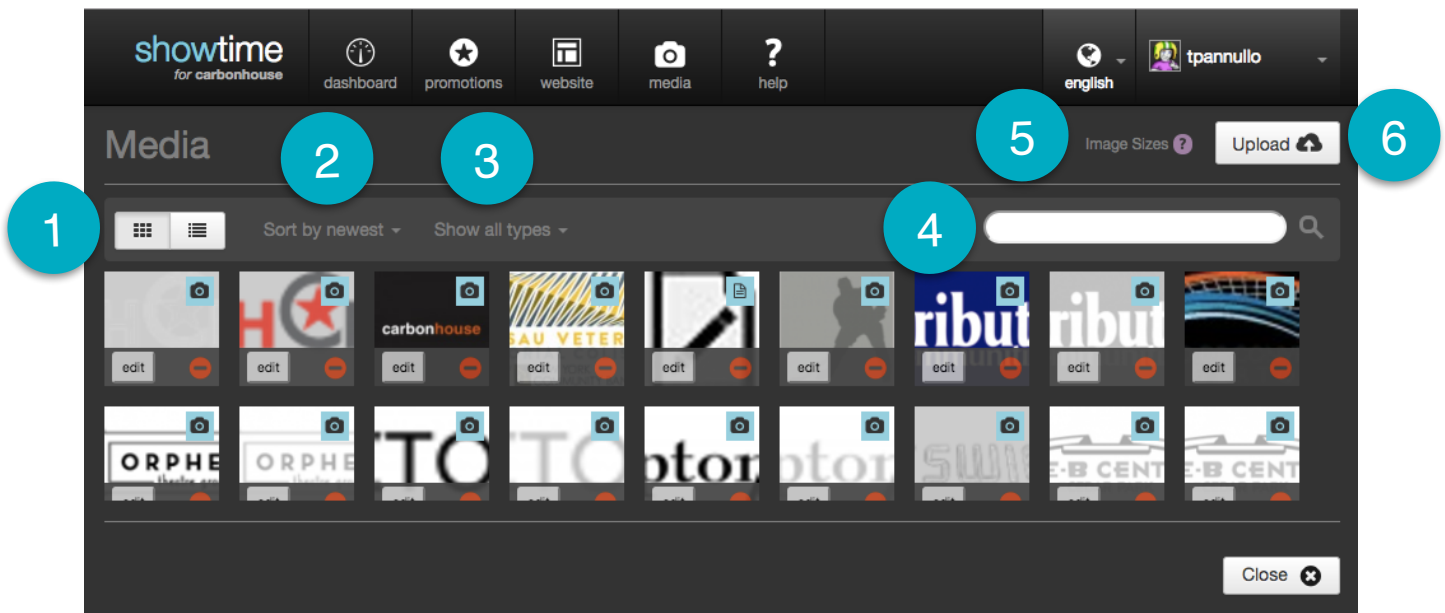
A photograph of a male musician with short, spiky hair, wearing a yellow t-shirt with a graphic and dark suspenders. He is playing a dark-colored electric guitar on a stage. A microphone on a stand is positioned in front of him. The background is slightly out of focus, showing stage equipment and a bright light source. The entire image is covered with a semi-transparent teal overlay. The word "MEDIA" is centered in white, bold, sans-serif capital letters.

MEDIA

# MEDIA

## Summary

All of the assets on your site are listed in the media gallery. You can click on the Media button from anywhere on the site and it will automatically display as an overlay on top of the page you are on so you will not lose your work.



## Filtering

1. View: The default is grid view, but you can sort by list view as well. On list view, the name of the file is displayed. On grid view, the name is available on hover.
2. Sort: The media gallery defaults to being sorted by newest, meaning the most recently uploaded assets will show first. You can also sort by the file name alphabetically or by the oldest item.
3. Type: The default setting is to show all types, but you can sort by file type to show only one type of asset: images, videos, audio, or documents.
4. Search: Use the search field to find the exact item you're looking for by typing some or all of the file name.

