TravelOK.com Data Engine
User Guide: Festivals & Events

TravelOK.com, Oklahoma's Tourism & Recreation Department website, consistently ranks among the Top 10 tourism websites in the nation for unique visitors and page views. Since its debut in January 2010, virtual tourists have used the many tools available on the site to plan their trip to Oklahoma. On TravelOK.com, potential guests are invited to view videos and photo slideshows, read articles and plan their vacation at the click of a button. While learning what our great state is all about, they can also visit our popular Festivals & Events section to view event dates and times, event locations, driving directions, festival photos, social media links and more.
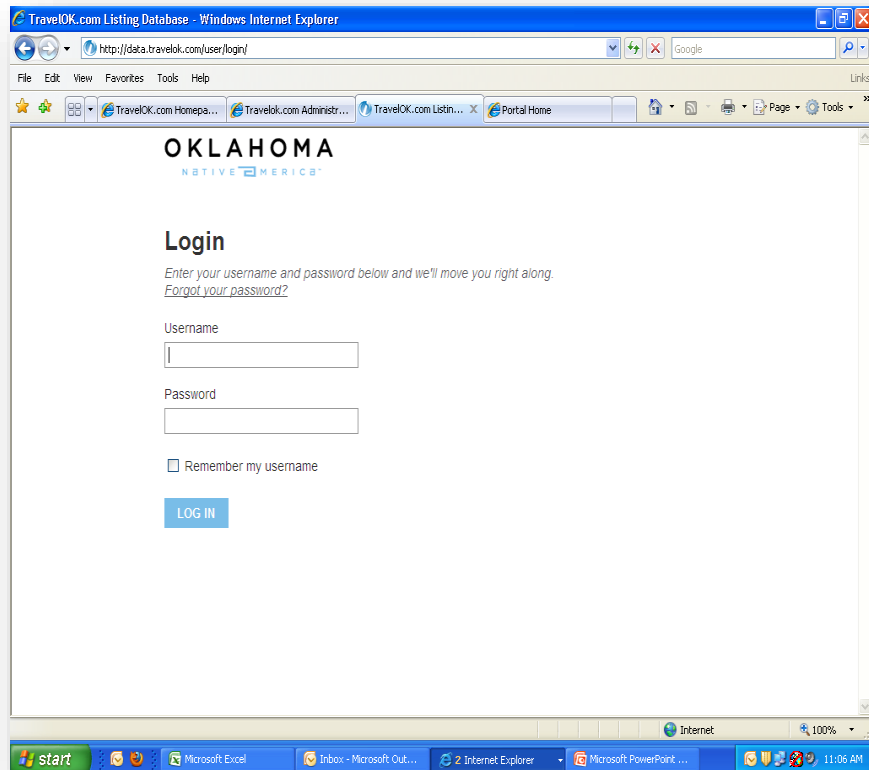
None of this would be possible without you, the tourism industry professionals that fuel TravelOK.com with your listings. We hope this Data Engine User Guide will help you build the most beneficial listing possible. We are here to help, so feel free to contact us with your concerns or questions. As always, we'll do our best to help you get those visitors to your event.

