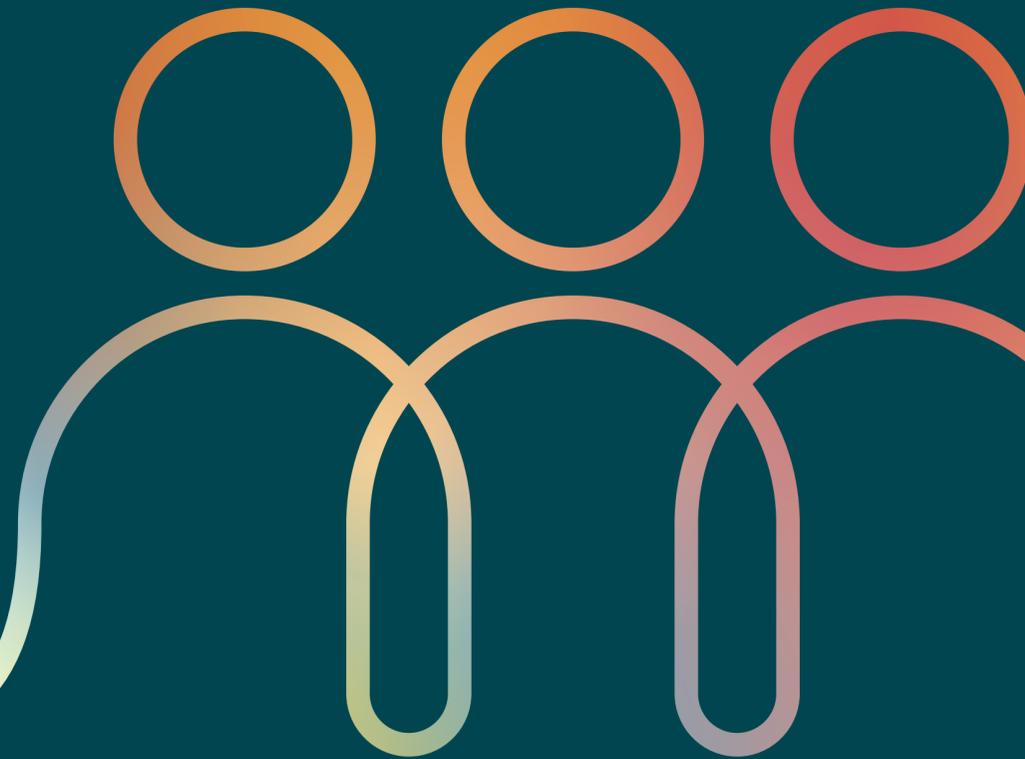


# A GUIDE TO MANAGING EVENTS AND LISTINGS ON THE VISIT BOLTON WEBSITE

JUMP TO  
'HOW TO  
SUBMIT A  
LISTING'



VISIT  
Bolton

**Bolton**  
**Council**

POWERED BY  
**LEVELLING**  
**— UP —**

# PROMOTE YOUR ORGANISATION AND EVENTS BY JOINING THE VISIT BOLTON COMMUNITY

Every year hundreds of thousands of people visit our website looking for fun things to do, see and experience in Bolton.

If you want to ensure local residents and new visitors know about your exciting ventures, you need to ensure your organisation or event is listed on our website.

When you submit a listing, you can:

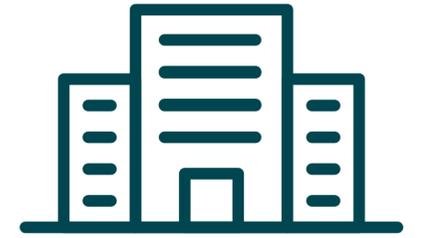
- **Get FREE advertising for your organisation or event**
- **Create a brand page with the freedom to update as often as you like**
- **Build connections with local residents and visitors**
- **Improve traffic to your website**
- **Boost social engagement**
- **Grow your audience**

Submitting is easy! Simply follow our guide to help you through the journey...



# THE PROCESS

The easiest way to promote your organisation to local residents is to create a listing with Visit Bolton.



## LIST YOUR ORGANISATION

Organisations will be given access to an account portal that enables them to manage their listing information, add more locations/branches and add events.

### 1. Click 'List your organisation'

If you run a business, venue or charity, click this option to create a listing.

### 2. Complete the organisation submission form

Here, you will provide important information about your organisation, including what you specialise in, venue information, and contact details.

This is the information you want local residents and visitors to know about your organisation.

### 3. Click 'submit your listing'

This form will be sent to Visit Bolton for review.

### 4. Invitation to complete your portal

As you are registering an organisation, you will have exclusive access to an organisation portal.

The portal enables you to manage personal information, update your organisation listing information, post events and monitor submission requests.

You will receive an invitation to complete your portal via email.

### 5. Review Visit Bolton approval messages

The Visit Bolton team will tell you if your listing has been rejected or approved.

If your listing has been rejected, they will provide information on changes that need to be made for your listing to be approved.

If your listing is approved, you will be notified by email and your listing will be published on the Visit Bolton website.

### 6. Your listing has been approved!

Congratulations - your listing is now live so you can promote it via your marketing channels, including social media!

