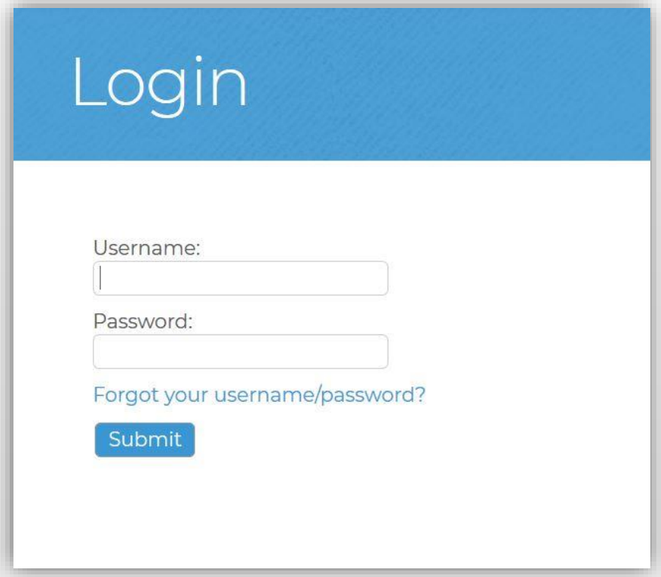
COASTAL ALABAMA BUSINESS CHAMBER

Guide:
Post an Event

Powered by:

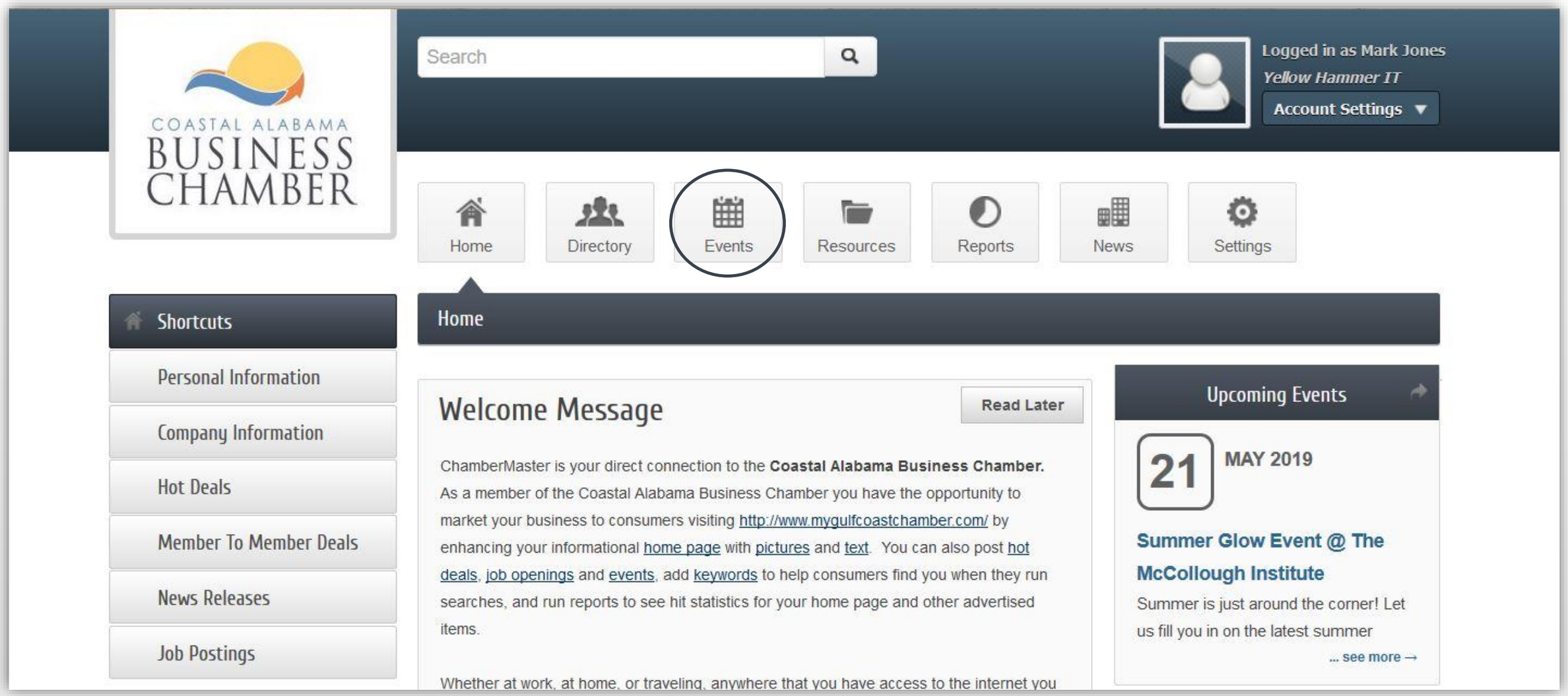
YellowHammer IT
Information Technology Services & Support