Best Wishes,
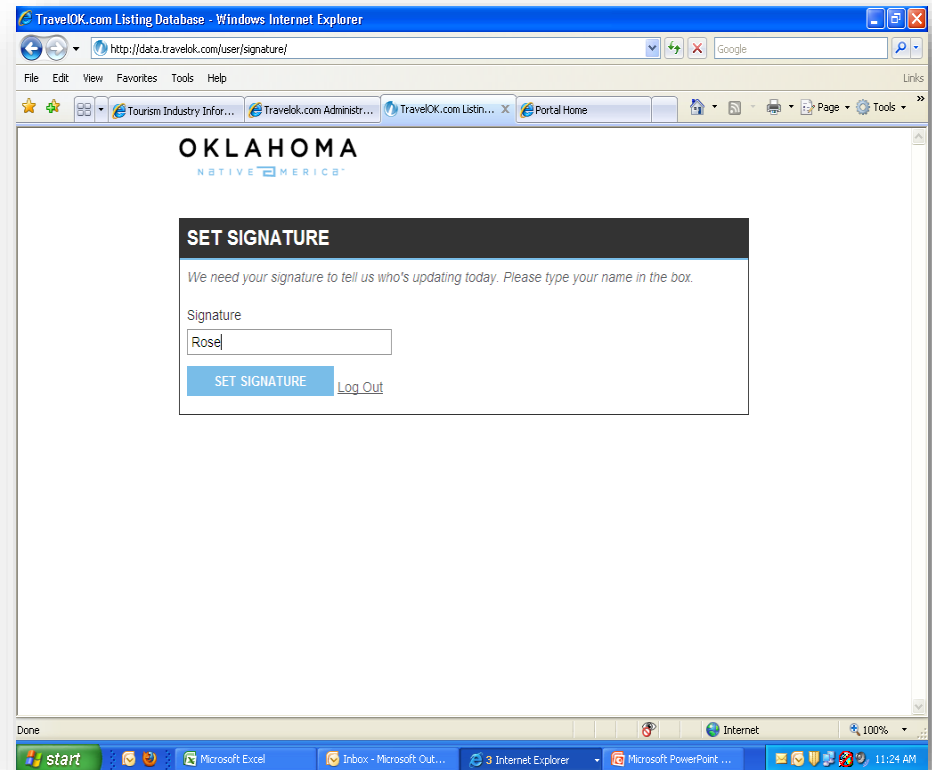The TravelOK.com Interactive Team

General Information: Update@TravelOK.com

Signing In Using Your Username and Password

To access your listing in the TravelOK.com Data Engine, go to http://data.travelok.com and login. If you need your login credentials, email Update@TravelOK.com.

Add this page to your favorites list to easily update your listing anytime.

Simply type in your name and click Set Signature.
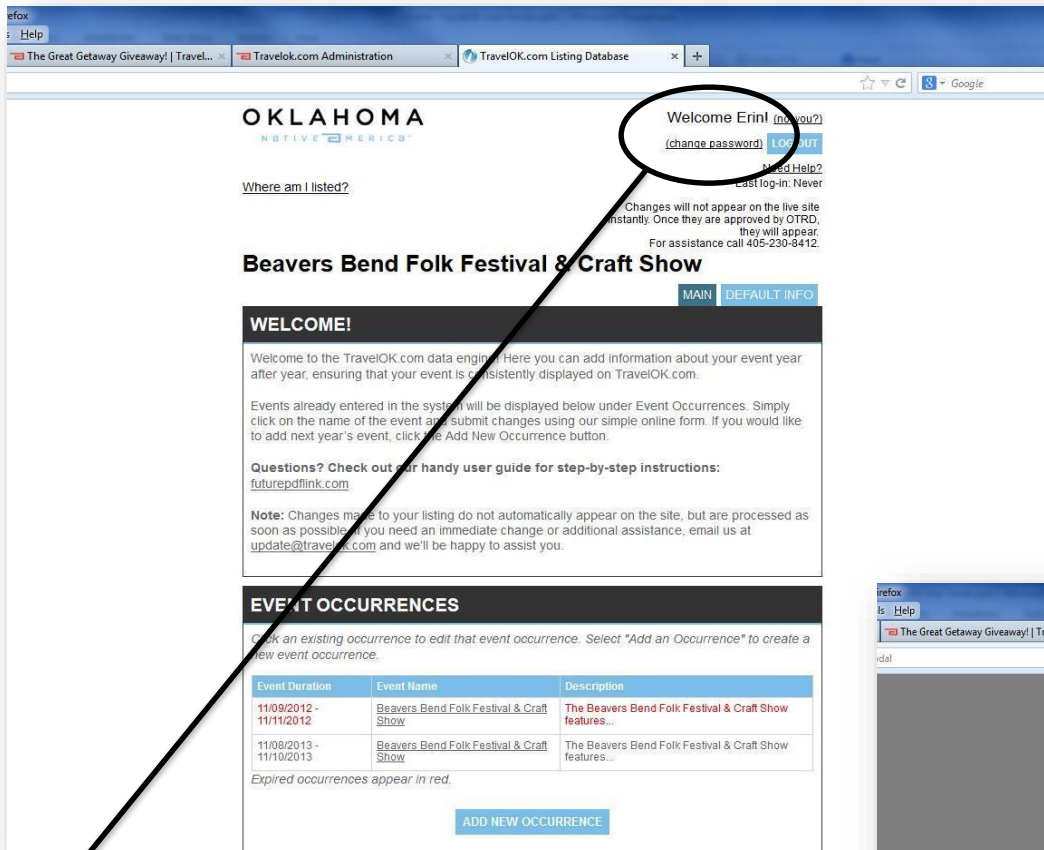
*Changes made to your listing do NOT automatically appear live on the site, but are processed as soon as possible. If you need an immediate change, please email Update@TravelOK.com.