# SUBMIT YOUR ORGANISATION LISTING



To ensure your listing is approved, there are mandatory fields in the submission form that you need to complete:

## ESSENTIAL INFORMATION FOR ORGANISATIONS

INFORMATION YOU NEED TO PROVIDE	REASON
About you	<p><b>This is your personal information that Visit Bolton will use to communicate with you about your listings. Your contact details will not be shared publicly or with third parties.</b></p> <p><b>We may also send marketing literature to you from time to time, including newsletters and platform updates.</b></p> <p><b>Top tip: When setting up your business account, use a generic business email address, such as an 'info@' address, rather than an email assigned to an individual or a personal email address.</b></p>
Your listing	<p><b>This is where you state the name of your organisation, the category listing of your organisation and the appropriate sub-categories. This information is important as people will select these categories when looking for specific listings.</b></p>
Your organisation	<p><b>Tell us about your organisation and key information that customers and visitors will be interested in.</b></p>
Organisation contact details	<p><b>This is important because it will be the contact details customers/visitors will use when contacting your organisation.</b></p> <ol style="list-style-type: none"><li><b>1. 'Main call to action type' means the action you want customers to take, such as 'Visit our website'</b></li><li><b>2. 'Main call to action link' could be an email address or a website link depending on what your 'Main call to action type' is above.</b></li><li><b>3. 'Main call to action button text' is what you want your call to action button to say, such as 'Visit website'</b></li></ol>

# SUBMIT YOUR ORGANISATION LISTING



To ensure your listing is approved, there are mandatory fields in the submission form that you need to complete:

## ESSENTIAL INFORMATION FOR ORGANISATIONS

INFORMATION YOU NEED TO PROVIDE	REASON
Additional organisation Information	<p><b>All listings need a minimum of ONE image. This needs to be a jpeg or png type, and a file size of up to 10mb. This could be an external image of your organisation or company logo.</b></p> <p><b>If you have multiple sites, please ensure you add an image of the actual business to each specific listing rather than duplicating one image across multiple listings. This will help customers to clearly identify locations.</b></p> <p><b>Please be aware that Apple uses the HEIC file format for images taken on iPhones and iPads that run on iOS 11 or later. You will need to convert images taken this way into a jpeg or PNG file type before uploading. You can easily convert your image here: <a href="https://www.iloveimg.com/convert-to-jpg">https://www.iloveimg.com/convert-to-jpg</a></b></p>

# THE PROCESS



## LIST YOUR EVENT

The easiest way to promote your event to local residents and visitors is to create a listing with Visit Bolton. You don't need to have an organisation page to add an event. Simply add your event information for the Visit Bolton team to review...

### 1. Click 'List your event'

If you want to promote an event, click this option to create a listing.

### 2. Complete the event submission form

Here, you will provide important information about your event, including the type of event, venue, and booking information.

This is the information you want local residents and visitors to know about your event.

### 3. Click 'submit your listing'

This form will be sent to the Visit Bolton team for review.

### 4. Review Visit Bolton approval messages

The Visit Bolton team will tell you if your listing has been rejected or approved.

If your listing has been rejected, they will provide information on changes that need to be made for your listing to be approved.

If your listing is approved, you will be notified by email and your listing will be published on the Visit Bolton website.

### 5. Your listing has been approved!

Congratulations - your listing is now live so you can promote it via your marketing channels, including social media!

# SUBMIT YOUR EVENT LISTING



## ESSENTIAL INFORMATION FOR EVENTS

To ensure your listing is approved, there are mandatory fields in the submission form that you need to complete:

INFORMATION YOU NEED TO PROVIDE	REASON
About you	<p><b>This is your personal information that Visit Bolton will use to communicate with you about your listings. Your contact details will not be shared publicly or with third parties.</b></p> <p><b>We may also send marketing literature to you from time to time, including newsletters and platform updates.</b></p> <p><b>Top tip: If you're creating an event on behalf of an organisation and not as an individual, make sure you use a generic business email address, such as an 'info@' address, rather than an email assigned to an individual or a personal email address.</b></p>
Your event	<p><b>This is where you state the name of your event, the category listing of your event and the appropriate sub-categories. This information is important as people will select these categories when looking for specific listings.</b></p>
Your event details	<p><b>Tell us about your event and key information that people will be interested in. This includes the address where your event will be held, along with times and dates.</b></p>
Event contact details	<p><b>This is important because it will be the contact details people will use when requesting information about your event or how to book tickets.</b></p> <ol style="list-style-type: none"><li><b>1. 'Main call to action type' means the action you want customers to take, such as 'phone' 'email us' or 'visit website'</b></li><li><b>2. 'Main call to action link' could be an email address or a website link depending on what your 'Main call to action type' is above.</b></li><li><b>3. 'Main call to action button text' is what you want your button to say, such as 'Book tickets'</b></li></ol>
Additional organisation Information	<p><b>All listings need a minimum of ONE image. This needs to be a jpeg or png type, and a file size of up to 10mb. This could be an image of your promotional flyer.</b></p> <p><b>Please be aware that Apple uses the HEIC file format for images taken on iPhones and iPads that run on iOS 11 or later. You will need to convert images taken this way into a jpeg or PNG file type before uploading. You can easily convert your image here: <a href="https://www.iloveimg.com/convert-to-jpg">https://www.iloveimg.com/convert-to-jpg</a></b></p>

## WHAT HAPPENS AFTER YOU SUBMIT A LISTING?

When you submit a listing, the Visit Bolton team will review your listing and ensure it adheres to Visit Bolton's guidelines.

If your listing is rejected, the Visit Bolton team will send details on why it was rejected and provide practical advice on how to amend it. Simply follow their guidance and resubmit.

If your listing is approved, you will receive confirmation via email, and it will be published on the Visit Bolton website.

## TIMELINE FOR APPROVAL

Typically, it will take the Visit Bolton team three working days to review and respond to a submission. If your request is time-critical, please send a message to [info@visitbolton.com](mailto:info@visitbolton.com) and we will try our best to get back to you sooner.

