# Event Form

# To sell MORE TICKETS, please complete this form with as much detail as possible.

**If the webmaster has questions, she needs your contact info**

Your contact info here ►**Name: ►Email: ►Phone:**

PLEASE read these 4 important points before answering question:

1. **\*EVENT DESCRIPTION: Should be at least 300 words - Google & other search engines may not show your event in searches if your event description is too short.** 
   * **Google & other search engines may use the 1st sentence of your Event Description in search results &/or use #3 below.**
2. **PLEASE DO NOT USE “All Capital Letters” → Please use “Sentence Case” – Search engines “punish” the use of ALL CAPS**
3. **\*SHORT description (Meta Description) of your event – MAXIMUM 158 characters INCLUDING spaces – This will appear in search results (Google, Bing, Yahoo, etc)**
4. \* **Keywords & search phrases**: separate the phrases or individual words with a comma • Use “natural language” phrases your potential audience would use to find your event • Use the language of the event & English phrases –

Example: Eventos en Chicago, the name of your event, the date of your event, performer name(s)

**TITLE OF EVENT** →

**DATE**  →  **START & END TIME** Answer →

**DOORS OPEN:** →  **APPROPRIATE FOR AGES?** Answer →

**TICKET PRICES** Answer →

**DATE TICKET SALES BEGIN ---** AnswerASAP or incoordination with Kate at[**events@copernicuscenter.org**](mailto:events@copernicuscenter.org)

Answer →

**\***  (See #1 above) **EVENT DESCRIPTION – At least 300 words – (WHO, WHAT, ABOUT EVENT & Performers)**

Answer →

**\***  (See #3 above) **SHORT Description – Max 158 characters - including spaces – See this link for “Character counter”** [**https://www.lettercount.com/**](https://www.lettercount.com/)

Answer →

**PERFORMER NAME(s)** →

**PERFORMER’S LINKS: (Facebook, Website, Youtube)** →

**EVENT PRODUCER NAME OF BUSINESS**  →  **EVENT PRODUCER LINK(s)** →

**PRODUCER PUBLIC CONTACT INFO: (**PHONE & EMAIL**):** →

**EVENT SPONSORS:** →

**VIDEO LINK(s)**

Answer →

**\***  SEE #4 above - **KEYWORDS & SEARCH PHRASES - If a customer is searching for something to do, what phrases or words would they use to “find” your event in Chicago?**

Answer →

**FACEBOOK CO-HOSTS**

**Please list the Facebook URL links for: Performers, Sponsors, and Producers.**

**Answer →**

* **SEPARATE Facebook Events are no longer recommended do to all the “Event Listing Services” which list events according to how many people have “joined or responded.” Specifically, one Facebook Event (with co-hosts) is better than 5 separate events because a unified population of respondents will be higher.**
  + - * **All co-hosts can edit, monitor, see stats, and post in the Facebook Event.**
* **An attractive “Join the Facebook Event” button image will be displayed on our website.** ☺

# ADD A MESSAGE TO THE WEBMASTER:

# Answer →

# Images Needed (for Website & Social Media): Click links for examples

* RESOLUTION: 100 or lower
* [Homepage](http://copernicuscenter.org): 150 x 150 px
* [Menu System](http://copernicuscenter.org/upcoming-events/) (Upcoming events page): 300 px wide x 200 px high
* Main Event Poster: 400 px wide maximum (any length)
* [Social Media Image - for auto display](https://www.facebook.com/events/1440578502915783/) 675 wide x 354 px

**IMAGE EDITING FEE(s):**  Images NOT “Upload Ready” (as described above) will incur an **Image Editing fee**.

* + altering, cropping, re-sizing, or **text embellishment** $20
  + Change(s) AFTER the Event URL is published on our site $ 5 per change

# Questions? Call our Webmaster Marleen: 412.366.7113 (home office)

ATTENTION PLEASE: Social Media & SERPS change very often. Please refer to the [**PRODUCER LINK**](https://copernicuscenter.org/eform/) for updates & possible new revisions to this document.