For convenience, passwords can be changed at any time.

Tip: For security purposes, passwords should be updated if there is a change in staffing within the organization.
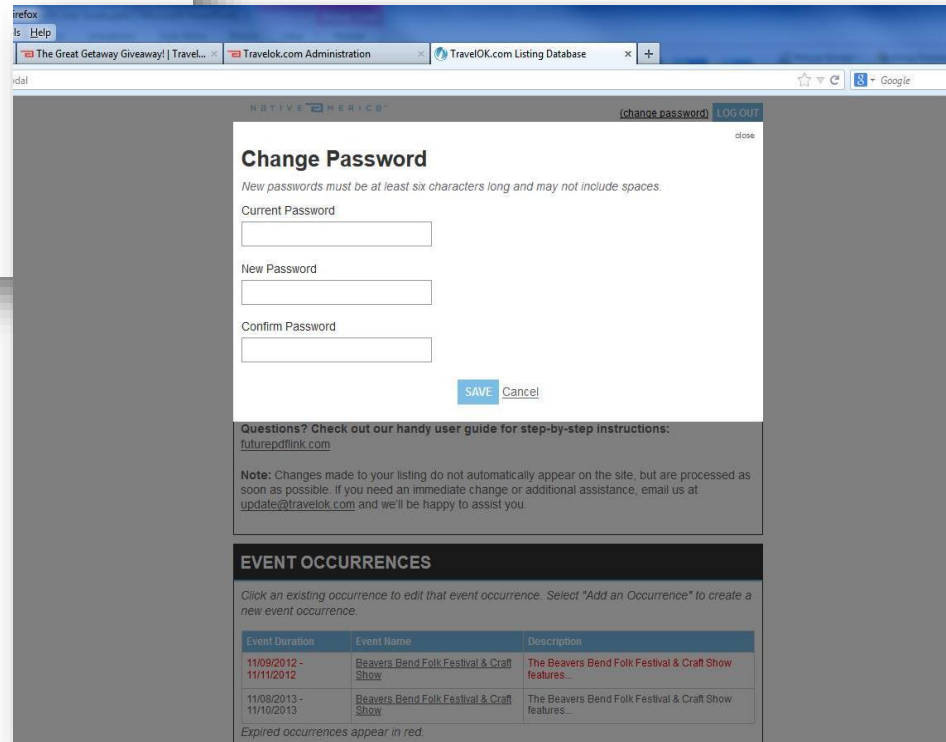
Editing Your Event's Information

Once you've signed in, start reviewing your event's information for accuracy and add any missing details that you want your listing to have on TravelOK.com.

Notice that outdated events are displayed in red. These will automatically fall off TravelOK.com when the event date passes, so you'll never have to go back and delete them.

Let's get started!

1. **Event Occurrences Module**
   This module contains the core event information that is displayed on TravelOK.com. To begin your review, click the name of the event you want to edit.

