

A GUIDE TO PROMOTE YOUR GREAT EVENTS ON MAINLAND.VISITCURRITUCK.COM



Developed in partnership with

ITIDIGITAL
travel software solutions

MAINLAND.VISITCURRITUCK.COM IS PARTNERING WITH ITI DIGITAL TO PROMOTE YOUR EVENTS

If you regularly host events, be sure to create them online or submit them to the newest events calendar for further visibility and promotion!

Publish your events on Facebook, Eventbrite, Etix.com, or any other platform. We will automatically aggregate them! Alternatively, you can manually add your event to the Currituck Mainland Events Calendar by visiting mainland.visitcurrituck.com



[FREE]

Submit on the Keep it Local website events calendar.



[FREE]

Post to Eventbrite. For non-ticketed events, it's free!

Search



[FREE]

Ensure your website and calendar follow SEO best practices for your event to be listed on Google Search.

WHY IS THIS IMPORTANT?

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



THE NEW MAINLAND.VISITCURRITUCK.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 community-friendly event will be promoted on the new **Currituck Mainland Events Calendar**, reaching a new audience in a fun and interactive way.

Go to the Currituck Mainland Events Calendar by visiting
mainland.visitcurrituck.com

FILTER BY DATE


EVENT CATEGORIES

VIEW ON MAP


OR

search events

SUBMIT YOUR EVENT




KARAOKE DANCE PARTY




LOCAL CRAFT BEERS / FIRE PITS
w/ BAKER STREET

Mar 15, 2024
Fri, 5:00 PM - 10:00 PM (EDT)
HOSTED BY: Currituck Trading Post
Address: 3581 Caratoke Hwy, Maple, NC, 45 people responded




BarCats at Buffalo City Distillery

Mar 15, 2024
Multiple times
HOSTED BY: Buffalo City Distillery
Address: 8821 Caratoke Hwy, Point Harbor, NC




Parents Time Out

Mar 16 - 22, 2024
Multiple times
HOSTED BY: Currituck Family YMCA
Address: 130 Community Way, Barco, NC, United States, North Carolina 27917, 1 person responded




Jonny Waters

Mar 16 - Aug 23, 2024
Multiple times
HOSTED BY: Blue 42's Brewing Barn
Address: Blue 42's Brewing Barn, 2132 Caratoke Hwy, Moyock, NC

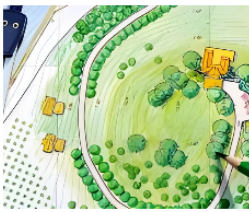


Patrick's Day Party


Mar 16, 2024
Sat, 7:00 PM - 11:00 PM (EDT)
HOSTED BY: Currituck Trading Post
Address: 3581 Caratoke Hwy, Maple, NC, 49 people responded




Currituck Home Meet #1




Landscape Design




Sip & Paint



NOURISHING OUR NEIGHBORS
CURRITUCK FAMILY MOBILE FOOD PANTRY



OYSTER FEST
SATURDAY MARCH 23RD

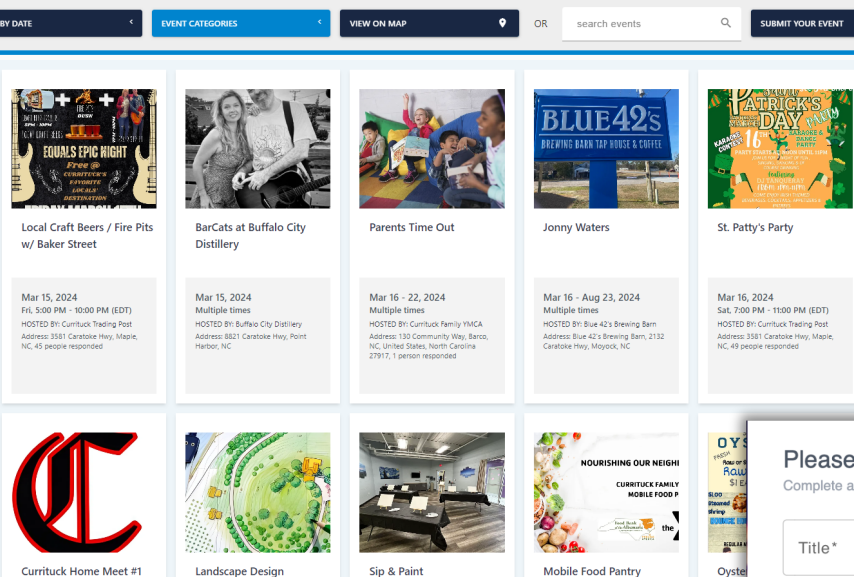


PET TRE

HOW TO PROMOTE YOUR EVENTS

OPTION 1: SUBMIT YOUR EVENT ON THE MAINLAND.VISITCURRITUCK.COM PAGE ONLINE FORM

Fill out the form to manually submit your event for promotion on the *mainland.visitcurrituck.com* Events calendar. We recommend submitting your events as soon as possible, as this allows more promotional and visibility time.