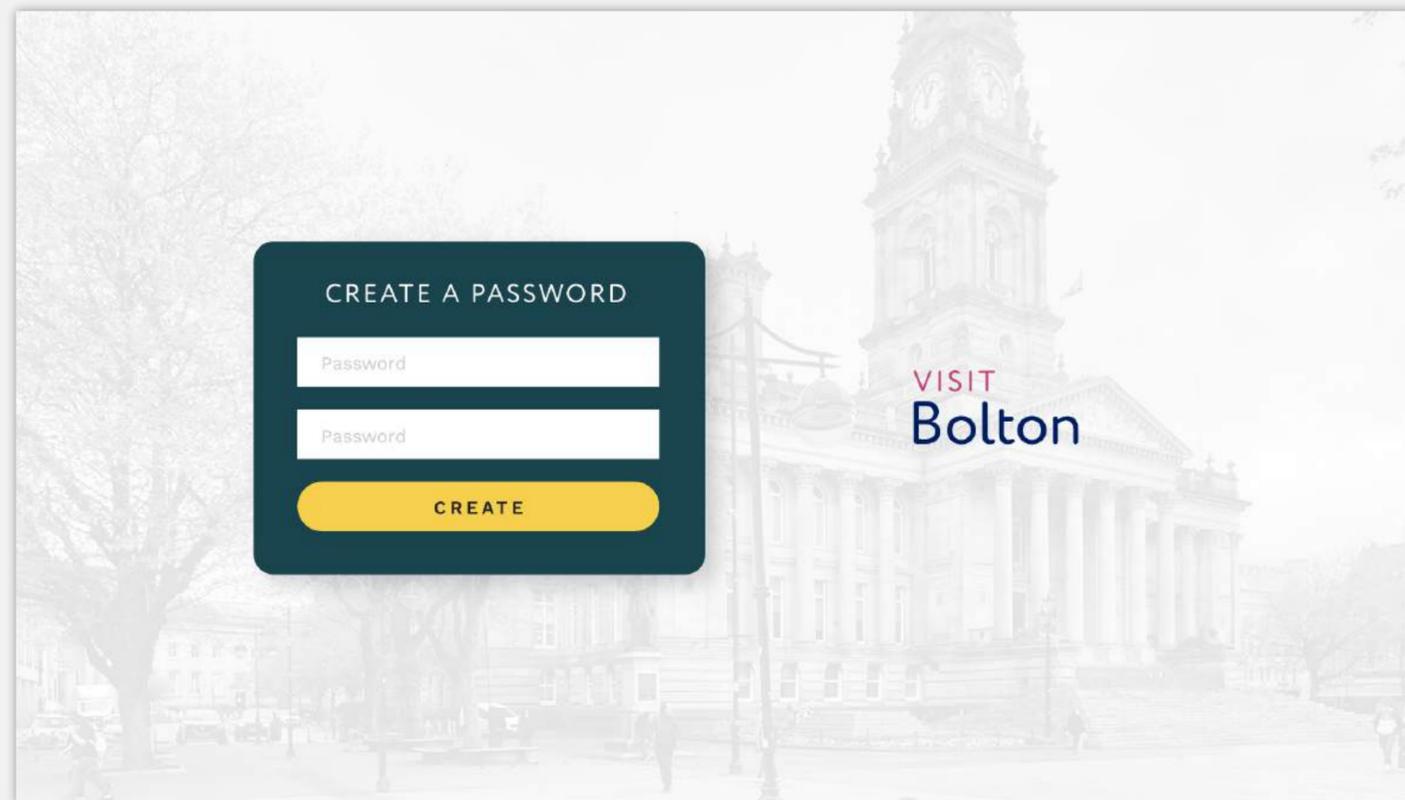


# YOUR DASHBOARD

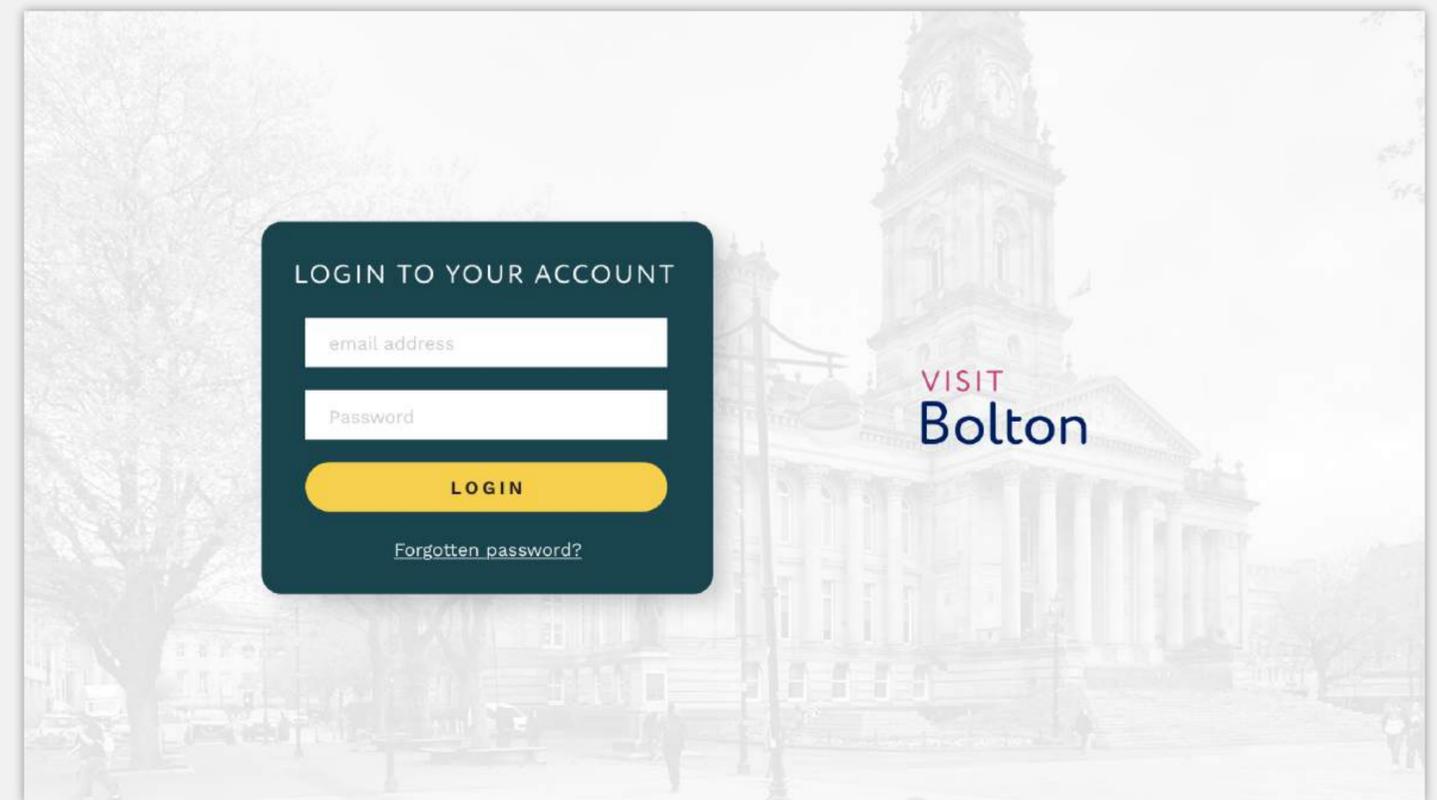
When you register an organisation, you will have exclusive access to an organisation portal.