EVENT OCCURRENCES

Event Location

Event Name
Beavers Bend Folk Festival & Craft Show

Physical Address
Beavers Bend State Park

Physical Address 2

City
Broken Bow

State   Zip Code
OK   74728   MAP ADDRESS

Your listing is published under:

Directions
Located 7 miles north of Broken Bow on Hwy 259, 4 miles east on Hwy 259A in Beavers Bend State Park.

Local Phone   Toll Free Phone
580   494-6497

Event Website
http://www.forestry.ok.gov/beavers-bend-folk-festival1

Email Address
fhc@beaversbend.com

Event Date & Hours

Start Date   End Date
11/08/2013   11/10/2013

Latitude: 34.135963
Longitude: -94.701805

Beavers Bend State Resort Park

POWERED BY Google   Map data ©2013 Google - Terms of Use

Move red locator to pinpoint your business location.

‹	November ▾	2013 ▾	›

SU	MO	TU	WE	TH	FR	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

The Event Occurrences module will expand and you'll see the most current information we have for your event.

Here you can edit your event's name, the event address, driving directions and more!

Tip: If your Google map is not accurate based on your physical address, just click on the red balloon and move it to the correct location.

Tip: A valid email address is important to keep in contact with our office and will help potential travelers contact you for additional information!

Change of date? Log in and change it anytime! Edit your event's start date and end date by clicking on the date boxes. Calendars will appear and you simply select the correct date.

Let everyone know when your event is happening by using the drop-down boxes for "Open Time" and "Close Time" for each day of the event.

Use the Hours Notes field to explain any exceptions to the hours you selected above. Also, you can add times of specific happenings at your event.

Click any highways that are near your event's location to highlight them. Note: highways must be within 5 miles of your event.

Amenities

To select a new item, click; highlight indicates selection. To remove an item, click; highlight will disappear.

* denotes a required field.

Event Category

American Indian Event	Food Event
Art Shows	Fourth of July Event
Auto/Motorcycle Event	Living History Event
Aviation Event	Music Event
Children's Event	Nature/Agriculture Event
Craft/Hobby Show	Performing Arts Event
Educational Event	Rodeo
Equestrian Event	Sporting/Recreation Event
Ethnic Event	Tour Event
Expo/Trade Show	Western Heritage Event
Fairs & Festivals	Wildlife/Animal Event
Fall Festivals & Events	Winter Holiday Event
Film Festival	

Facility Amenities
ADA Compliant

General Information
Free admission

Group Amenities

Accommodates Tour Groups	Meal Functions
Bus/Motorcoach Parking	Seating Capacity [ ]
Group Rates Available	Tour Group Welcome Reception

Projected Attendance
Number of attendees [16000]

Special Rating
Special Rating [ ]

Highlight amenities to list features of your event on the site. To update this section, simply select the amenities that apply to you. Selected amenities will turn grey.

Tip: If your event has an amenity that is not included in the list provided, please include that special feature in your description.

Description

The Beavers Bend Folk Festival & Craft Show features turn-of-the-century crafts and demonstrations, folk music, a barnyard petting zoo and more. Exhibitors and vendors will feature crafts and skills such as candlemaking, woodturning, the making of lye soap, knife making, broom making, paper making and blacksmithing. There are children's activities and a smorgasbord of food. Folk ensembles set the mood with the twang of banjos, the wail of fiddles and the ring of dulcimer strings.

Visitors to the Beavers Bend Folk Festival & Craft Show are invited to participate in hands-on opportunities to learn the art of vintage craft-making and mountain music, all amidst spectacular fall foliage. This folk festival will feature herbalists sharing their knowledge, instrument makers exhibiting their work and quilters showing their best. Bring the kids to the courtyard of the Forest Heritage Center during the Beavers Bend Folk Festival and enjoy a wealth of activities designed specifically for them. Activities in the past have included live storytelling, a

Writing a great description is one of the most important things you can do to promote your event.

Take the time to describe your event in detail!

Writer's block? Not sure what to include? Here are some ideas to help get you started:

- What sort of activities will be happening at the event?
- Will there be food vendors? What type of food will be served?
- What type of vendors and/or exhibits will be set up at your event?
- Is there any information that participants or event-goers should know before attending?

