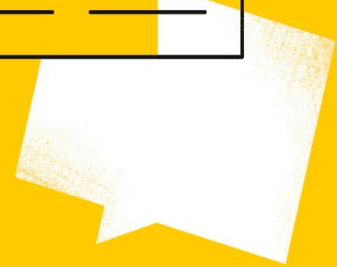
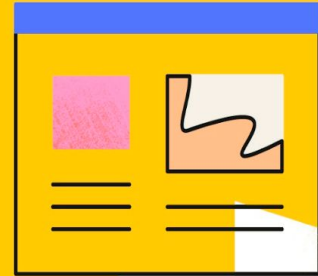


**Welcome to Culture & Tourism  
Connected, the listings platform  
that powers your venue  
information.**



**Let's quickly run through how to create your account and organisation, so you can add your venues and events.**

# Creating an account

Go to the 'Submit events and venues' page on any of the following destination websites: [Visit Birmingham](#), [Destination Coventry](#), [Discover Dudley](#), [Visit Sandwell](#) or [Visit Solihull](#).

Click on 'create a new account'. Here you will need to fill in the following information:

**Full name** – This is your own name, in full. For example, 'Jane Smith'.

**Job title** – This is your job title in your current role.

**Organisation** – Begin typing the name of your organisation into this field. A dropdown list will appear – scroll down and select yours. If your organisation is not listed yet, please tick 'my organisation not listed'. Once you have clicked 'register', the next page will take you to create your organisation.

**Phone number** – This can be your work or personal phone number.

**Email address** – Add in your professional email address.

**Password** – Add in and confirm a strong password.

Once you have selected the box agreeing to our terms and conditions you should be able to click *Register*.

Your account will be approved shortly.

For your account to be approved, you must have selected an organisation or created your new organisation listing. Please contact [Paul.Marshall@wmgrowth.com](mailto:Paul.Marshall@wmgrowth.com) for more information.

## Register for an account

### Your details

Full name \*

Job title \*

Organisation \*

Select or type to search for an item

My organisation is not listed  
If your organisation isn't listed yet, you'll need to add it to Culture Hosts from the next page.

Phone number \*

### Your login

Email address \*

Password \*

Confirm Password \*

### Complete your Registration

Opt in to email notifications \*

Yes  No

Terms \*

Tick this box to confirm you've agreed to our terms and conditions.

Register

# Creating an organisation

**You need to set your organisation before you can add venues or events.**

Your organisation is not published to the listings site.

It controls who can manage records with you. Users in the same organisation can manage the same events and venues.

Please supply the following information:

**Organisation name** - If you are part of an organisation that runs several venues, please use the parent organisation details.

**Description** - provide a short description of your organisation, including the key information someone might need to know.

**Images** - Add up to 7 high-quality images, ideally in JPEG, GIF or PNG format. These need to be minimum 800 in width and 600 in height.

**Organisation type** - click on the drop down menu and select the category that best describes your organisation from the list.

**Legal Name / Company / VAT / Charity Number** - you'll need to fill in the fields with the organisation's information so we can verify the organisation. If you don't have this information to hand, leave it blank.

## Basic information

Set up and illustrate your listing.

Organisation name

Description

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Describe your opportunity. Try to avoid "arts speak" and don't include web links (add one below instead).

Images \*

+ Add Image

Add up to 7 high quality images. Try to use ones that are at least 800 pixels wide. The first image you upload will be the main image for this listing.

Organisation type \*

Select or type to search for an item

Choose the one that best fits.

## Who runs this organisation?

Legal Name \*

Example Company Ltd.

Add the full formal name of the company, charity or organisation.

Company Number

00000000

VAT Number

GB000000000

Charity Number

0000000

**Address** – Supply the official address of the company.

**Email address** – Where possible, this should be the email address used for general enquiries.

**Telephone** – Again, this should be for general enquiries.

**Website** – This should be the homepage of the organisation’s website. The URL must start with **https://**.

**Facebook / Twitter / Instagram** – when adding social media accounts, paste in the full URL to the individual pages, not just account names or handles. E.g. [‘https://www.facebook.com/visitbirmingham’](https://www.facebook.com/visitbirmingham) and not just [‘@visitbirmingham’](#).