Step 1 Log in to the Chamber Portal



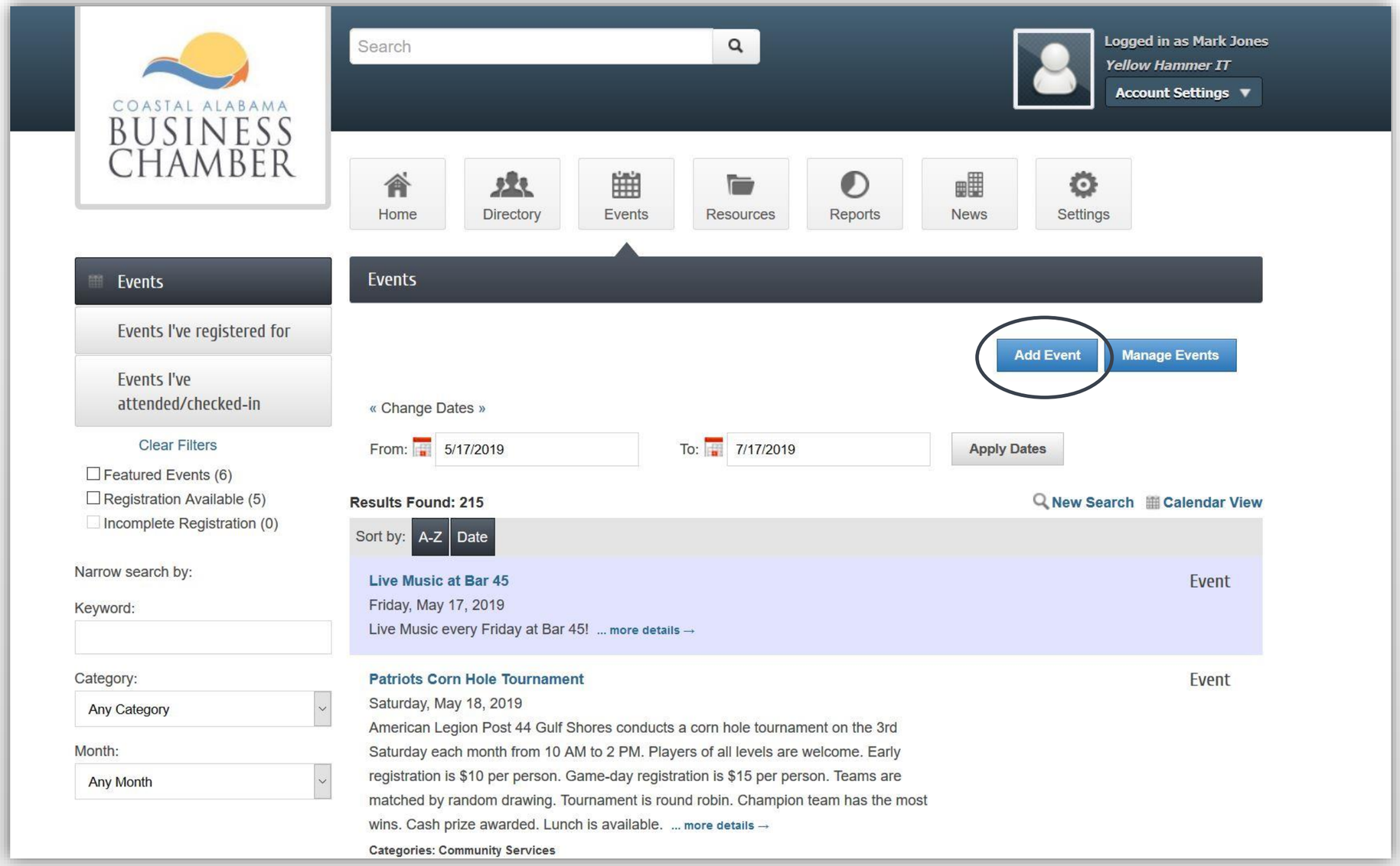
Step 2 Select Events

From the Home page, select Events.



Step 3 Choose Add Event

To add an event, select Add Event.