Tip: Descriptions can be up to 5,000 characters long. Feel free to use all of them!

Tip: Check your spelling by clicking the spellcheck function.

If you have a specific person designated as a contact for your event, fill out their information using the Event Contact form. Only the first and last name of the contact will appear on the site.

Use the Pricing box to add any information about admission or ticket prices, parking fees and more.

Don't forget to hit Save before moving on!

Note: All changes to your event listing will not automatically appear on the site. All changes are subject to review for content and formatting by our staff, and once approved, will show up on TravelOK.com.

EVENT OCCURRENCES

Click an existing occurrence to edit that event occurrence. Select "Add an Occurrence" to create a new event occurrence.

Event Duration	Event Name	Description
11/09/2012 - 11/11/2012	Beavers Bend Folk Festival & Craft Show	The Beavers Bend Folk Festival & Craft Show features...
11/08/2013 - 11/10/2013	Beavers Bend Folk Festival & Craft Show	The Beavers Bend Folk Festival & Craft Show features...

Expired occurrences appear in red.

ADD NEW OCCURRENCE

PHOTOS

Click an existing photo to edit its information or select Add Photo to submit a new photo.

Primary photos are marked with a blue border.

Jig dancing   Dulcimer workshop   Petting zoo

ADD PHOTO

Verify the information above is accurate for use in any publications or websites

☐ I confirm the data in the section above is accurate.

RE-ORDER PHOTOS

Click the button below to begin re-ordering photos. Please note, you cannot reorder the primary photo. That can be handled with the photos module.

SORT PHOTOS

2. **Photos Module**

This module allows you to upload photos of your event. You can upload up to 120 photos.

Tip: Having a variety of photos on your listing is a great way to showcase your event. Upload as many photos as you can! More photos = increased interest in attending.

To upload a photo, simply click the Add Photo button.
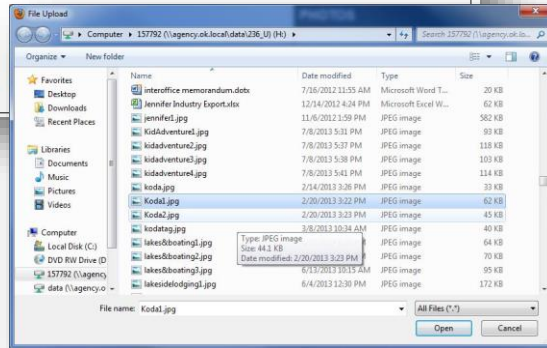
PHOTOS

Uploaded image files must have dimensions larger than 164 pixels in width and 124 pixels in height.

Uploaded files must not be larger than 15MB and must be in the .jpg format.

Upload a photo

[Browse...] No file selected.

Select the Browse button and choose a photo file from your computer using the box that pops up.

<u>Photo requirements:</u>

- Photos must be in JPG format and 15 MB or less in size.
- Photos must be at least 164 pixels in width and 124 pixels in height.

PHOTOS

Select a photo category, add a caption and indicate whether this should be your primary image.

Indicate the most important area of your image by adjusting the box. <u>View generated sizes for this image.</u> (opens separate window)

Caption

Spend an autumn afternoon listening to folk musicians performing throughout the festival.

Category

Photo ▾

☑ Display on www.TravelOK.com   ☐ Make primary photo

[SAVE] [SAVE AND ADD ANOTHER] <u>Cancel Photo Upload</u>

After your photo appears, a caption should be added to engage your audience.

Hit the Save button when you're done. If you have several photos to upload, click the Save and Add Another button.

☑ Make primary photo

Pick the photo you want to appear first in your event's photo slideshow by clicking the Make Primary Photo button.

Set the parameters of your primary photo by adjusting the dotted lines that appear on top of the photo. These parameters determine how your photo appears in search results.