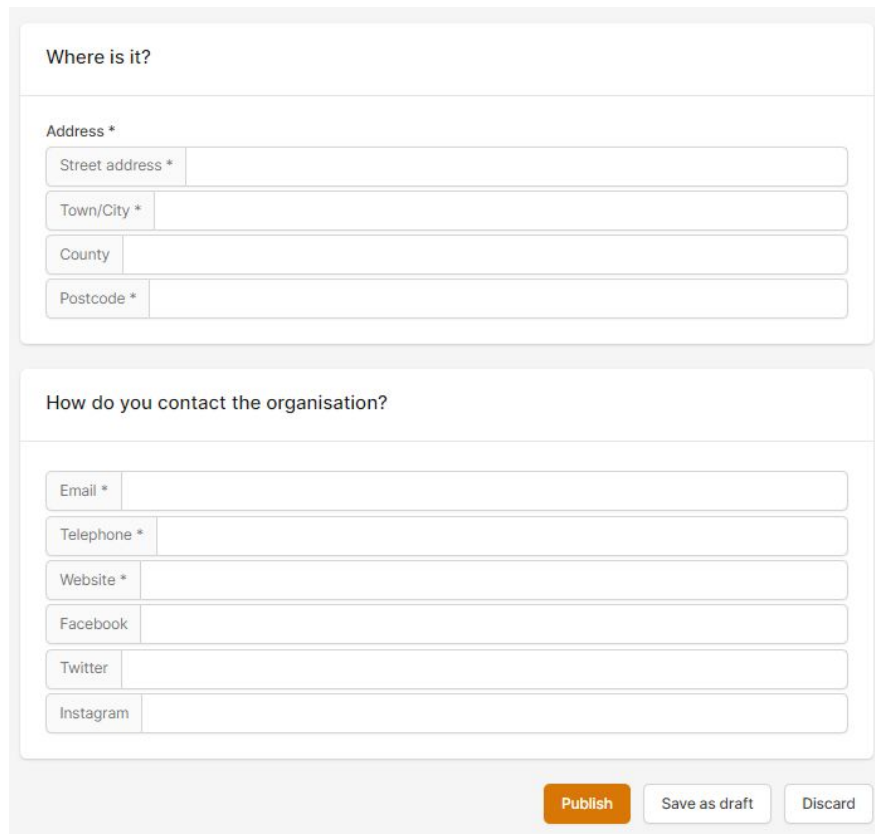
Once all the fields are complete, you can select from the three buttons at the bottom of the page:

**Publish** – This will publish the organisation listing, making it public to the listing sites.

**Save as draft** – This will save the listing up to that point. You can find your drafts by clicking on ‘My listings’, and then selecting ‘Organisation listings’ from the dropdown menu.

**Discard** – Only select this button if you want to permanently delete the listing draft.

Now you have created your organisation, your account will be approved shortly. Please contact [Paul.Marshall@wmgrowth.com](mailto:Paul.Marshall@wmgrowth.com) for more information.



Where is it?

Address \*

Street address \*

Town/City \*

County

Postcode \*

How do you contact the organisation?

Email \*

Telephone \*

Website \*

Facebook

Twitter

Instagram

Publish Save as draft Discard

**Now you have completed the setup of your account, let's run through how to create your venues and events.**

# Creating your venue

Your venue is separate from your organisation and is automatically attached to it.

You can have multiple venues attached to your organisation each with their own events.

**Venue name** - This should be the official, public name of the venue.

**Description** - Supply a short description with all the key information someone might need to know.

**Images** - Add up to seven high-quality images of your venue, ideally in JPEG, GIF or PNG format. This must be at least 800 pixels in width and 600 in height. This should always be photography and never contain any logos or text.

**Main venue type** - Select the venue type that best describes your venue by clicking on the dropdown box.

**Is this part of a multi-purpose venue?** - Select **YES** if you are adding a venue that is housed within a larger venue (e.g. a cafe that is part of an art gallery). Select **NO** if you are adding a standalone venue, or a parent venue that contains smaller venues.