The portal provides a snapshot of status updates and allows you to easily update organisation information and submit new events.

You will receive an invitation to complete your portal via email. Which will take you to a page that looks like this:

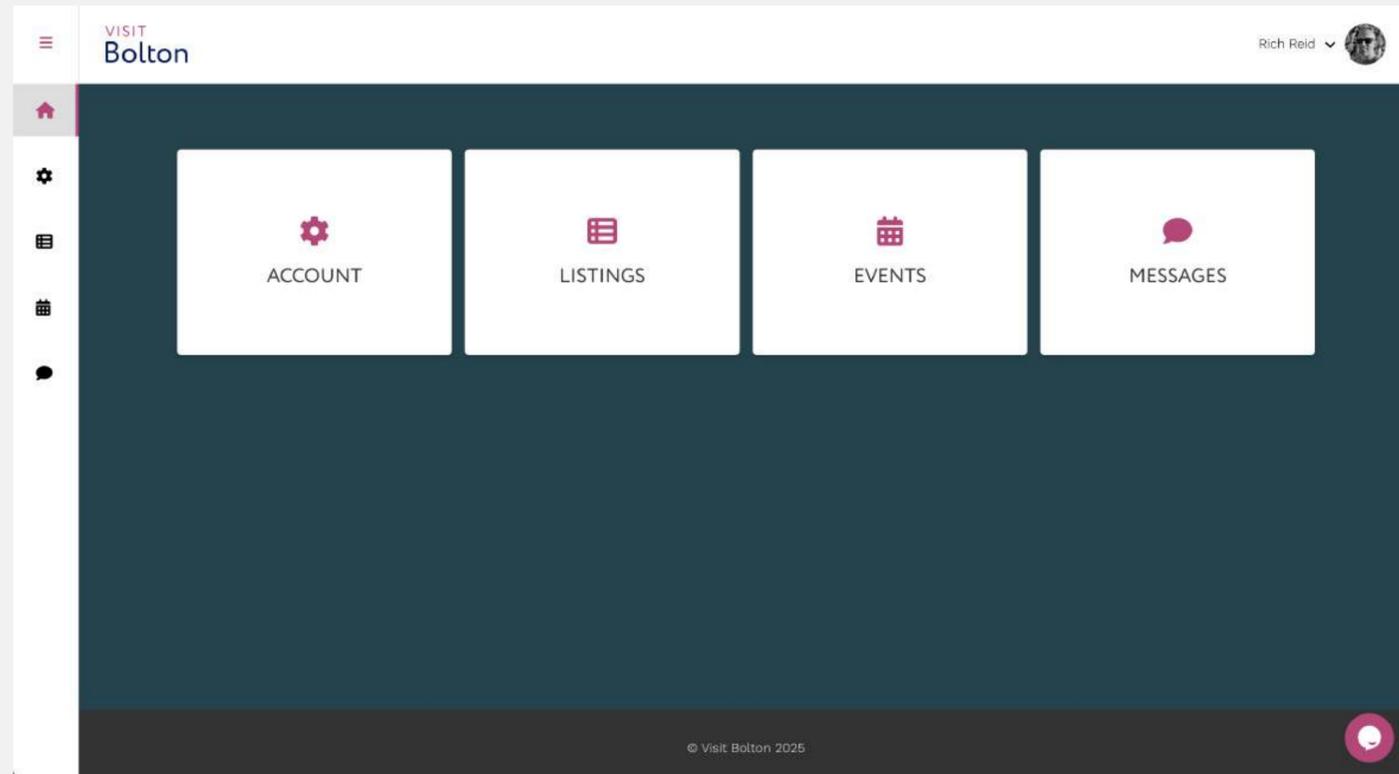


Simply create a password...