---> SORT ● Relevance ○ Alphabetically ○ City ○ Date

Beavers Bend Folk Festival & Craft Show

Nov 08, 2013 - Nov 10, 2013
Beavers Bend State Park, Broken Bow, OK 74728

The Beavers Bend Folk Festival & Craft Show features turn-of-the-century crafts and demonstrations, folk music, a ... read more...

Type:
Fairs & Festivals,
Craft/Hobby
Show, Living
History Event, Fall
Festivals & Events

Masters at Work Competition & Exhibition

Sep 13, 2013 - Oct 13, 2013
Forest Heritage Center Museum, Broken Bow, OK 74728

The Masters at Work Woodturning Competition & Exhibition kicks off with a competitive flair as artists from various ... read more...

Type:
Craft/Hobby Show

Beavers Bend Folk Festival & Craft Show - Nov 08, 2013 to Nov

Beavers Bend State Park
Broken Bow, OK 74728
Phone: 580-494-6497 580-494-6493
Fax: 580-494-6689

Remind Me | E-mail | Website

Weather Forecast
H 98° L 74°

View all Photos

Description

The Beavers Bend Folk Festival & Craft Show features turn-of-the-century crafts and demonstrations, folk music, a barnyard petting zoo and more. Exhibitors and vendors will feature crafts and skills such as candlemaking, woodturning, the making of lye soap,

RE-ORDER PHOTOS

Click the button below to begin re-ordering photos. Please note, you cannot reorder the primary photo. That can be handled with the photos module.

SORT PHOTOS

RE-ORDER PHOTOS

SAVE SORTING

3. Re-order Photos Module

If you have multiple photos and would like to change the order they appear in your photo slideshow, click the Sort Photos button.

Simply click and drag your photos up and down to create the order you want.

Note: Your selected primary photo will not appear in the Re-order Photos module. Primary photos will always display first and cannot be re-ordered.

Save your changes by clicking the Save Sorting button.

4. **Maps, Menus & PDF Documents Module**

This module allows you to upload .pdf documents such as event flyers, vendor applications, schedules of events, etc.

Document requirements:

- Documents must be in PDF format.
- Documents must be 15MB or less in size.

To add a document, click the Add Document button.

RE-ORDER PHOTOS

Click the button below to begin re-ordering photos. Please note, you cannot reorder the primary photo. That can be handled with the photos module.

SORT PHOTOS

MAPS, MENUS & PDF DOCUMENTS

Click an existing document to edit its information or select Add Document to submit a new document. Acceptable documents include menus, maps, floor plans and vendor applications. All documents must be in .pdf format. If you need assistance saving a document as a .pdf file, contact our help desk at 405-230-8412.

You have no documents.

ADD DOCUMENT

Verify the information above is accurate for use in any publications or websites.
☑ I confirm the data in the section above is accurate

VIDEOS

To upload a video, click Add Video.

To edit an existing video's information, click that video.

MAPS, MENUS & PDF DOCUMENTS

Documents must not be larger than 15MB.

Upload a document
Browse... No file selected

UPLOAD Cancel

Select the Browse button and choose a PDF document from your computer using the box that pops up.
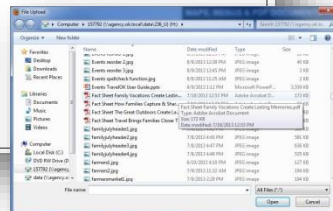
MAPS, MENUS & PDF DOCUMENTS

Add a short description for this document and indicate to which products it belongs.

Fact Sheet Family Vacations Create Lasting Memories.pdf

Short Description

View Beavers Bend Folk Festival Vendor Application

☑ Display on www.TravelOK.com

SAVE **SAVE AND ADD ANOTHER** Cancel Document Upload

After your document is uploaded, add a short description and hit the Save button.

5. **Videos Module**

This module allows you to upload videos of your event. You can upload up to 120 videos.

Video requirements:

- Video files must end in .avi, .mpg, .mpeg, .mov, .m4v or .wmv.
- Videos must be 15 MB or less in size.

Uploading videos follows the same process as uploading photos. Click the Add Video button, browse for your video on your computer and select the Save button.

