

A GUIDE TO PROMOTE YOUR GREAT EVENTS ON VISITLONDONKY.COM



Developed in partnership with
ITIDIGITAL

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

Get people's attention with a customized event. If you regularly host public events, be sure to create your events on Eventbrite, Facebook, Etix.com, or other event platforms. Alternatively, you can manually add your event to the visitlondonky.com Events Calendar to reach people where they're engaged.

There are three options to add your events to the visitlondonky.com website:



visitlondonky.com/events
Event Submission Form



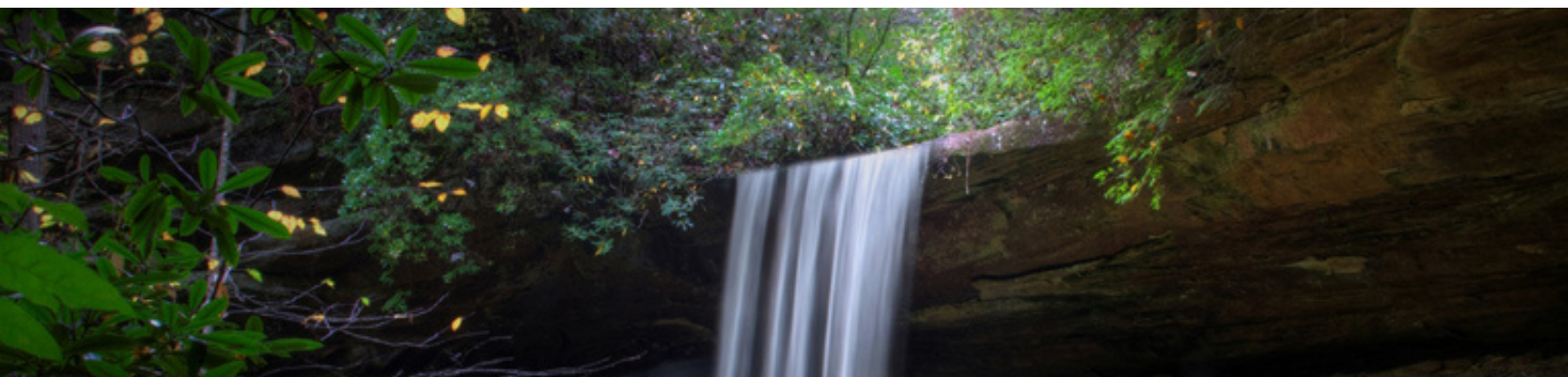
Eventbrite



Other Website sources with
SEO

WHY IS THIS IMPORTANT?

- The answer is simple – to draw more participants or customers. Drive more foot traffic to your business or to 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 also artists and venues that frequently organize events use these platforms too. Put the two together, and you have a massive marketing force.



VISITLONDONKY.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 [visitlondonky.com/events](https://www.visitlondonky.com/events) reaching a new audience in a fun and interactive way.

GO TO [WWW.VISITLONDONKY.COM/EVENTS/](https://www.visitlondonky.com/events/)

FILTER BY DATE



EVENT CATEGORIES



CLICK FOR MAP VIEW



OR

search events



SUBMIT YOUR EVENT

Photography, 12:30-2
Learning Commons at Laurel



+

LAUREL COUNTY PUBLIC LIBRARY
TRICK-OR-READING



Oct 20, 2022
Thu. 5:00 PM - 7:00 PM (EDT)

+

HOSTED BY: Laurel County Public Library

Trick-or-Reading: Drive-Thru Event

Laurel County Public Library, 120 College Park Dr,
London, KY, United States

LONDON, KENTUCKY
Heritage MUSIC Series



NIC JAMERSON | TIM GOODIN
OCTOBER 21, 2022

ERIN ENDERLIN | CODY LEE MEECE
OCTOBER 22, 2022

Oct 21, 2022
Fri. 7:00 PM (EDT)