**Specific venue type** - Select the venue type that best describes your venue by clicking on the dropdown box.

Note: you only need to fill out the fields marked \*

**Address** - Fill in the venue's official address. Beneath this you can add information about how to get to the venue by car, train, or by other routes including buses, cycling and walking.

**Free entry** - Select Yes or No if people do or do not need to pay to enter this venue.

## Basic information

Set up and illustrate your listing.

Venue name \*

Description \*

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Give a short overview of the venue.

Images \*

+ Add Image

Add up to 7 high quality images. Try to use ones that are at least 800 pixels wide. The first image you upload will be the main image for this listing.

## What kind of venue is this?

Main venue type \*

Venue or attraction

Choose the one that's most relevant.

Is this part of a multi-purpose venue? \*

Yes

No

Is this venue housed within a larger one? If you're adding the multipurpose venue itself, choose 'no' here. You can then add the smaller venues that are part of it later.

Select specific venue type \*

Select or type to search for an item

Help us narrow down the type of venue even further. Add as many as are relevant..

Accepts reservations

Yes

No

Does this venue take reservations?

Awards

Select an item or type a new name

Type the name of the award to add it.

**Price range** – Set the minimum and maximum price a visitor may pay to enter this venue.

**Family friendly** – Select Yes or No if this venue is suitable for families with children.

**Accessibility** – Select all options that are relevant to the venue from the drop down menu.

**Other facilities** – Select all options that are relevant to the venue from the drop down menu.

**Public access** – Select Yes if the public are welcome to visit this venue. Select No if this venue is closed to the public. If you select Yes, please fill out the opening and closing times of the venue.

**Website** – This should be the homepage of the venue’s website. Please copy and paste the URL, including **https://**.

**Email** – Where possible, this should be the general enquiries email address for the venue

**Telephone** – Again, this should be for general enquiries

**Facebook / Twitter / Instagram** – When adding the venue’s social media accounts, paste in the full URL for the individual pages, not just the account names or handle. So [‘https://facebook.com/visitbirmingham’](https://facebook.com/visitbirmingham) and not [‘@visitbirmingham’](#).

Once all the fields are complete, you can select to either:

**Publish** – This will make the listing visible to the destination sites to publish. You will now be able to create events happening at this venue.

**Save as draft** – This will save the listing and any information you’ve supplied up to that point. The listing won’t yet be public. Go to ‘Venue listings’ to carry on editing the listing.

**Discard** – Only select this button if you want to permanently delete the draft of the listing.

Who is it for?

Free entry \*  
 Yes  No

Price range \*  
From  To

Please consider all relevant booking fees within this cost.

Family friendly  
 Yes  No

Is the venue suitable for families, including children?

Accessibility

Add as many as are relevant.

Other facilities

Add as many as are relevant.

When is it open?

Public access  
 Yes  No

When can members of the public visit this venue?

How do you contact the venue?

Website \*

Email

Telephone

Facebook

Twitter

Instagram



# Creating your events

Please supply the following information:

The event upload form is designed to gather the essential information needed to power event listings.

**Event name** – This should be the official, public name of the event.

**Description** – Supply a short description of the event, including all of the key information someone might need to know. Do not include links – you can add these below.

**Images** – Add up to seven high-quality images of the event from your files, ideally in JPEG, GIF or PNG format. These images must be at least 800 pixels wide and 600 pixels in height. You can remove an image by clicking the cross next to its name.

**Is this a collection of smaller events?** – Select NO if you are adding a standalone event. Select YES if you are adding an umbrella event that encompasses a series of smaller events. E.g. a festival or symposium.

**Is this part of a bigger event?** – Select YES if the event you are adding comes under the umbrella of a major event (e.g. a festival). If you select YES, please choose the umbrella event from the dropdown list. If this is not listed yet, click the ‘my event is not listed’. You will be able to create this event on the next page.

**Category** – Please select a primary and secondary category that best describes your event by clicking on the drop down boxes.

**Online event** – Choose between if the only way to attend your event is at a physical venue, or just online or will take place in both a physical venue and online.

**Main venue** – Unless the event is online only, select a ‘Main venue’ from the dropdown box below. If the venue isn’t yet listed, click the ‘my venue is not listed’. You will be able to create this venue on the next page.