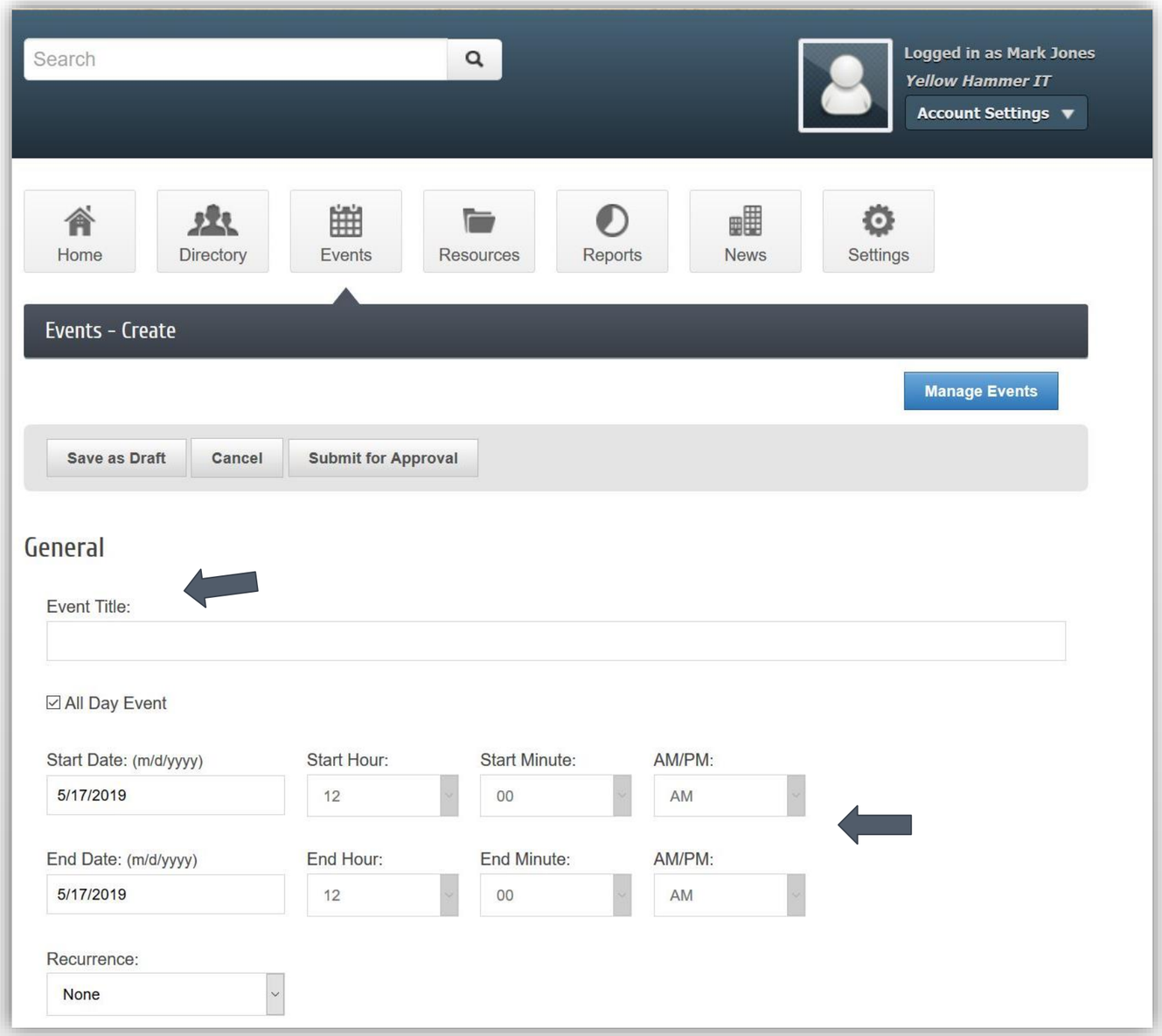
Step 4 Populate the General Fields

Include a concise title for your event.

Adjust dates and times to fit your specific event needs.

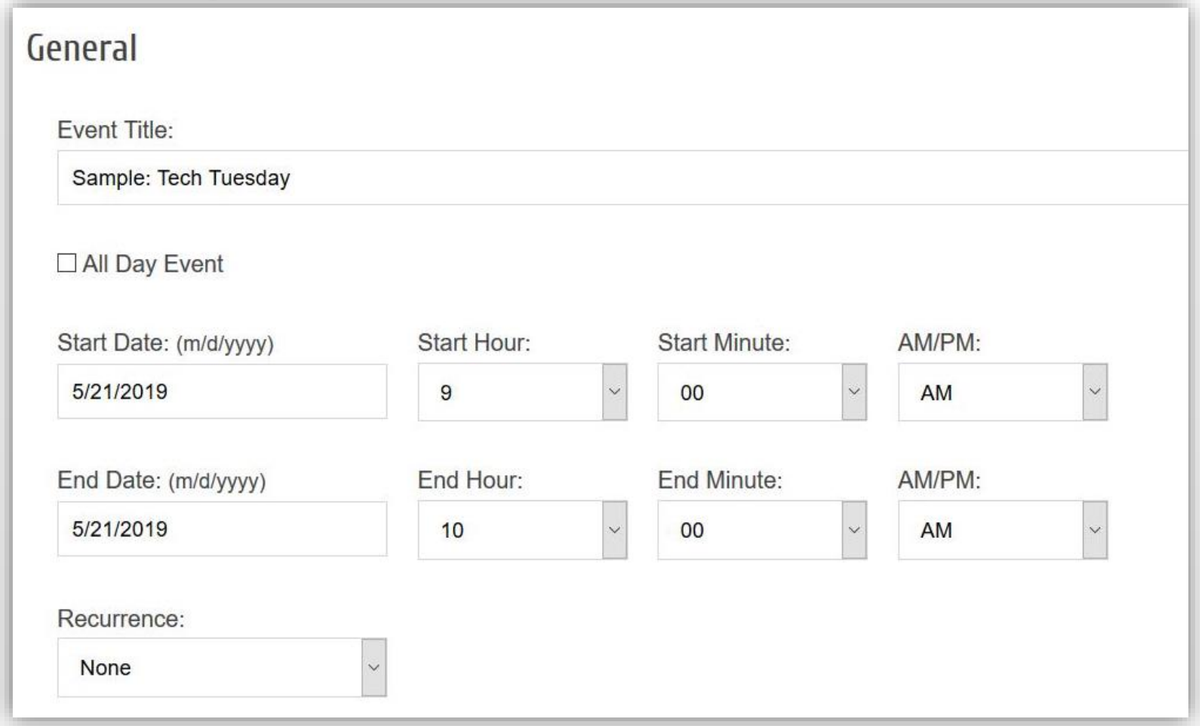
- Include Start Date and End Date
- Specify Start Hour and End Hour (AM or PM)
- If a recurring event, select Recurrence

This will post to the Chamber Events Calendar on the date/times you select.