## MEDIA

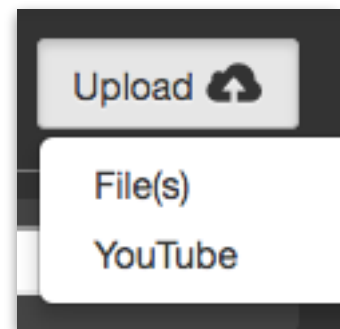
### Image Sizes

5. Image Sizes: Click here to view the image sizes used on your website. The sizes will appear on an overlay on top of the media gallery. Click the Close button to go back to the gallery.
6. Upload: Click here to add new files or videos

### Uploading New Assets

To upload new assets to the media gallery, go to the Media button in the navigation and click on the Upload button. You will have two options: File(s) or YouTube.

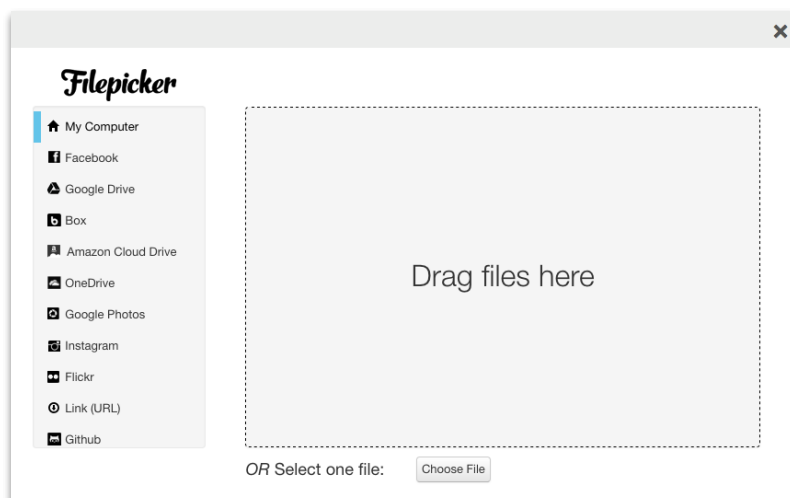
- Files(s): Images, documents, or audio files
- YouTube: Videos



### Files

If you choose File(s), you will be brought to the Filepicker, which gives you multiple ways to find the assets you would like to bring into the site.

1. Social feeds and shared drives
2. Dragging files from your computer
3. Selecting files from your computer



## MEDIA

### Video

1. Upload your video to YouTube or Vimeo
2. Copy the link to the video
3. In the Showtime media gallery, click on the Upload button and choose "YouTube"
4. Paste the URL you just copied from YouTube/Vimeo into the field labeled "URL."
5. Related Image: You **MUST** assign a related image to each video. It appears in place of the video when added to slideshows. The system will automatically add a play button on top of the image.

ACCEPTED FORMATS:



The screenshot shows a web interface for uploading media. At the top is a navigation bar with icons for 'dashboard', 'promotions', 'website', 'media', and 'help'. Below this is a form with several input fields: 'URL' containing 'https://youtu.be/QD\_L4FLFj2Y', 'TITLE' containing 'Example Video', 'CAPTION' containing 'Example Video Caption', 'LINK' (empty), and 'RELATED MEDIA' containing 'spotlight-bg\_image.jpg'.



Video isn't playing? Check to see if the link contains "&feature." If so, remove &feature and everything that comes after it. The link will still work, but it removes any of that additional tagging. YouTube tends to tack on.



Related Media: Upload your related media first before you upload the video. Type the name of the related media item in the Related Media field and it will auto-populate with matches.

# MEDIA

## Settings

Once you have uploaded your assets, the system will display them at the top under Recently Added Media to highlight them for you in case you are going to use them right away.



The Edit button will take you to the settings for that particular media item.

If you click on the Trash button it will ask you if you are sure before deleting it.