Set up and illustrate your listing.

Event name \*

Name your event. Be descriptive but brief.

Description \*

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Give a synopsis of your event.


Additional information

Give any extra details that don't feel like they belong in the main description.

Images \*

+ Add Image

Add up to 7 high quality images. Try to use ones that are at least 800 pixels wide. The first image you upload will be the main image for this listing.

What kind of event? 

Is this a collection of smaller events? \*

Yes No

Choose yes if you're adding a festival or similar collection of events.

Is this part of a bigger event? \*

Yes No

Is this event part of a festival or similar collection of events? If you're adding the festival/collection itself, choose 'no' here.

Category \*

Primary\* Visual arts

Secondary Select or type to search for an item

Choose the one or two that best fit

Where is it held?

Online event \*

Physical event only Online only Both

Main venue \*

Select or type to search for an item

My venue is not listed  
If your venue isn't listed yet, you'll be able to add it from the next page.

**Is the event bookable?** – Select YES if tickets to the event can be booked in advance. Select NO if tickets cannot be booked in advance.

**Is the event free to attend?** – Select YES if visitors can attend without paying. Select NO if visitors must pay to attend.

**Price range** – Set the minimum and maximum ticket price for the event. If tickets are priced the same, put the same figure in each field.

**Event page web link** – Copy and paste the official website for the event. This should be where people can book tickets or find out more. Note: the URL must begin with <https://>.

**Family friendly** – Select YES if this event is suitable for families with children.

**Age range** – Supply the minimum and maximum ages the event is aimed at or suitable for.

**Accessibility** – Select all options that are relevant to the event from the drop down menu.

**Date & time** – Select the overall start and finish date of the event. There is a button to add additional dates, or to add a recurring date if applicable.

Once all the fields are complete, you can select to either:

**Publish** – This makes it visible to the destination sites for them to publish. Please note that it is not published automatically to the destination sites (due to quality checks) and may take up to 48 hours to appear.

**Save as draft** – This will save the listing and any information you've supplied up to that point. The listing won't yet be public. You can continue to edit by going to 'My listings' and then 'Event listings' from the drop down menu.

**Discard** – Only select this button if you want to permanently delete the draft of the listing.

How do people attend?

Is the event bookable? \*

Is the event free to attend? \*


Price range\*

From  To

Set the typical minimum and maximum ticket price

Event page web link \*

Where should attendees go to book or find out more?

Who is it for? 

Family friendly

Is the event suitable for families, including children?

Age range

From  To

What age range is the event primarily aimed at?

Accessibility

Add any that are relevant.

When does it happen?

Date & time \*

Start  End

You can leave the times blank if it's an all-day event.

Sessions

Add each date and time the event occurs.

**Please see our FAQs slides for  
support or contact  
[tourism@wmgrowth.com](mailto:tourism@wmgrowth.com)  
for additional enquiries.**



## FAQs

I have published my event / venue. Why isn't it showing on the destination websites?

Your listings are not uploaded automatically to destination websites. It can take up to 48 hours for it to be published to the site due to quality checks. If your listing is still not appearing on the site after this time, please contact [tourism@wmgrowth.com](mailto:tourism@wmgrowth.com).

My event is cancelled / my venue is permanently closed. How can I remove it from the destination websites?

Please contact the destination website directly if your event is cancelled or your venue is permanently closed and they will be able to remove it for you.

I'm seeing the error message, "this page has expired".

Please: (1) temporarily disable any browser extensions such as Ad blockers and see if that fixes it, (2) clear your cache, or try a different browser or "incognito" window if you'd prefer not to do that.

If this doesn't help, please contact [tourism@wmgrowth.com](mailto:tourism@wmgrowth.com) with: (1) the full URL of the page where you are seeing the error, (2) the browser and version you are using (e.g. "Chrome version 98"), and (3) the OS and version (e.g. "Windows 10"/"MAC OS Catalina").

I have created my organisation, but I can't see it in my venue listings or on the listed venue drop down box.

You must create your organisation and venue separately. The organisation listing is just used to control who can manage listings with you.