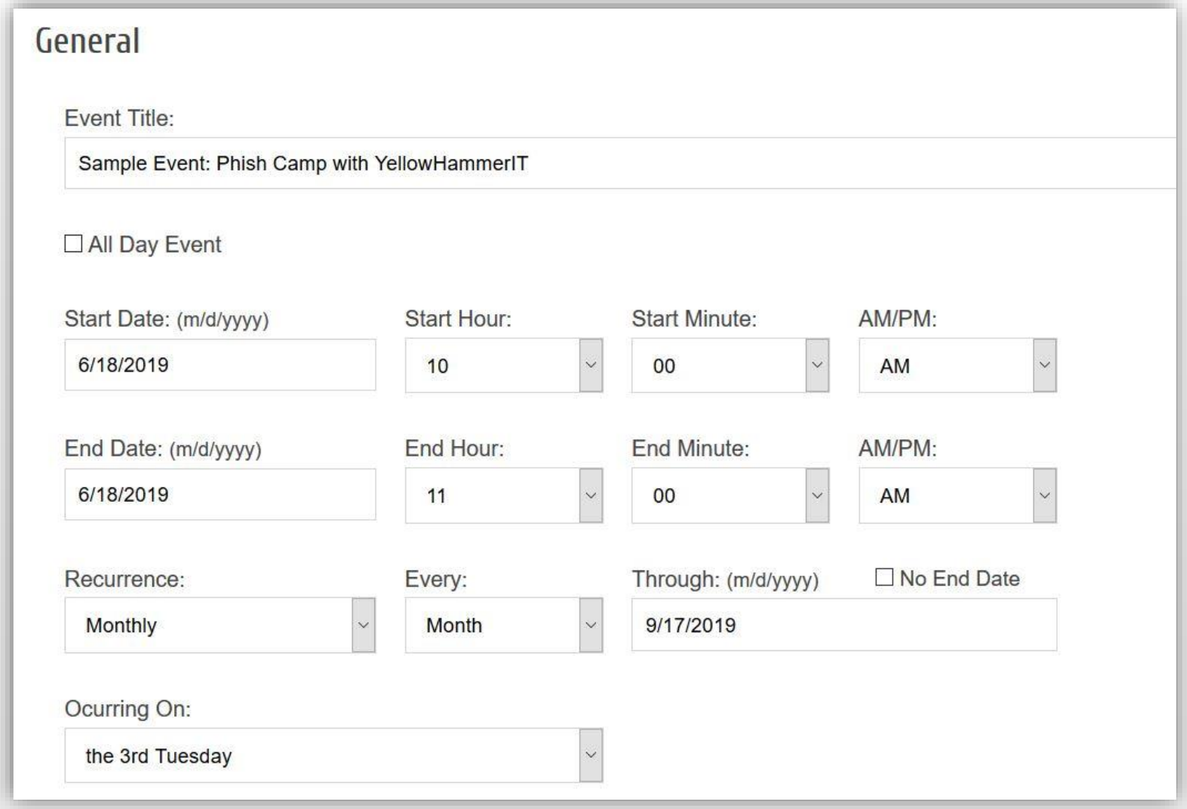


Examples One-time vs. Recurring Events

One-time event
Occurring on May 21 from 9AM-10AM

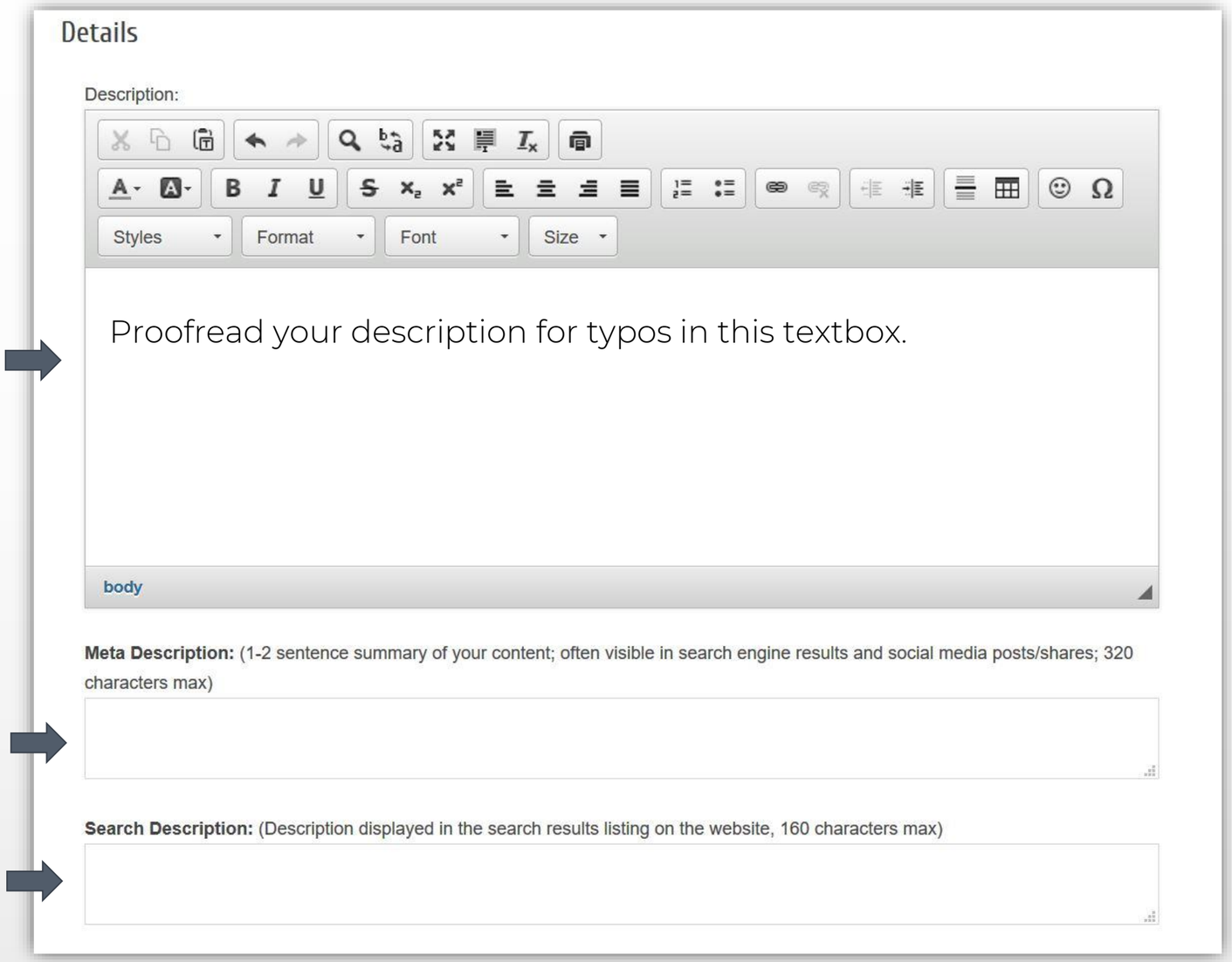


Recurring event
Occurring the 3rd Tuesday from June 18 – Sept 17



Step 5 Describe the Event