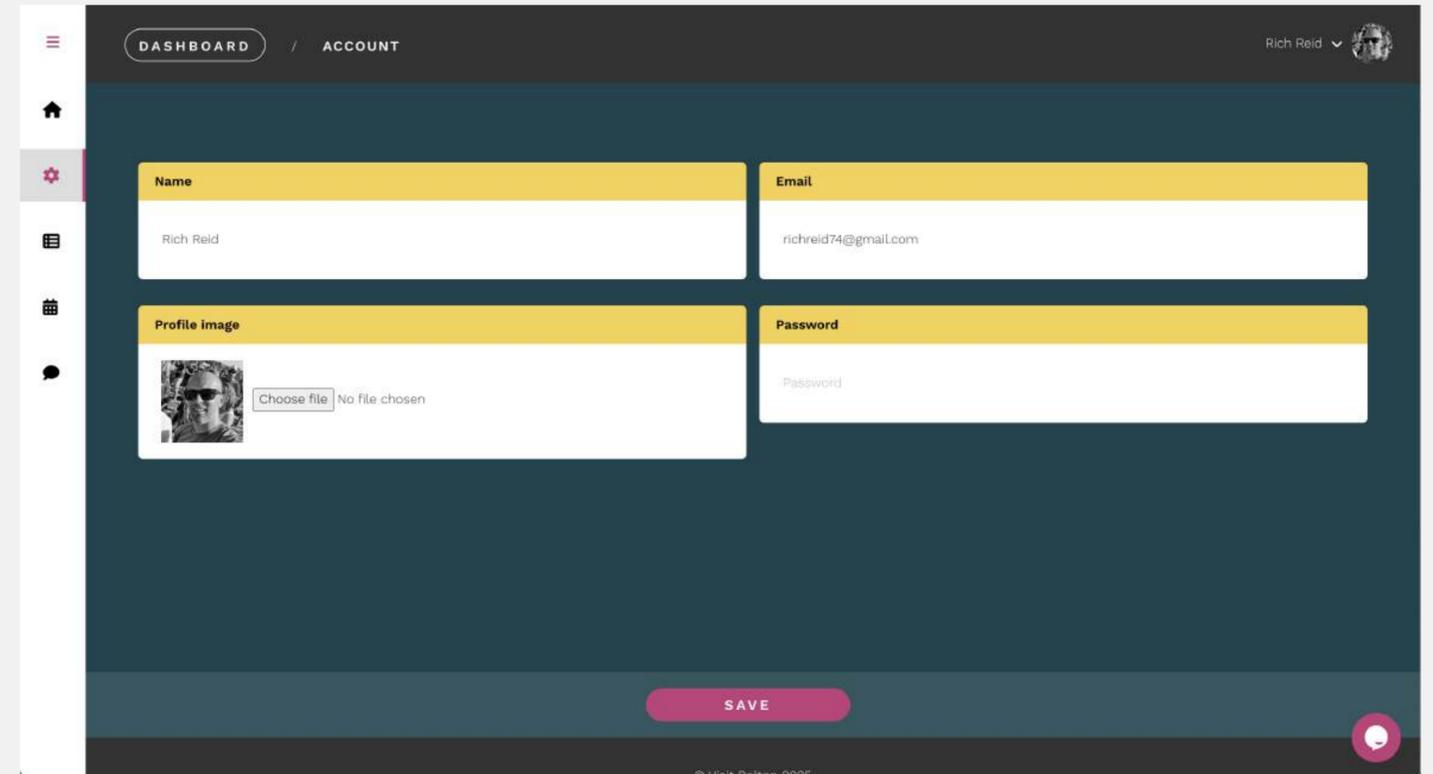


Then log in with the email address you used on your listing submission

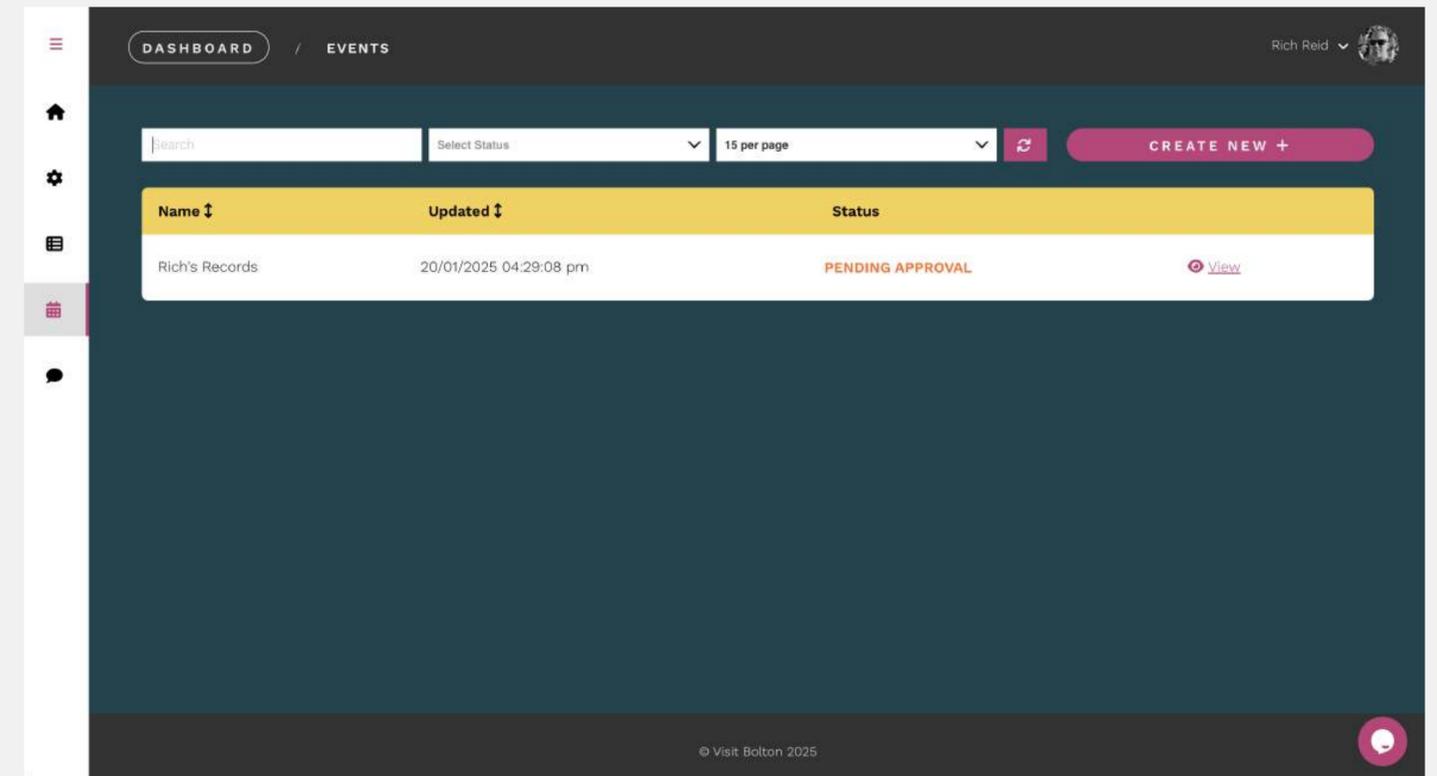
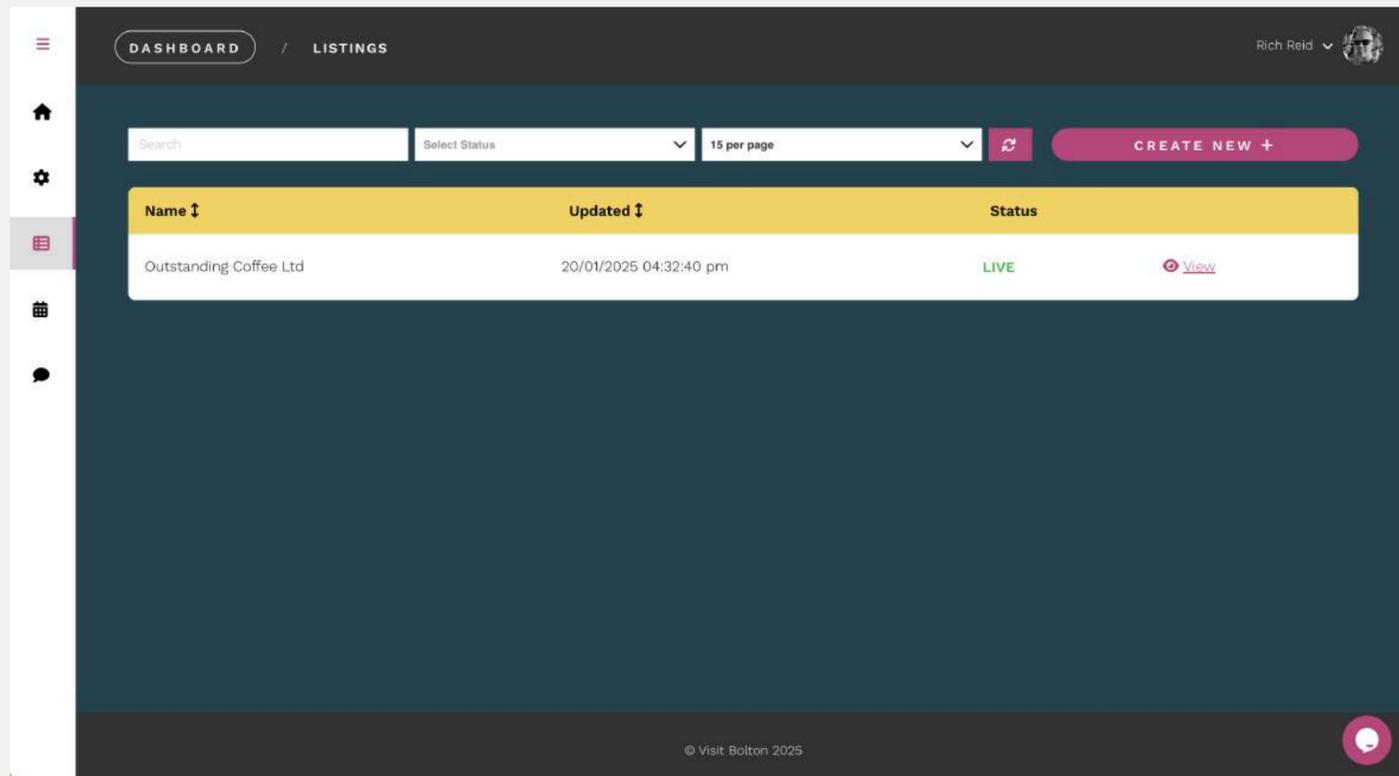
# WELCOME TO YOUR PORTAL



