

Submitting Events on NowPlayingAustin.com **Some Helpful Tips**

To enter events, go to the submit listings tab on the top of NowPlayingAustin.com

Content is King!

- Title should clearly express the “what” of the event. This should be done in title case, never in all caps.
- Event Descriptions are most effective when they are concise and compelling!
- A good rule of thumb: use the fields for Organization, Venue, Date, Time, Ticket Price, etc., rather than including that information in the Description field.
- Avoid dumping the entire contents of a press release into the Description field, as the results are often redundant, cluttered and the presentation of your event information may be confusing to the viewer.
- The Event Type category should reflect the primary focus for your event. (for example, if there is a fundraiser in which social dancing might occur, that does not make it a dance event.)

Allow for Enough Lead Time!

- Advance equals advantage! More lead time ensures that more site viewers will see your event on NowPlayingAustin.com and helps to increase audience participation for your event.
- Submitting your event early & utilizing AustIX for your ticketing, increases your visibility on the NowPlayingAustin e-minder.
- Please check the site to see if your event is already listed before submitting your event to avoid duplication.
- If your event is listed and there are changes, please utilize the “submit listing changes” button.

Control Your Image!

- A well-composed, engaging graphic makes an enormous difference! If possible, try to avoid using your organization or event’s logo.
- Image Size: For NowPlayingAustin, the primary image must be 120 pixels wide. The resolution should be 72 dpi. Nearly all image-editing software packages contain a command to resize your graphics.
- Video and picture galleries are a great way to increase excitement surrounding your event! Picture gallery photos can be 300 pixels wide. Videos must have an embedded size of 300 w x 251 h.

Creating a Community!

- Use the NowPlayingAustin web button on your organization’s website. Driving traffic back & forth between sites gives your patrons a chance to get ½ price tickets, read reviews about your event, and it strengthens the whole arts community.