Create an inviting description of your event.

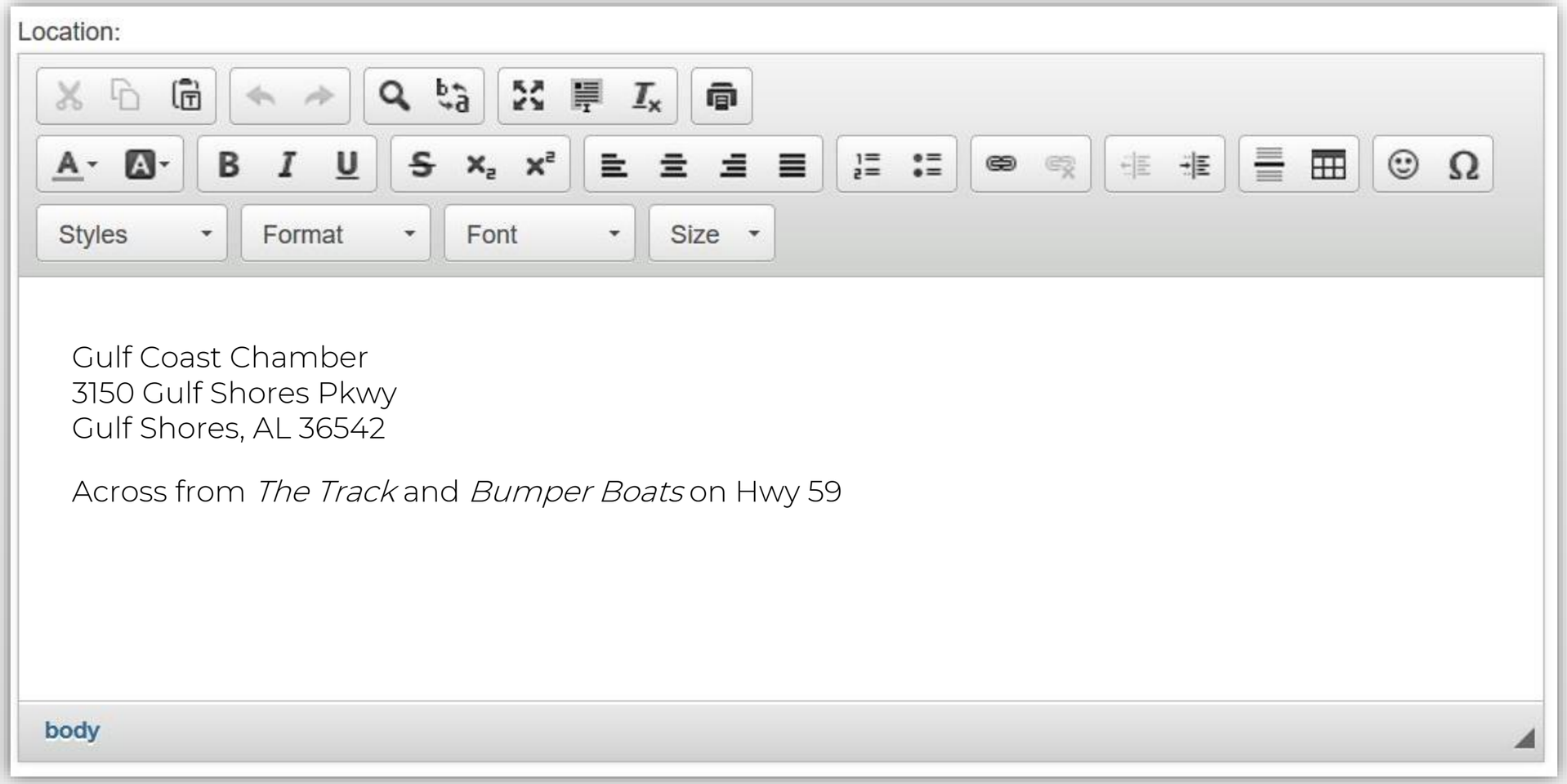


Meta & Search Description Strategies:

- Include relevant key word(s) about your event
- Convey value to the reader
- Include call to action (Join, Register, Attend)