+

HOSTED BY: Heritage Music Series

**Nicholas Jamerson and Tim Goodin -
Heritage Music Series**

Heritage Hills Entertainment Center, 472 Falls St,
London, KY, United States



RICKY SKAGGS
OCTOBER 21, 2022


+

HOSTED BY: RENFRO VALLEY ENTERTAINERS

**Ricky Skaggs and
Renfro Valley Entertainers**

Renfro Valley Entertainment Center,
Richmond St, Mount Vernon, KY, United States

OCT. 22ND
6-9PM




HALLOWEEN
CASINO
NIGHT

Oct 22, 2022
Sat. 6:00 PM (EDT)

+

LONDON, KENTUCKY
Heritage MUSIC Series



NIC JAMERSON | TIM GOODIN
OCTOBER 21, 2022

ERIN ENDERLIN | CODY LEE MEECE
OCTOBER 22, 2022

Oct 22, 2022
Sat. 7:00 PM (EDT)

+



DAILEY & VINCENT

NOVEMBER 4TH, 2022

Nov 4, 2022
Fri. 8:00 PM (EDT)

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THE DEL MCCOURY BAND

NOVEMBER 11, 2022

Nov 11, 2022
Fri. 7:00 PM (EST)

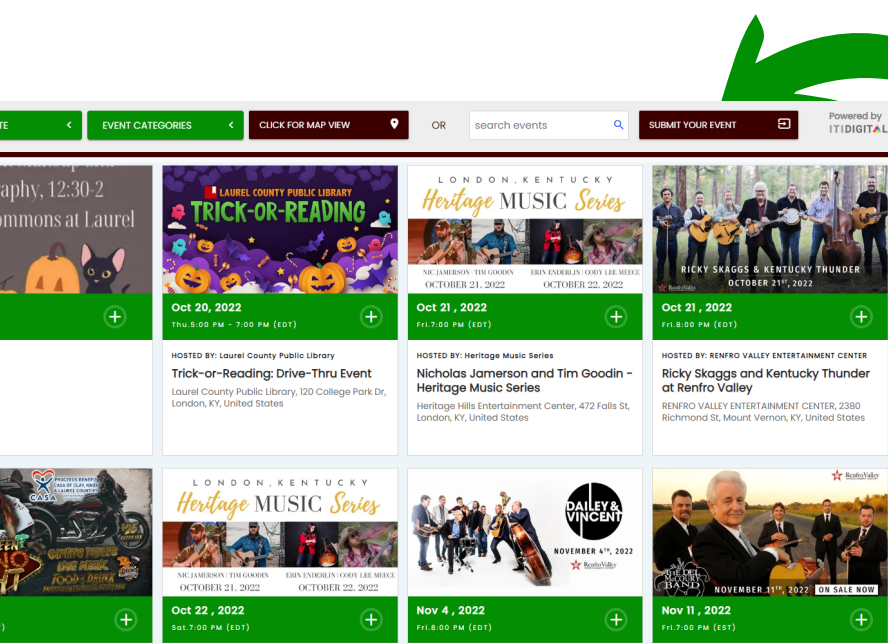
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HOW TO PROMOTE YOUR EVENTS

OPTION 1: SUBMIT YOUR EVENT ON THE VISITLONDONKY.COM WEBSITE ONLINE FORM

Manually submit your event for promotion on the [visitlondonky.com](https://www.visitlondonky.com) events calendar by filling out the form available on www.visitlondonky.com/events

We recommend you submit your events as soon as possible to allow more promotional and visibility time.



Go to the submission form, enter your event details.

Fill out the form and allow 48 hours for our staff to review and approve your event.

YOU ARE NOW VIEWING
EVENTS

[FILTER BY DATE](#) [EVENT CATEGORIES](#)

[Add Events Manually](#)
[Back to events](#)

Complete all required fields marked with an * to submit your event for approval.

Event Title *

Event Host *

Location / Venue Name

Location / Address * (or check Virtual Events)
Start typing the physical address and select from a verified Google Maps address below

☐ Virtual Event ☐ Hybrid Event please type and select an address from the dropdown

Event Organizer Email Address
☐ I understand and agree that this email will only be used for admin purposes, in case we need to contact you about your event. It will

OPTION 2: CREATE YOUR EVENT ON EVENTBRITE

You can get an event live on Eventbrite, for free, in just 3 simple steps 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 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 manually to our staff.

