

Event Details

This part of the setup has a lot of different elements and configuration options. For the most part the setup in this part is basic and a lot of the elements being used in this editor are quite advanced and not used by a lot of promoters. If you need any support while setting up any event, please contact support@eventmaster.ie

Event Name	<input type="text" value="Eventmaster Test Event"/>
Short Description	<input type="text" value="Eventmaster Test Event"/>
Event Details (optional)	<div style="text-align: right;">Remaining characters: 127</div> <div style="border: 1px solid #ccc; padding: 5px;"><p>File Edit Insert View Format Tools</p><p>↶ ↷ B <i>I</i> [List Icons] [List Icons]</p><p>[List Icons] [List Icons] [List Icons] [List Icons] [List Icons] [List Icons] [List Icons] [List Icons]</p><p>Eventmaster Test Event</p><p>p Words: 3</p></div> <div style="text-align: right;">Remaining characters: 8100</div>
Event Genre	<input type="text" value="Sport"/>
Event Category	<input type="text" value="Running"/>

- 1 Insert the Event Name, Short Description above for all new events. The Short description is limited to 100 characters.
- 2 The long description is not mandatory and is only used where the event organiser has additional information about the event that needs to be added

Event Details

What is an Event Genre?

An event genre relates to the overall specific form of the event. Generally, the most distinguishing factor between genres is the way in which we collect data. At this current moment we place events under 3 genres as follows:

1. **Sport** – relates to all mostly participation event where multiples sets of registration data is necessary for the event to go ahead. Sport is generally extremely technical and comes with a lot of extended functionality. E.g. Corporate bookings for 12 people into a 5k run, this requires personal data for each of these people and most likely custom data collection.
2. **Entertainment** – relates to generally more simple events where a single set of personal data is required. Usually a customer will buy 4 tickets, but we will only ask them for one name, email and mobile to send the tickets to.
3. **Education** – these types of events can be a mix of functionality between the sport and entertainment models. Generally, it is assessed based on the event organiser requirements

Most of the event will sit well under one of the above 3 genres. We are not limited to the overall number of genres we can have but we have standardised them as per the above. In our admin panel we have the ability to add more genres if needs be. You will see later in the document why it is important to have the correct genre.

What is an Event Category?

An event category is defined from a list of available items based on the genre (above) that has been selected. This is best described by way of example.

Select the genre Sport. This in turn will show all relevant sporting categories; running, walking, cycling, adventure races etc.

Event Details

We've added a new feature to make your events be found more easily online. By adding in Keywords to your event, this allows your event to potentially appear higher up in Google searches in relation to these words.

Your event City, Genre and Category are pre-populated for you in the Prefilled Keywords section. You can Delete these if necessary by clicking on the 'x' next to the word.

Prefilled Keywords !

Pool ✕

Aquatics ✕

Sport ✕

Swimming ✕

Galway ✕

- 3** You can add in your own tags by typing into the text box provided and clicking **Add**. Please note only one keyword/phrase should be added at one time.

Add Your Own
Keywords !

Press Enter to add a tag
Example Tag

0/10

Add

11/25

- 4** After you click on add, your new Keyword will appear below the text box. To delete the keyword click on the 'x' symbol next to it. You can add up to 10 keywords that have up to 25 characters in each.

Prefilled Keywords !

Pool ✕

Aquatics ✕

Sport ✕

Swimming ✕

Galway ✕

Add Your Own
Keywords !

Press Enter to add a tag
Add search keywords to your event

1/10

Add

0/25

Example-Tag ✕

+ Advanced Settings