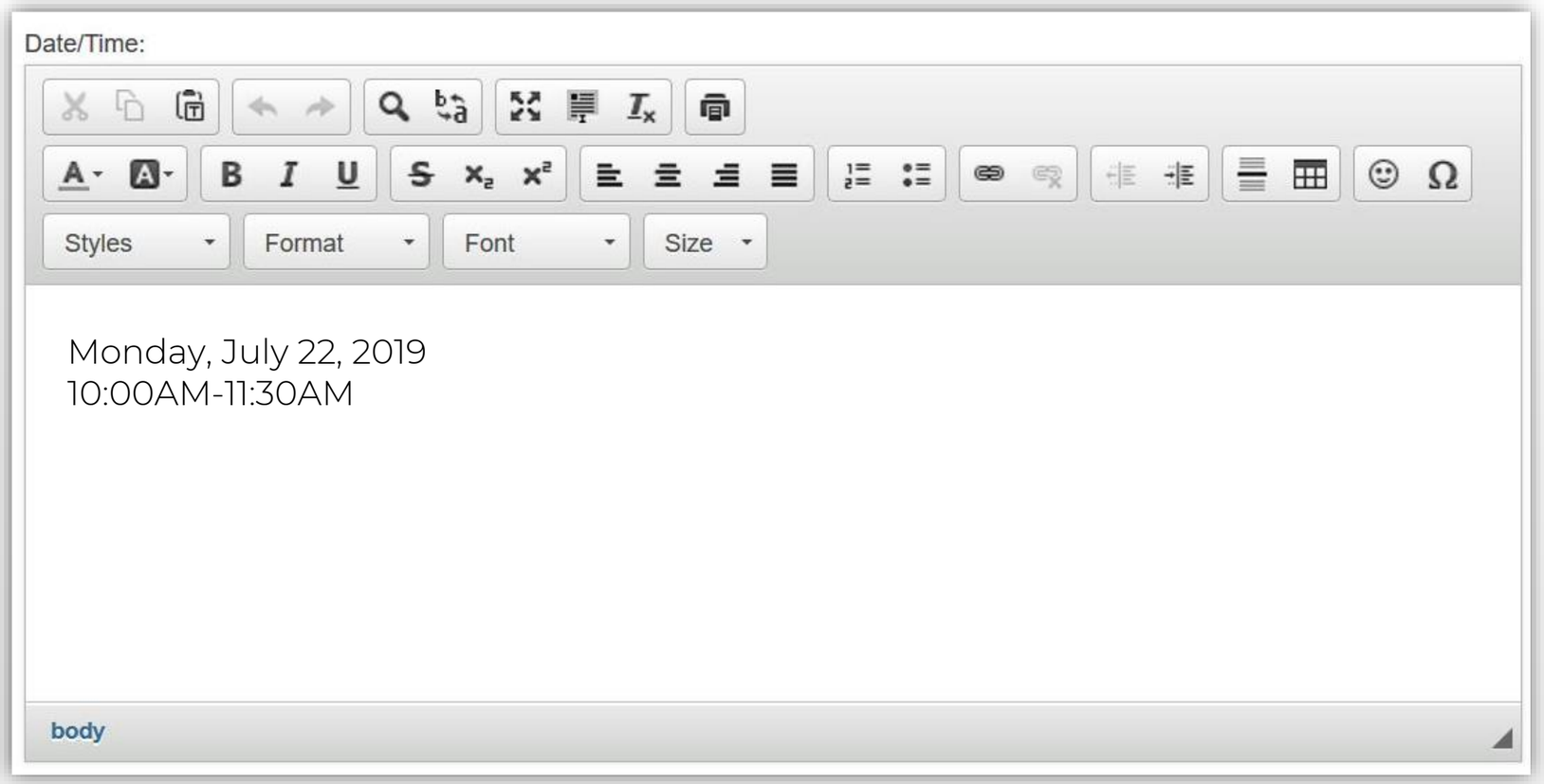
Step 6 Add Location

Add the venue name, address, and any other information to help participants find your event easily.



