

A GUIDE TO PROMOTE YOUR GREAT EVENTS ON VISITCANTON.COM



Visit
CANTON **N**
EXPLORE *Stark*

Developed in partnership with

ITIDIGITAL 
travel software solutions

VISITCANTON.COM IS PARTNERING WITH ITI DIGITAL TO PROMOTE YOUR EVENTS

If you regularly host events, be sure to create them online or submit them to the newest events calendar for further visibility and promotion!

Publish your events on Eventbrite or any other platform that is discoverable by Google. The events will automatically be aggregated! Alternatively, you can manually add your event to the Canton Stark County Convention & Visitors Bureau Events Calendar by visiting visitcanton.com



[FREE]

Create a Facebook event with your event details.



[FREE]

Post to Eventbrite. For non-ticketed events, it's free or up to 25 tickets, it's free.



[FREE]

Ensure your website and calendar follow SEO best practices for your event to be listed on Google Search.

WHY IS THIS IMPORTANT?

- The answer is simple – to draw more participants or customers. Drive more foot traffic to your business or an event you're hosting in the community.
- Not only do most people use the event websites to connect with their friends and family, but artists and venues that frequently organize events use these platforms, too. Combined, you have a massive marketing force.



THE NEW VISITCANTON.COM CALENDAR OF EVENTS

Restaurants - live music, virtual show, or a new menu?



Shopping - a trunk show or an annual sale?

Accommodations - a romantic getaway or discounted weekend?

Attractions - special art gallery virtual tour, the launch of a new exhibition?

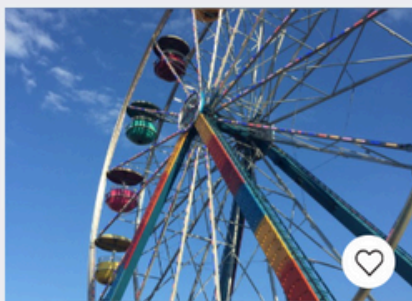
Your visitor-friendly event will be promoted on the **Canton Stark County Convention & Visitors Bureau Events Calendar**, reaching a new audience in a fun and interactive way.

Go to the **Canton Stark County Convention & Visitors Bureau Events Calendar** by visiting visitcanton.com

START DATE  END DATE  CATEGORY LOCATION KEYWORD

Today Tomorrow This Week This Weekend Next Week This Month

FILTER >



AUG 29

Stark County Fair
Canton

Stark County Fairgrounds
305 Wertz Ave. NW
Canton, Ohio 44708

(330) 452-0621 | [Website](#)

DETAILS >

MAP 



SEP 04

Amish Country Cruise-Ins at the Amish Door
Amish Country

Amish Door Village
1210 Winesburg Street
Wilmot, Ohio 44689

(330) 359-5464 | [Website](#)

DETAILS >

MAP 



SEP 04

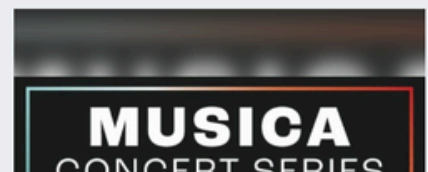
North Canton Farmers' Market
North Canton & Plain Township

North Canton Civic Center
845 West Maple St
North Canton, Ohio 44720

(330) 209-0809 | [Website](#)

