

**Fond du Lac Area Convention and Visitors Bureau
Online Event Calendar FAQs**

There are 2 rules – please follow the 2 rules.

1. Fill in all fields unless your event is only one day, then leave end date blank. If you don't have a sponsoring organization, you may leave it blank. Contact information is very important for us to know. Make sure it's filled in completely.
2. Use normal sentence structure. Do not use all capital letters.

Helpful hints and tips to get your event online quickly.

Event title:	This should be just the event name. The title cannot include: the name of sponsors ___ annual benefit for, charity name, or fundraiser information
Location:	Must include the physical street address if it has one. (Example: Windhover Center for the Arts, 51 Sheboygan St) It's now common for visitors to enter the address into a GPS unit to find you.
End Date:	<u>Only</u> fill in if the event is longer than one day, otherwise leave blank.
Time:	Use pm only when possible (no periods). Position pm next to the number. (Examples 1-4pm, 11-3pm, 10am-11pm)
Amount:	Price of admission should be listed \$__ adults, \$__ children __ & under, etc. Local member or student rate cannot be included.
Reservation or Information Phone	Add the area code. Number will be listed online.
Event Email	This will be listed online.
Event Link	Don't put in the http:// or it won't link. This is the link to your website when someone clicks on the event title. If you don't fill this in, you miss that opportunity. The website linked to must relate to the event with further information on the event such as map, directions, photos, registration form, etc.
Event Website	Yes, this is the same thing as the event link and it does need to go in a second time. Don't put in http:// or it won't link. This will be listed online as your website address under the phone number and also links to your website. The website linked to must relate to the event with further information on the event such as map, directions, photos, registration form, etc.
Description of event:	Use approximately 20 words. Copy may be edited, but this is the opportunity to list what activities or entertainment is of interest to a visitor. If you list a band, include the type of music they play. If you have food, a few specialty menu items would be of interest. Please write with a visitor to Fond du Lac in mind. Descriptions cannot include: the name of sponsors ___ annual benefit for, charity name, or fundraiser information exclamation points

Fill in the contact information for each event submitted.

Although residents use this calendar, it is targeted to visitors. Events must be of interest and available to visitors. This format enables us to have consistency and answer visitors' frequently asked questions. Once the calendar is live we have no control over who may copy the information or link to it. If you have a change to your event, please contact us at visit@fdl.com or call 920-923-3010. We hope your event will be well-attended and successful.