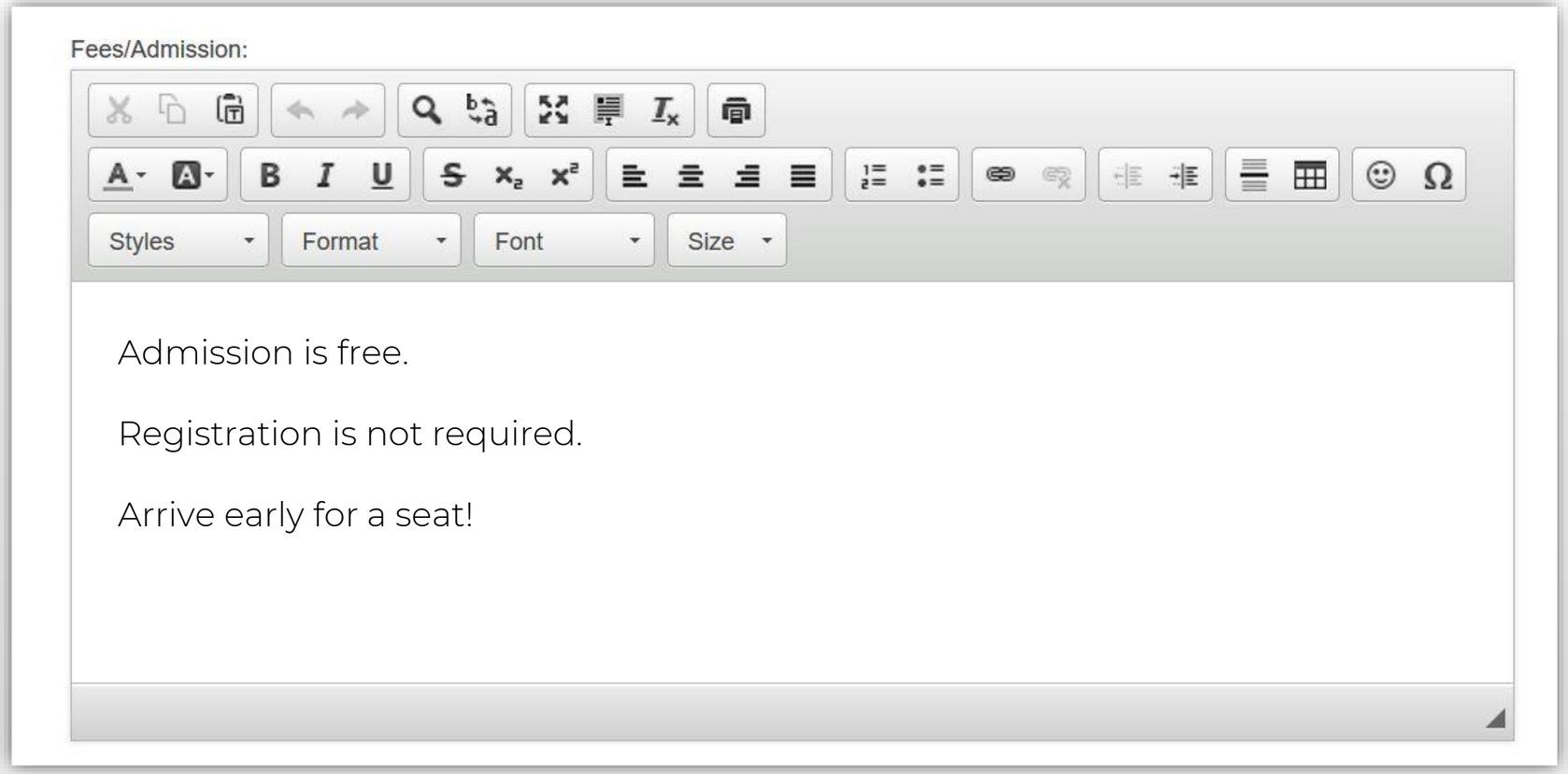
Step 7 Identify Date & Time

Include details about the date and time of the event.



Step 8 Include Fees/Admission Details

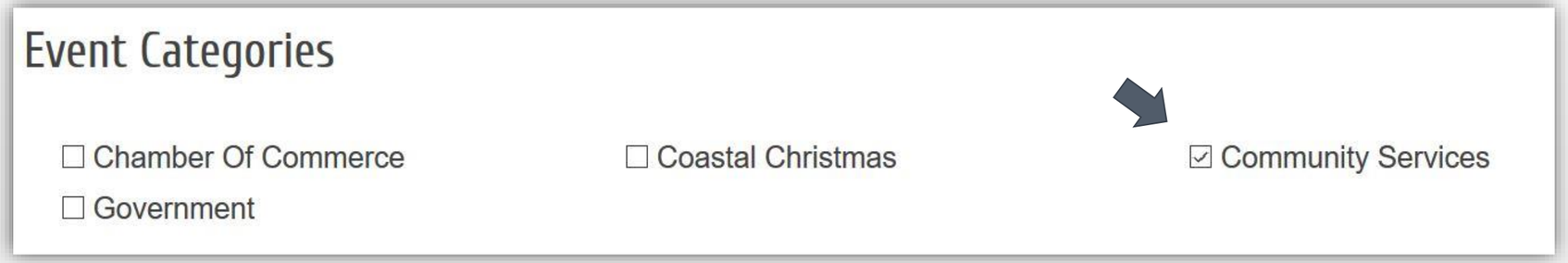
Add specific information about fees or admission requirements or recommendations, so your participants will know what to expect.



Step 9 Share Contact Info & Select Categories

Include details for who to contact and how to connect to obtain more information.

Select a category to which the event most closely aligns.



Step 10 Add Photos

A picture is worth a thousand words!

Use pics from previous events, take new ones, or use stock photos from photo sharing sites such as to enliven your event post.

Click *Add Image*, then browse your computer to select your image.

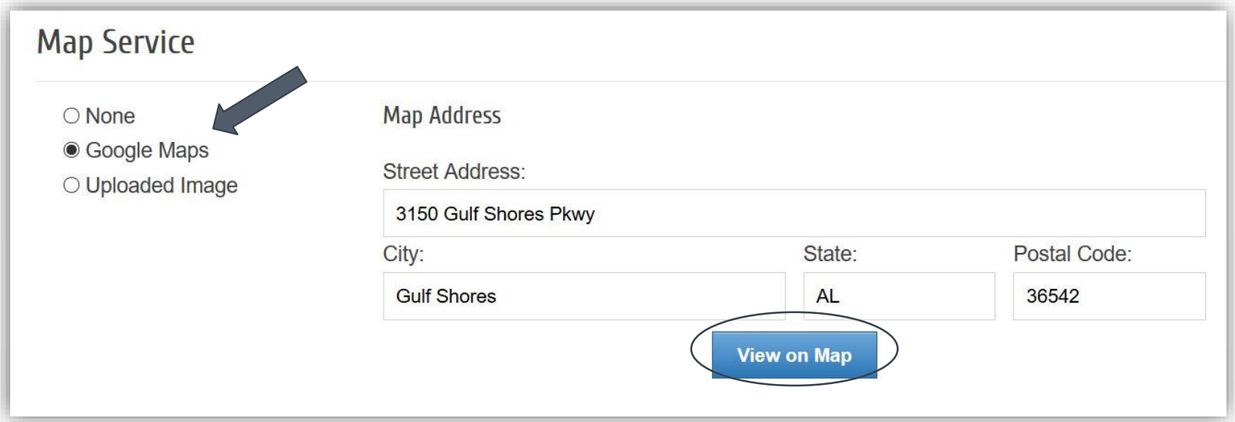
Step 11 Include Map & Video

Map Service
Use the Google Map tool or upload an image of the location to help participants easily find your event.