DETAILS >

MAP 



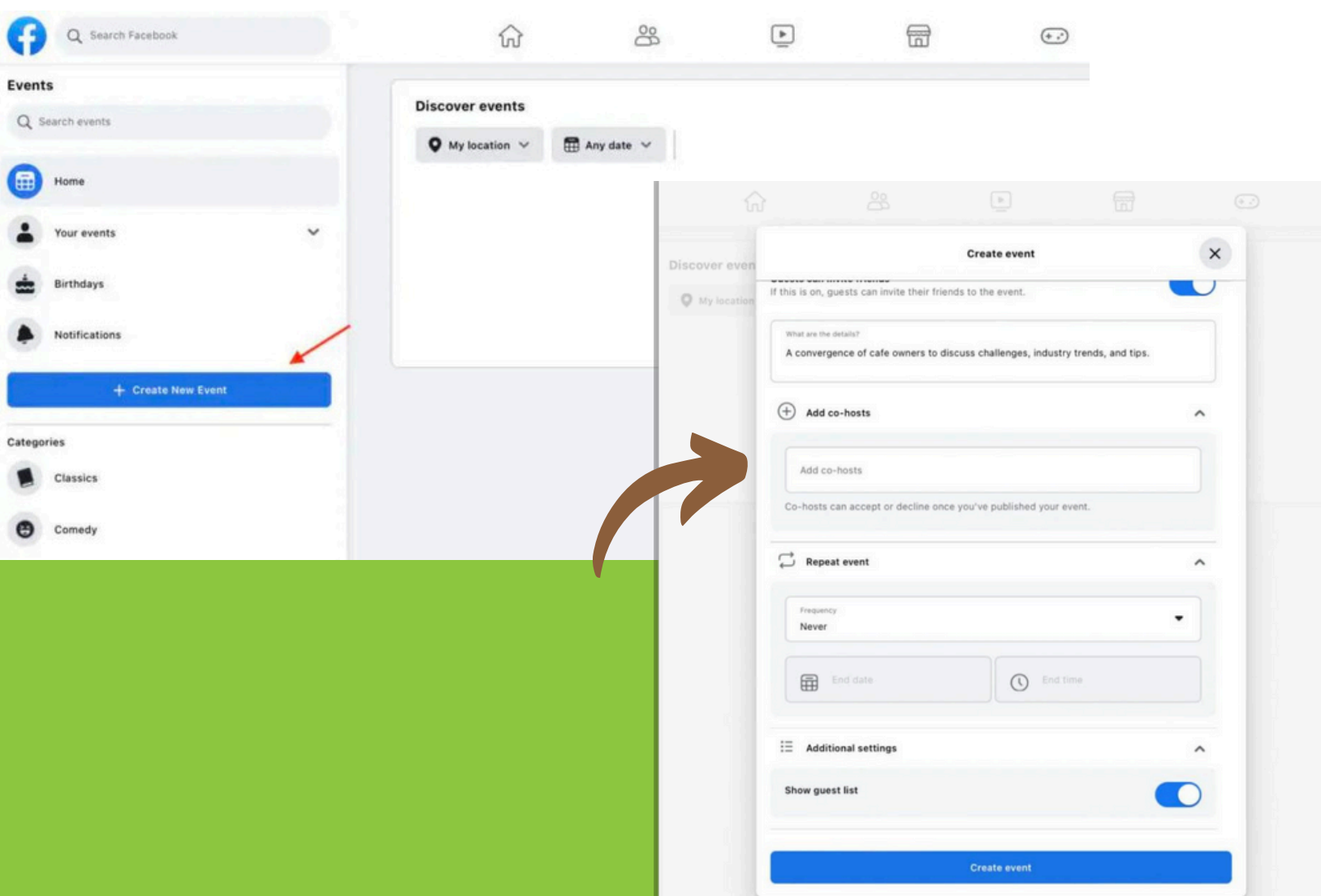
HOW TO PROMOTE YOUR EVENTS

OPTION 1: CREATE A FACEBOOK EVENT

Facebook promotes events and allows creation of events at no cost to event hosts.

A Facebook Event is different from a Facebook post. To ensure you're publishing a Facebook Event, follow these steps:

- Log on to Facebook.
- At the left, click "Events" near the bottom.
- At the left, click the blue "Create New Event" button.
- Complete the spaces with your event information.
- Add VisitCanton as the event Co-Host
- When complete, click "Create Event" to enter your event into the Facebook calendar.



OPTION 2: CREATE YOUR EVENT ON EVENTBRITE

Eventbrite®

You can get an event live on Eventbrite for free in just 3 simple steps. Eventbrite is a free event promotion platform. To list an event is free, and for ticketed events, they will charge a percentage fee for ticket sales.

Once you create your account on the Edit page (Event Details, Create Tickets, and Additional Account Settings), simply choose "**Create an Event**" to start setting up your events. We also have robust customization options so you can get the most out of your event listing.

Go to your Page, then click the Create an Event icon at the top of your page's timeline. Once in Eventbrite, the event will automatically be delivered to our events calendar dashboard for approval. You do not need to submit it manually to our staff.

● **Step 1: Event Details**

1. Add a title, and set the date and time.
2. Set the venue location.
3. Add an event image.
4. Share details and other important information about your event.
5. Add information about the event organizer.