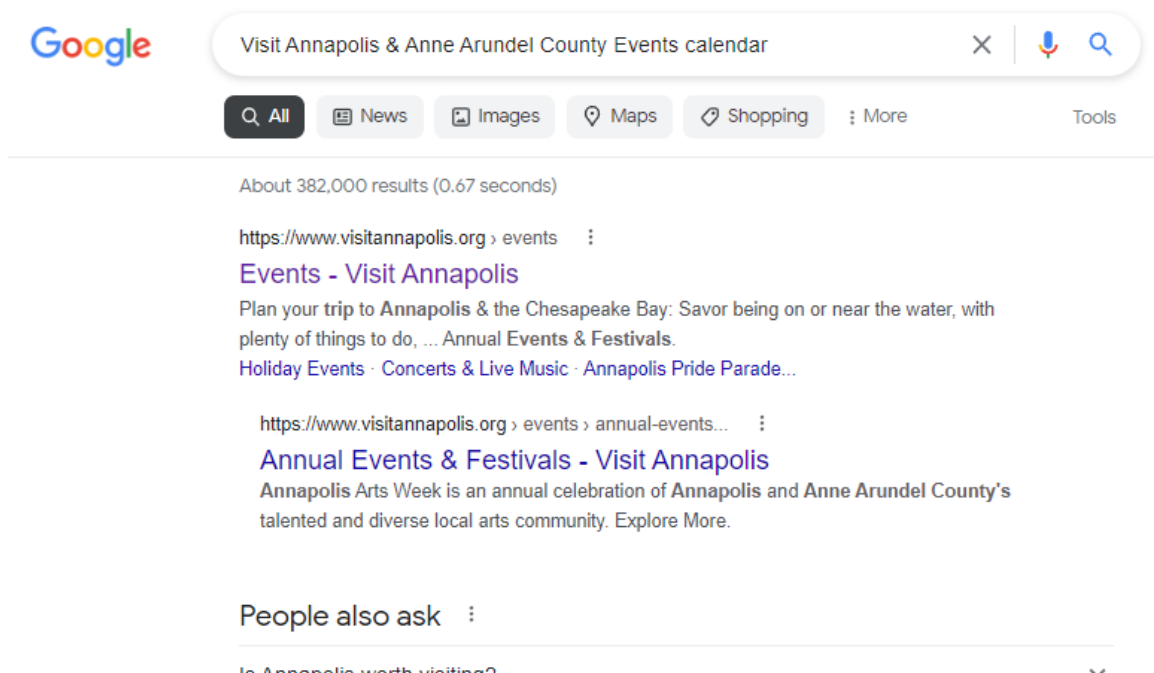
- **Step 1: Event Details**
 1. Add a title, and set the date and time.
 2. Set the venue location.
 3. Add an event image.
 4. Share details and other important information about your event.
 5. Add information about the event organizer.
- **Step 2: Create Tickets (Skip this step if you don't want to 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 tutorials:** https://www.eventbrite.com/support/articles/en_US/Multi_Group_How_To/how-to-create-an-event?lg=en_US

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

We can pull event content from sources such as Google, Facebook, Eventbrite, Etix.com, and partner webpages. Marketing your event on the [visitlondonky.com](https://www.visitlondonky.com) page starts with setting up your event on a website that is search engine optimized.

WHY SHOULD YOU CARE ABOUT SEARCH ENGINE OPTIMIZATION (SEO)?

- Aside from allowing your event to be pulled into the Events Calendar, SEO on your business website helps bring quality organic traffic.
- Make sure events on your business website are set with unique URLs so that Google can "find" them and display to a broader audience.
- Add as many details to your event listings as possible, such as address, ticket information, links, categories, etc.





QUESTIONS?

London - Laurel County Tourist Commission

Phone: (606)-878-6900

visitlondonky.com



Developed in partnership with

ITIDIGITAL
travel software solutions