This is your dashboard.

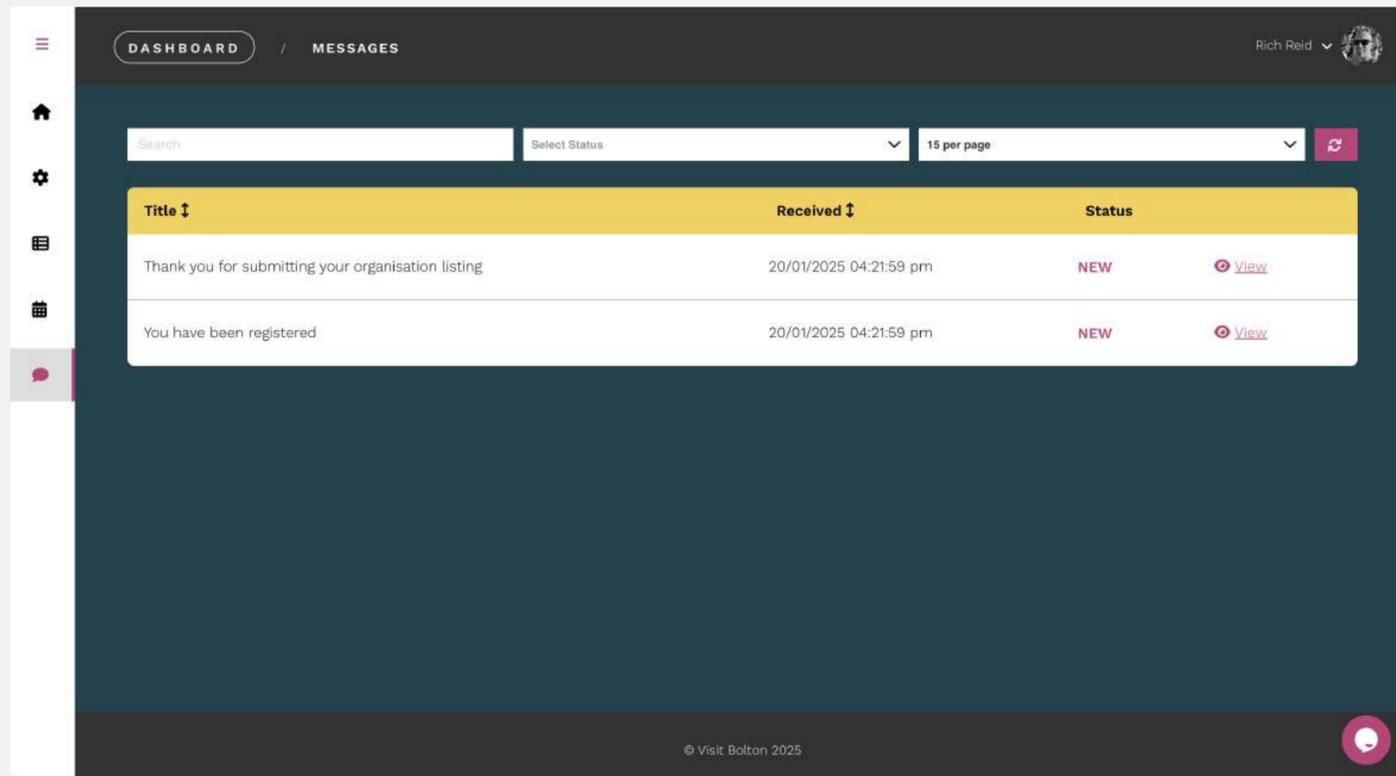


You can update your personal information in 'Account'.