BY DATE EVENT CATEGORIES VIEW ON MAP OR search events SUBMIT YOUR EVENT

Local Craft Beers / Fire Pits w/ Baker Street	BarCats at Buffalo City Distillery	Parents Time Out	Jonny Waters	St. Patty's Party
Mar 15, 2024 Fri, 5:00 PM - 10:00 PM (EDT) HOSTED BY: Currituck Trading Post Address: 3581 Carotake Hwy, Maple, NC, 45 people responded	Mar 15, 2024 Multiple times HOSTED BY: Buffalo City Distillery Address: 8821 Carotake Hwy, Point Harbor, NC	Mar 16 - 22, 2024 Multiple times HOSTED BY: Currituck Family YMCA Address: 130 Community Way, Bards, NC, United States, North Carolina 27917, 1 person responded	Mar 16 - Aug 23, 2024 Multiple times HOSTED BY: Blue 42's Brewing Barn Address: Blue 42's Brewing Barn, 2132 Carotake Hwy, Moyock, NC	Mar 16, 2024 Sat, 7:00 PM - 11:00 PM (EDT) HOSTED BY: Currituck Trading Post Address: 3581 Carotake Hwy, Maple, NC, 49 people responded

Currituck Home Meet #1 Landscape Design Sip & Paint Mobile Food Pantry Oyster

Click "Submit Your Event" and fill out the form.

Allow 48 hours for our staff to review and approve your event.

Please fill in your event info

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

Title *	☆
Host *	👤
Location / Venue Name	🏠
Location / Address * (or check Virtual Events)	📍
Start typing the physical address and select from a verified Google Maps address below	
<input type="checkbox"/> Virtual Event	<input type="checkbox"/> Hybrid Event
Event Organizer Email Address	✉
Event URL for more information (if applicable)	🔗

OPTION 2: CREATE YOUR EVENT ON EVENTBRITE



You can get an event live on Eventbrite for free in just 3 simple steps. Eventbrite is a free event promotion platform. To list an event is free, and for ticketed events, they will charge a % fee for ticket sales.

Once you create your account on the Edit page (Event Details, Create Ticket, 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 the 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 it 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 tutorial.](#)

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

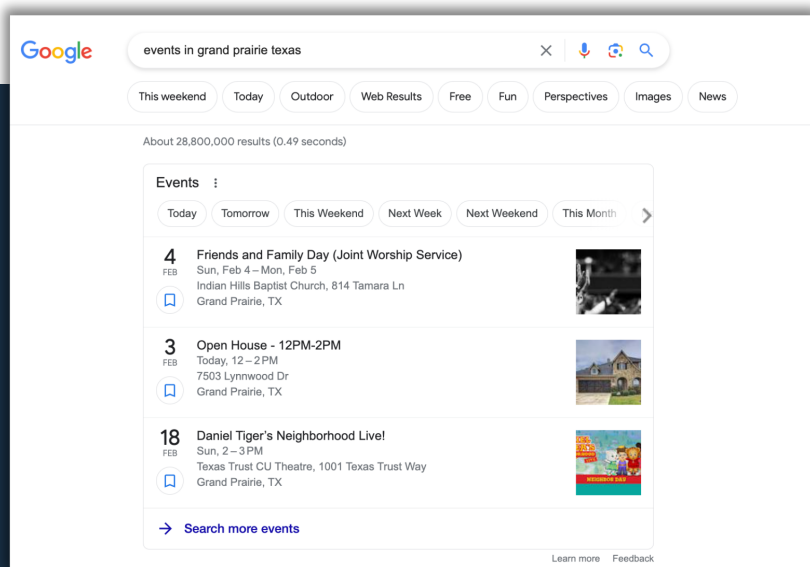
Search

If you produce any type of event, you can help people discover your events with the event search experience on Google. Have a concert or hosting a workshop? Event markup allows people to discover your event when they search for "concerts this weekend" or "workshops near me." People can also discover your event when they search for venues, such as sports stadiums or a local pub.

Aside from allowing your event to be pulled into the Events Calendar, SEO on your business website helps bring quality organic traffic.

HOW TO PREPARE YOUR EVENTS FOR GOOGLE LISTINGS?

- Ensure events on your business website are set **with unique URLs** so that Google can "find" them and display them to a broader audience.
- Add **as many details to your event listings as possible**, such as address, ticket information, links, categories, etc.
- If you use a CMS (for example, WordPress) and you don't have access to your HTML, check with your CMS to see if there's a plugin that can add structured data to your site for you. Alternatively, you can use the Data Highlighter to tell Google about your events without editing the HTML of your site.





QUESTIONS?

County of Currituck, NC

Phone: 252-232-2075

mainland.visitcurrituck.com

Developed in partnership with

ITIDIGITAL