# Event Form

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

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

**Your Name + Phone + Email**

Your contact info here →

**IMPORTANT to know BEFORE filling out form:**

1. **\* LONG EVENT DESCRIPTION: If you don’t have at least 300 words, Google & other search engines may not find or index your new event page. (lower ticket sales or attendance)**
2. **Please double space between paragraphs.**
3. **Google might use your 1st paragraph in search results: Use event details in 1st paragraph.**
4. **NO → ALL CAPS. Answer in “Sentence Case” – Search engines “punish” the use of ALL CAPS**
5. **\* SHORT “search result” description of your event – up to 250 characters w/ spaces**
6. \* **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

**TITLE OF EVENT** Answer →

**DATE** Answer →

**START & END TIME** Answer →

**DOORS OPEN** Answer →

**APPROPRIATE FOR AGES?** Answer →

**TICKET PRICES** Answer →

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

Answer →

**\***  (#s 1, 2 & 3 above) **LONG EVENT DESCRIPTION** Answer →

**\***  (#5 above) **SHORT “search result” DESCRIPTION** Answer →

**\***  (#6 above) **KEYWORDS & SEARCH PHRASES** Answer →

**PERFORMER NAME(s)** Answer →

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

**EVENT PRODUCER NAME OF BUSINESS** Answer →

**EVENT PRODUCER LINK(s)** Answer →

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

**EVENT SPONSORS & UNDERWRITERS** Answer →

**VIDEO LINK(s)**

Answer →

**FACEBOOK @ ADDRESS(es) for receiving “CO-HOST” INVITES**

**Example: @copernicuscenter: Include Performers, Sponsors, and Producers. The VOLUME of respondent numbers is the most important for the new REACH & EVENT RANKINGS (on event listing services & Facebook).**

* **All co-hosts can edit, monitor, see stats, and post in the Facebook Event.**
* **An attractive “Join the Event” button-image is displayed & linked to Facebook for every event on our website.** ☺

**Answer →**

# 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

## We reserve the right to alter your image for title visibility. Customers must easily read the Title on the image.

**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 AFTER the Event URL is published on our site $ 5

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

Please email pictures & this form to:[**webadmin@CopernicusCenter.org**](mailto:webadmin@copernicuscenter.org)

**Send Video file via** [**WeTransfer.com**](https://wetransfer.com/) **to the same email.**

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.