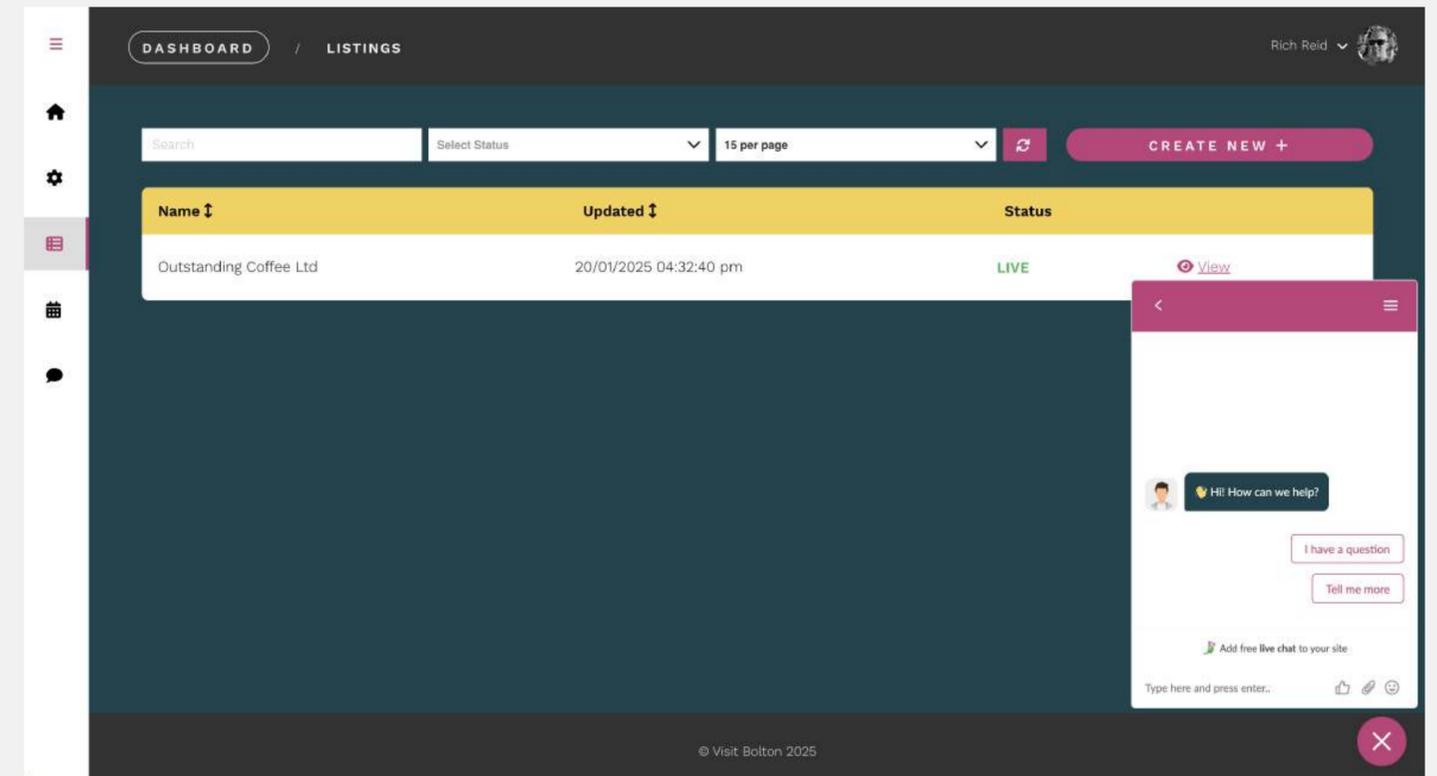


In 'Listings' you can view and manage your listings and view their current status.

You can also add and manage 'Events' in your portal and archive any you no longer want to promote.



And you will have access to a 'Message' board that Visit Bolton will use to communicate status updates to you.



When you're logged into your account, you will have access to a 'live chat' feature. If an administrator is available, they'll respond to your question straight away. If they are unavailable, your question will be raised as a 'ticket' and will be responded to in due course. If your question is time-critical, you can email [info@visitbolton.com](mailto:info@visitbolton.com) and the team will aim to reply as soon as possible.

# UPDATING AND MANAGING YOUR LISTING



## UPDATING AN ORGANISATION LISTING AFTER IT HAS BEEN PUBLISHED

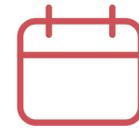
Updating your organisation listing is very easy:

- Simply log in to your portal and update the information you want to change
- Click 'submit' and the Visit Bolton team will review your amends
- The Visit Bolton team will email you to let you know whether amends have been approved or rejected. A copy of the outcome will also be held in your account on the portal
- If it has been rejected, the Visit Bolton team will tell you why so you can easily rectify and resubmit
- Typically, it will take the Visit Bolton team three working days to review and respond to an update. If your request is time-critical, please send a message to [info@visitbolton.com](mailto:info@visitbolton.com) and we will try our best to get back to you sooner

## ADDING MORE LISTINGS TO YOUR ORGANISATION PAGE

If you have more than one location or multiple branches and want to promote them, you can do so via your portal:

- Log in to your portal and click 'Create new' listing
- Add all of the relevant information of your new listing
- Click submit and the Visit Bolton team will review the listing and email you to let you know if it has been approved or rejected. A copy of the outcome will also be held in your account on the portal
- If it has been rejected, the Visit Bolton team will tell you why so you can easily rectify and resubmit
- Once approved, you'll receive a notification that your listing has been published