The screenshot shows a media settings form with the following fields and callouts:

- 1**: URL field with a "CLICK HERE TO DOWNLOAD" link.
- 2**: TITLE field containing "Sample Slideshow.png".
- 3**: CAPTION field containing "Sample Caption".
- 4**: LINK field.
- 5**: RELATED MEDIA field.
- 6**: IMAGE EDITOR button.
- 7**: Size (851.394 KB) and Dimensions (1400px by 712px) information.

1. URL: Link for the asset on the servers
2. Title: Image name for filing, SEO, and e-readers
3. Caption: Description that appears on top of the image in slideshows
4. Link: Makes image clickable when entered into a slideshow
5. Related Media: Used for placeholder image on Videos
6. Image Editor: Quick tool to crop, resize, and general alterations
7. Size and Dimensions: Asset specifications

# MEDIA

## Asset Titles

Make a habit of naming your assets to help you find your assets in the future.

## Sizing Images

Use the image editor to crop your images to the exact specifications for your site. Here are some helpful tips:

- **Saving Changes:** If you make changes using the image editor, the system will not override the original image. A new image will be created.
- **Cropping:** The larger your original image, the more options you'll have. The smaller the original image, the less options you'll have.



The bigger your images, the longer your page will take to load. It is imperative that you make sure everyone on your team is sizing your images correctly and optimizing them for the website.

# SETTINGS



# SETTINGS



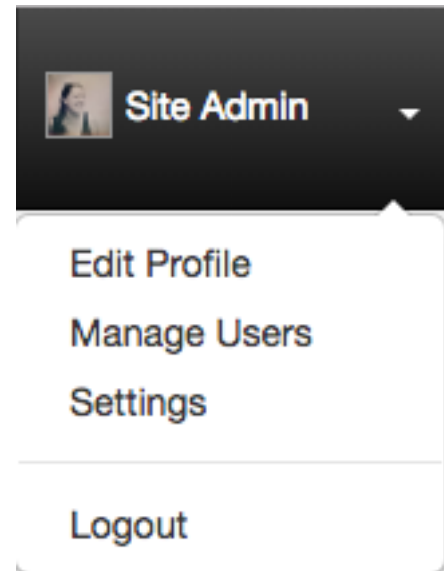
## Manage Users Overview

Anyone who is a site administrator or is a site editor with permission to create new users can add and manage users.

## User Settings

Users can be managed by any site administrator. When you sign into Showtime, your username will appear in the top right corner with a little arrow just to the right of it. If you click on your username, a menu will drop down with the options:

- Edit Profile: Click this to edit your own account settings
- Manage Users: Click this to change or delete existing users or to add new users
- Log Out: Click this to log out of your account



## Editing and Deleting Existing Users

When you click on the Manage Users button, a new screen will appear with a list of current users. To search for an existing user, you can either type the person's name or scroll through the list on screen to find the user.

- To edit an existing user's account, click on the EDIT button next to the person's name to open their permissions settings.
- To delete an existing user, click on the TRASH button.

# SETTINGS

## Adding New Users

When you click on the Manage Users button, a new screen will appear with a list of current users under the highest permission level (Site Administrators).

Click on the Add User button in the top right to grant access to a new user. Once you click the Add User button, you will be asked to fill in the following fields:

- First and Last Name: Enter the new user's first and last name.
- Email: Enter the new user's email address.
- Username: Choose a new username. They will be able to change their username if so desired.
- Password: Choose a password and encourage the new user to change the password the first time they log in.

Now you have to assign the user permissions. First, start by selecting which role you want them to have. There are two choices:

Site Admin: Full permission to access, read, and edit any section of the site, including manage other users as mentioned above.

Site Editor: Have specific access granted by the admin. This can include managing other users as well, but only if they've been assigned that permission level.

If you are granting Site Admin permission, there is nothing more you need to do. The user will automatically get access to everything. If you are granting Site Editor permission, you have to assign them permission to at least one item before the system will let you save.

Click the save button. The user will now be able to access Showtime with only the permissions you've granted.