

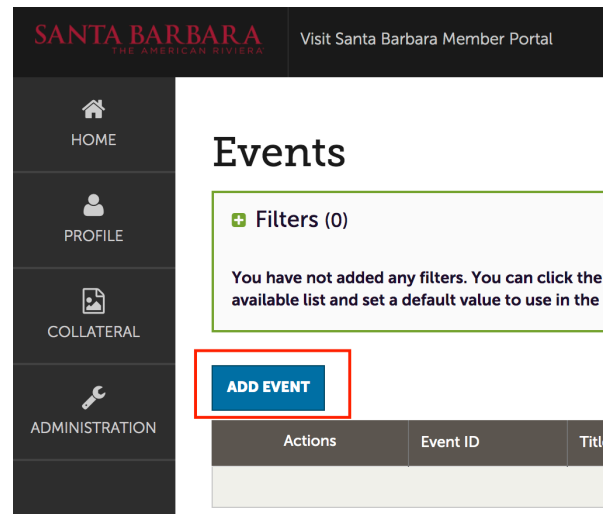
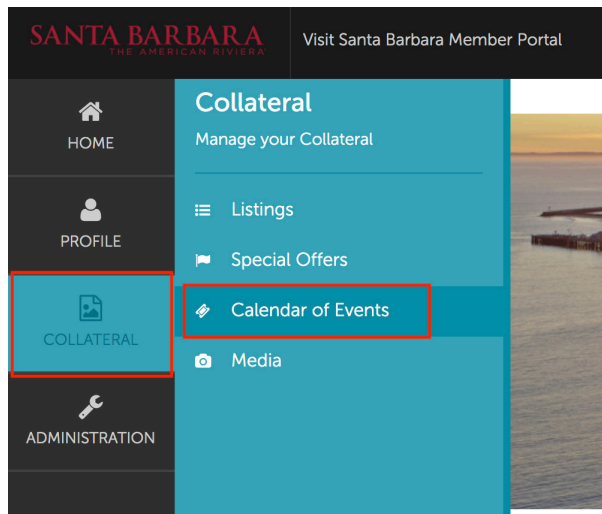
## HOW TO SUBMIT AN EVENT

Visit Santa Barbara's [Calendar of Events](#) is an important tool to keep your business top of mind for visitors to the Santa Barbara South Coast. As the second most viewed page on SantaBarbaraCA.com (behind only the Homepage), this FREE resource is a great way for your business to maximize exposure and increase traffic to your microsite and business website. For best practices, we recommend submitting events at least 4 weeks in advance.

*Tip: As we navigate events during times of COVID-19, please consider adding any social distancing practices or health and safety measures that will be implemented. Travelers will be looking for reassurance that they will remain healthy and safe during your event.*

### Member Extranet (Members Only):

1. Submit your event through the member portal - *This will allow for you to make edits to submitted events*
  - a. Log into the member portal using your email and password\*:  
<https://santabarbara.extranet.simpleviewcrm.com/login/#/login>
  - b. Go to the toolbar on the left and click COLLATERAL
  - c. Click on CALENDAR OF EVENTS
  - d. Click ADD EVENT



- e. Fill out all Event Information
- f. Add an eye-catching image - *The image must be 840 x 630 px to ensure optimal viewing. Please try to refrain from using event posters or images with text overlay when possible.*
- g. Click SAVE

Once you submit an event, you will not be able to edit until it has been approved by Visit Santa Barbara. Before submitting, please confirm that all information is correct. You will be notified when the event has been approved. Please allow for 2-3 business days. Once approved, you will be able to make any additional changes necessary. To edit an event:

1. Follow steps b and c from the instructions above
2. Click the pencil icon next to the event you wish to edit
3. When complete, click SAVE

### Calendar of Events Page (Non-Members):

1. Submit your event directly through our Calendar of Events page, located here:  
<http://santabarbaraca.com/plan-your-trip/calendar-of-events/>
2. Scroll down to the bottom of the page and click SUBMIT YOUR EVENT

## SUBMIT YOUR EVENT

Have a local event you'd like us to include? Please use our submission form and we will review it. If it's appropriate, you'll see it on our site!

SUBMIT YOUR EVENT

### 3. Fill out all information:

- a. Contact Information at the top of the form is for internal use only and will not appear on your event listing- however, the contact information listed under the Event portion of the form will appear on the listing as customer service contact information for the visitor.

## CONTACT INFO

[ Does NOT appear on web site. For the Bureau use only ]

Name\*:

Your Name

Email\*:

Your Email Address

Phone:

(555) 555-5555

Comments:

- b. If you have a dedicated page for your event, include that link rather than a general link to the homepage of your website. This increases the likelihood of people purchasing tickets if the information is easier to find.
- c. Double-check dates, times, and address before submitting.
- d. Add an eye-catching image -- *The image must be 840 x 630 px to ensure optimal viewing. Please try to refrain from using event posters or images with text overlay when possible.*

If you are submitting an event through the Calendar of Events page, you will not be able to edit yourself once submitted. If approved, your event will then be managed by Visit Santa Barbara. If you are a member, please use the Extranet Portal to allow for easy event changes. Before submitting, please confirm that all information is correct. You will be notified when the event has been approved. Please allow for 2-3 business days. Once approved, all submissions will take 24 hours or overnight to reflect on the site.

*\*Please contact Olivia Barroca, Marketing Associate, at [Olivia@SantaBarbaraCA.com](mailto:Olivia@SantaBarbaraCA.com) or call Visit Santa Barbara at (805) 966-9222, if you have any questions or need to request a new username and/or password.*