## ADDING EVENTS TO YOUR ORGANISATION PAGE

If your organisation is running an event, you can add it from your portal too:

- Log in to your portal and click 'Create new' on the event page
- Add all of the relevant information of your new event listing
- Click submit and the Visit Bolton team will review the listing and let you know if it has been approved or rejected (you can see status updates in your portal)
- If it has been rejected, the Visit Bolton team will tell you why so you can easily rectify and resubmit
- Once approved, you'll receive a notification that your event listing has been published

## UPDATING AN EVENT LISTING AFTER IT HAS GONE LIVE

If you **have an organisation page**, you can update any event information via your portal

If you **do not have an organisation page**, simply email [info@visitbolton.com](mailto:info@visitbolton.com) and our team will help you

## WHAT HAPPENS TO EVENT LISTINGS AFTER THE EVENT HAS TAKEN PLACE

Once an event has ended, it will be archived so the event will no longer be listed

If you **have an organisation listing** and want to reactivate an event, you can do so via your portal

If you **do not have an organisation listing** and want to reactivate, you will have to submit your event from new again and follow the approval process

# FREQUENTLY ASKED QUESTIONS

## Q: I WANT TO LIST BOTH AN ORGANISATION AND AN EVENT, WHAT ORDER SHOULD I DO THEM IN?

The best way to start is by listing your organisation first.

Once you submit this for approval, you will be emailed and instructed to set up your portal.

Follow the instructions and once you have accessed your dashboard, you will see an 'Events' option.

You can create a new listing for your event and submit it for approval. You can do this even if you're waiting for your organisation listing to be approved.

## Q: SHOULD I USE A BUSINESS EMAIL ADDRESS OR A PERSONAL EMAIL ADDRESS WHEN SETTING UP AN ORGANISATION LISTING?

We recommend you use a generic business email address when setting up your organisation listing.

Personnel can change, so if someone uses a personal email address, it could impact your ability to access your listing if the individual leaves your organisation/business.

So, if you use a generic business email address, such as an 'Info@' address that more than one person has access to, you're protecting access to your listing/account.

## Q: I SUBMITTED AN ORGANISATION BUT NOW WANT TO LIST AN EVENT, WHAT SHOULD I DO?

Simply go to your portal, click 'Events' and create a new listing for your event, complete the form and submit it for approval.

## Q: I SUBMITTED AN EVENT BUT NOW WANT TO LIST AN ORGANISATION, WHAT SHOULD I DO?

Go ahead and create your organisation listing.

Once you submit this for approval, you will be emailed and instructed to set up your portal.

Provided you have used the same personal email address, we will be able to 'connect' your event and organisation and you'll be able to manage both in your portal.

If you haven't used the same email address and now want to connect your organisation and event, simply use the live chat feature on our website to access support.

## Q: CAN I LIST MORE THAN ONE ORGANISATION?

Yes, no problem at all! If you have more than one branch, you can add more locations to your organisation page.

Go to your portal, hit 'Listings', click 'create new' and add the details to the submission page.

Click submit and the Visit Bolton team will review the listing and let you know if it has been approved or rejected.

If it has been rejected, the Visit Bolton team will tell you why so you can easily rectify and resubmit.

Once approved, you'll receive a notification that your listing has been published.

### Q: WHY DO I NEED TO ADD SPECIFIC INFORMATION ABOUT MY LISTING?

When people use our website, they use categories and sub-categories to narrow down their searches, depending on whether they're looking for things to do, where to eat, places to stay, etc.

By providing this information, you'll make it easier for residents and visitors to find your organisation and events.

The more you can tell people about your organisation and event, including venue amenities, the more you will help people plan for their trip which could encourage better footfall.

### Q: WHAT IF I WANT TO ADD A SUB-CATEGORY THAT ISN'T THERE?

We have carefully selected categories and sub-categories based on data that shows how people look for organisations and events.

Please choose the option most suited to your organisation/events.

### Q: DO I HAVE TO USE THE PORTAL?

If you list an organisation, you will be invited to create your portal profile. From here, you can update your listing as often as you like and keep your organisation's information up-to-date.

You can also post events that you hold and monitor status updates.

The portal offers a quick and easy way for you to update key information and keep visitors and local residents interested in what you have to offer.

Those who only wish to add events do not have to have a portal page.

### Q: DO I NEED TO HAVE AN ORGANISATION TO LIST AN EVENT?

No, you do not need to have an organisation listing to advertise an event.

### Q: HOW OFTEN CAN I UPDATE MY ORGANISATION LISTING?

Updates to organisation listings can be done as often as you wish.

If you have a new product offering, an update to a service or want to amend key information, you can do so!

Simply go to your portal, select the listing you wish to update and amend it. Once submitted, the Visit Bolton team will review the changes.

If updates are rejected, they'll tell you why so you can make amends and resubmit.

When live, they will email you to let you know if updates have been approved or rejected. A copy of the outcome will also be held in your account on the portal.

### Q: WHAT IF MY LISTING GETS REJECTED?

If your listing gets rejected, we will tell you why it has been rejected and provide advice on what you can do to ensure it meets our guidelines.

### Q: WHAT HAPPENS WHEN MY LISTING IS PUBLISHED?

You will receive an email/message in your portal to tell you that your listing has been approved and is now live and published on our website.

You can share your listing page on your marketing channels, including social media to raise awareness of your listing.

### Q: WHAT IF I NEED HELP FROM THE VISIT BOLTON TEAM?

If you need help with anything, there is live chat functionality on our portal that you can use to contact our team.

If you do not have a portal, contact us directly on [info@visitbolton.com](mailto:info@visitbolton.com)

### Q: HOW DO I RESET AN ACCOUNT IF I CANNOT LOGIN?

Being unable to access your account could happen for a number of reasons, for example, if a member of staff leaves and they used a personal email to set the account up or if you forget login details.

To request access you can email us directly: [info@visitbolton.com](mailto:info@visitbolton.com) and we'll help you to reset your account.



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