● **Step 2: Create Tickets (Skip this step if you don't want to offer tickets)**

1. Create free or paid tickets.
2. Set the price for paid tickets.
3. Set the total capacity for the venue.
4. Add a donation ticket to collect donations.

● **Step 3: Additional Details**

1. Mark your page as public or private.
2. Choose an event type and topic.
3. Show the number of tickets remaining (if you'd like).
4. "Save" and "Preview" your draft event, or publish using "Make Event Live".

For more information and video tutorial, [click here](#) or scan the QR code.



OPTION 3: SET UP EVENTS ON OTHER KNOWN PLATFORMS, OR OPTIMIZE YOUR WEBSITE EVENT LISTINGS WITH SEO BEST PRACTICES

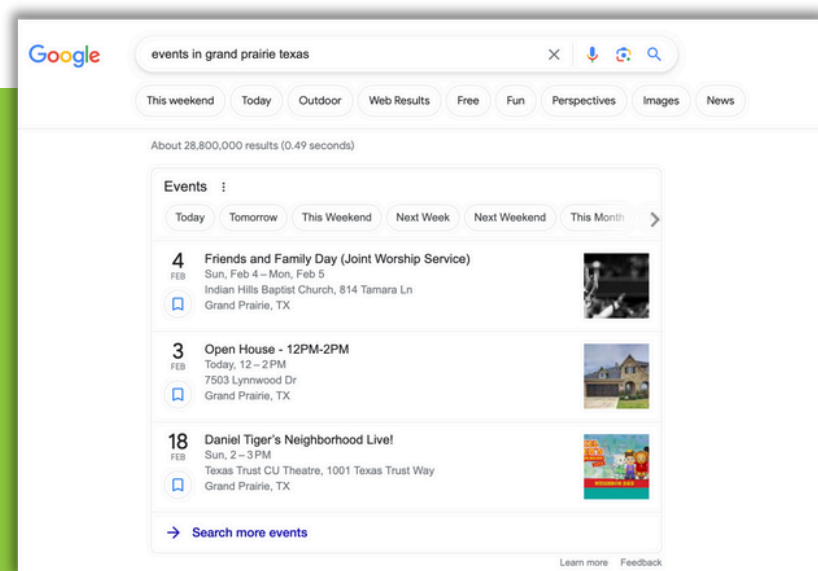


If you produce any type of event, you can help people discover your events with the event search experience on Google. Have a concert or hosting a workshop? Event markup allows people to discover your event when they search for "concerts this weekend" or "workshops near me." People can also discover your event when they search for venues, such as sports stadiums or a local pub.

Aside from allowing your event to be pulled into the Events Calendar, SEO on your business website helps bring quality organic traffic.

HOW TO PREPARE YOUR EVENTS FOR GOOGLE LISTINGS?

- Ensure events on your business website are set **with unique URLs** so that Google can "find" them and display them to a broader audience.
- Add **as many details to your event listings as possible**, such as address, ticket information, links, categories, etc.
- If you use a CMS (for example, WordPress) and you don't have access to your HTML, check with your CMS to see if there's a plugin that can add structured data to your site for you. Alternatively, you can use the [Data Highlighter](#) to tell Google about your events without editing the HTML of your site.



HOW TO PROMOTE YOUR EVENTS

OPTION 4: SUBMIT YOUR EVENT ON THE VISITCANTON.COM PAGE ONLINE FORM

Manually submit your event for promotion on the visitcanton.com Events calendar by filling out the form on the Canton Stark County CVB Events Page. We recommend that you submit your events as soon as possible, allowing more promotional and visibility time.

THINGS TO DO >

EVENTS >

- Concerts & Live Music
- Exhibits
- Submit Your Event

PLACES TO EAT >

PLACES TO STAY

PLAN A TRIP

WHO WE ARE



Click “Submit Your Event” and fill out the form.

Please fill in your event info
Complete all required fields marked with an * to submit your event for approval

Title*

Host*

Location / Venue Name

Location / Address * (or check Virtual Events)*

Start typing the physical address and select from a verified Google Maps address below

Hybrid Event

Event Organizer Email Address

Event URL for more information (if applicable)

Event Host Website URL

Get Tickets URL (if applicable)

Allow 48 hours for our staff to review and approve your event.



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EXPLORE *Stark*

QUESTIONS?

Visit Canton
Phone: (800) 552-6051
visitcanton.com

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