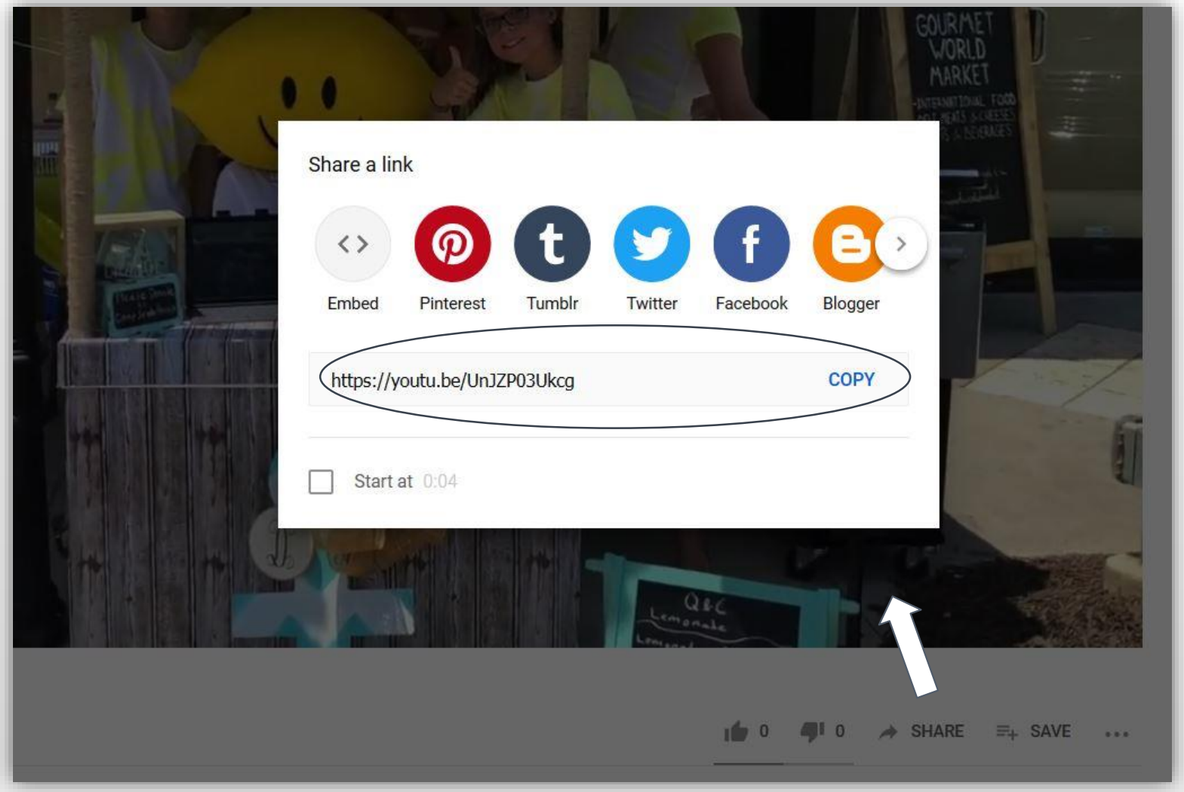
YouTube Video Link
Include a link to a YouTube video that spotlights your event such as footage from previous events or a teaser video that you create and post to YouTube to excite interest.

Example How to Include Map & Video

Map Service: To use the Google Map, type in the address for the event, and click View on Map.



To find a YouTube video link: Open a YouTube video, select Share, copy the link, paste it in the YouTube video URL box.



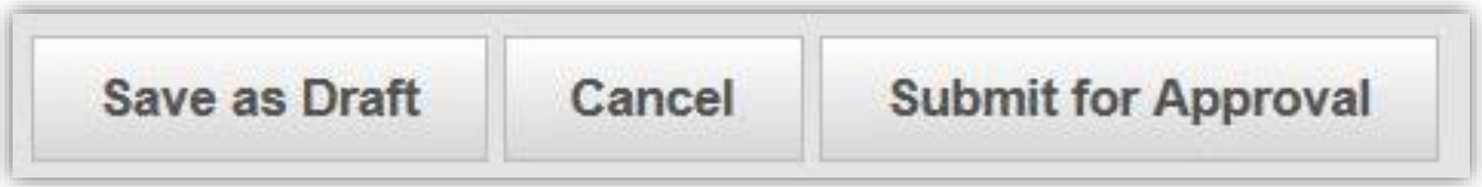
Step 12 Save, Cancel, or Submit

Choose to:

Safe as Draft to work on the details later

Cancel your event post

Submit your event for approval



After you submit your event, it will be reviewed by the Chamber team.
Once it has been approved it will appear on the Chamber Events calendar