

Using Promotions

The Events tab within Showtime houses all content that pertains specifically to Events on your website. This video will cover using Promotions for your Events.

Within a given event, navigate to the Promotion tab. Using promotions is how the system knows where you want your events to be promoted or displayed on your website.

Most sites have Primary, Secondary, Featured, and Group promotions. Your website may have additional promotions listed - however, those promotion types are unique to your individual website and will not be explicitly covered in this video. For more information regarding your specific promotion types, please contact the help desk.

“Primary” refers to the large event promotion space at the top of the Homepage. For some sites, this will be a carousel; for others it will be one large fixed event or image.

“Secondary” refers to the medium-sized event promotional space or spaces on the Homepage, located below the “Primary” spot. The quantity of secondary event spaces varies by site.

“Featured” refers to the small promotional spaces on the Homepage located below the “Secondary” spot or spots. The quantity of featured event spaces varies by site.

If the “Group” promotion is selected, a field is revealed to enter in Group sales details. Doing so pulls back this information as a “Groups” FAQ item on that event’s Detail Page.

To prevent the same event from displaying multiple times on the homepage, the system uses the following logic:

- The primary space displays the next upcoming event (or events), by event date and time, tagged with the primary promotion type.
- The secondary spaces display the next two (or more) upcoming events tagged with the secondary promotion type that are not already displayed in the primary spot.
- The featured spaces display the next events tagged with the featured promotion type that are not already displayed in the primary or secondary spots.

This means that you can tag every event with all three promotion types and the homepage will manage itself. Or you can be very specific with which events go where, but that method would require a more hands on approach to managing your homepage.

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.