



austin creative alliance

## SUBMIT AN EVENT TO NOWPLAYINGAUSTIN.COM

Contact: Aaron Sanders [Aaron@austincreativealliance.org](mailto:Aaron@austincreativealliance.org) or call 512.247.2531

**BE SEEN ON NowPlayingAustin.com**, Austin's portal for arts, culture, music and fun and is part of a national network of arts and entertainment sites – including Nashville, Memphis, Boston, Houston, and dozens more.

### Have You:

- Posted Your Upcoming Events?
- Updated or added your own Organization or Venue Listing?
- Asked your audience to write a review about your show, exhibit, or event?
- Posted classifieds for auditions, call to artists, jobs or calls for volunteers?

If you've answered 'No' to any of the above, you need to ask yourself

### WHY NOT?

### YOU CAN LIST YOUR EVENTS YOURSELF!

NowPlayingAustin.com has a great content management system behind it, which lets YOU enter your listings yourself. Submissions undergo moderation before approval, so please allow a day for your information to go live. Here are some helpful tips on submitting your events, organization information, artist profiles, etc, and if you have questions, comments or concerns please **contact Aaron Sanders, [Aaron@austincreativealliance.org](mailto:Aaron@austincreativealliance.org)**

1. Go to [NowPlayingAustin.com](http://NowPlayingAustin.com)
2. Scroll to the bottom of the page and click "EVENT LISTING" in the Submit a listing Column.
3. Read through the submission guidelines and click "**Next**" when you are ready to start.
4. The first step asks you to "**Search for your Organization.**" If your organization is not in our database check the box, "**The Presenting organization is not listed here.**"
  - a. Search for the title of your event, as it may be in the system but not associated with your organization.
  - b. If the event is not listed check the box "**My event is not listed here.**"
5. Click "**Next**"
6. On this page, you will fill out the details about the event. Any field marked by a red stars must be filled in.
  - a. **General Information:** Please enter an event title and include any contact information so that we may contact you with any questions regarding your event. Contact info will not be available to the public.
  - b. **Dates & Times:** Select the run date(s) of your event. Be sure to select the days of the week that your events will occur.
  - c. **Ticketing/Admission/Registration Information:** List the prices of your tickets/admission/ tuition/class fees, making sure to include multiple prices for different groups (general, students, etc) if applicable. Enter "free" if the event is free and open to the public. Include ticketing phone and, if available, ticketing website and email. The more info you include, the easier it is for customers to access tickets.

6001 Airport Blvd, Suite 2280-A  
Austin, TX 78752

[Aaron@austincreativealliance.org](mailto:Aaron@austincreativealliance.org)  
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AEA Paymaster Services, Annual Auditions, Austin Arts Minute, AustinVenueMenu.org, ATX List Cooperative, Creative Mix-Up, Fiscal Sponsorship, Frameworks E.A.S.T., NowPlayingAustin.com, – as well as critical support services for Central Texas Artists and creative organizations – are some of the many programs and services of the Austin Creative Alliance. Rev. 10/10/13



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- d. **Event Description & Type**: Enter a description of the event keeping it to no more than 2 paragraphs. Please do not copy and paste full press releases into the description text box. Then, select the main category this event falls under from the drop down box. Include any secondary categories you feel necessary by checking the box next to the appropriate section. We recommend that you include the event website if available, so people can find out more information.
  - e. **Organization Info**: If you already selected your organization from the drop down box in Step 4, it will be listed in the first box. If not, your organization is not in our database so you may add it at this time. You may also add a secondary presenting organization if it is a co-production.
  - f. **Venue Location/Info**: Select the event's venue from the drop down list. If the venue is not listed in our database, please click ADD new venue and fill out as much information about the location as you can.
  - g. **Accessibility Information**: If your event offers any special accommodations, please check the boxes to the corresponding services, or include any unlisted/additional services in the text box.
  - h. **Images**: You may include one primary image, which will be displayed as the primary image for the listing, and three additional images that will be added to the event's media gallery. Each image should not exceed 250 pixels in either direction (vertical or horizontal). All images must be .JPG (RGB) format only and each image should be smaller than 1 MB in size. If you would like a video to be included in the event listing, email [Aaron@austincreativealliance.org](mailto:Aaron@austincreativealliance.org)
  - i. Hit "**Continue To Step 3**"
  - j. **Confirm Individual Dates** of your event from the calendar by checking each day you will have an event, then select "**Review Times**"
  - k. **Confirm and/or Add Individual Times** by selecting the start time and duration of event for all of the event dates you selected. Add any additional information, like when the post show talk will begin or if there will be an intermission, etc. Then Click "**Continue to Step 4.**"
7. You will now be able to preview your listing as it will appear on [NowPlayingAustin.com](http://NowPlayingAustin.com). If you would like to change anything on the event listing, please select "**Return to Edit**"  
If you are satisfied with the listing, please select "**Submit Listing**"
  8. After you have submitted your listing, you will be directed to a page saying that your submission has been received. All events submitted are moderated by NowPlayingAustin.com, and will be reviewed and edited for content, grammar, etc. as needed. Once your event has been reviewed and approved, it will be posted onto [NowPlayingAustin.com](http://NowPlayingAustin.com). In this final section, you may also submit another event or submit a change to your listing.

Your submission is in and will be approved within 48 hours!

Once your event is posted you will need to contact Aaron to make any changes to the listing.

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