If you have more than one video, check the Make Primary Video box on the video you would like to appear first on your page. Click the Save button.
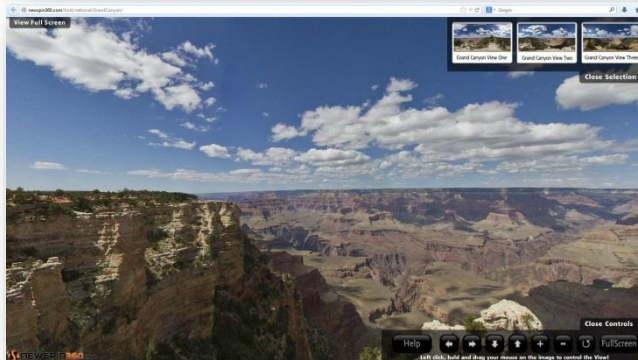
6. <u>360 Links Module</u>

360 degree tours take the world on a virtual visit of your destination. For an example of how others are using this feature to their benefit, visit <u>newspin360.com</u> to view a variety of 360 tours.

If you have a 360 tour of your event, upload the link using the 360 Links Module.

Check out <u>newspin360.com</u> to view 360 tours!

Click the Add button, name the virtual tour (this text will be displayed on the site), enter the URL for your 360 tour and hit Save.

7. **Deals Module**

This module allows you to post deals and specials to your event.

Deal requirements:

- Deals or specials must be expressed as a dollar off amount, percentage savings amount or a 'buy x, get x free' offer. The savings must be apparent.
- All deals must have a valid start date and end date.
- Include any disclaimers, blackout dates and other conditions, and a promo code if necessary.

Deals will not only be displayed on your event's page…

…but will also be featured on our main Deals & Coupons page located at TravelOK.com/deals-and-coupons!

Ideas: Upload an early bird ticket offer, buy one get one free admission special or other deal.

To get started, simply click the Add a Deal button.

Add a title for your deal, contact information, a thorough description explaining the offer and any disclaimers.

Tip: Pay close attention to Valid Dates and Dates to Display on Site. Valid Dates are when the deal can be redeemed. In order to advertise the deal and have people see it before the event's start date, set the Dates to Display on Site as today's date through the last valid date.

Select the appropriate tag for your deal. Most event deals will be categorized as a Special Offer.

Select a photo to represent your deal. Use the arrows to find the photo you want from your main slideshow, or use the "click here to upload a new photo" option to select a new one. Coupon art can also be uploaded using this option.

Note: When your deal expires, it automatically falls off the site. You don't have to do a thing!

SOCIAL MEDIA LINKS

Click an existing social media url to edit or delete the information, or select Add Link to submit a new social media link.

No social media links submitted.

ADD LINK

Verify the information above is accurate for use in any publications or websites.
☐ I confirm the data in the section above is accurate.

SOCIAL MEDIA LINKS

Social Media Link

- Select a Type -
- Select a Type -
http://www.twitter.com/
http://www.facebook.com/
http://www.youtube.com/user/
http://www.flickr.com/photos/
http://www.foursquare.com/venue/
https://plus.google.com/

SAVE Cancel

SOCIAL MEDIA LINKS

Social Media Link

http://www.facebook.com/ ▾   pages/Beavers-Bend/123456

SAVE Cancel

Follow This Listing

Your links are then displayed on your page using the appropriate social media icons!

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8. Social Media Links Module

This module allows you to link to your event's social media accounts.

Account types you can link to:

- Facebook
- Twitter
- YouTube
- Flickr
- Foursquare
- Google+

Click the Add Link button to get started.
Next, click the drop down menu and select a social media account.

Enter your social media URL in the box provided. Only enter the information that appears after the first single slash.

For example:
If your Facebook URL is facebook.com/pages/Beavers-Bend/123456, only enter **pages/Beavers-Bend/123456** into the text box.

9. __Comments Module__

COMMENTS

Comments
Your property has 0 comments. Comments that are your responses are shown in red.

RESPOND TO COMMENTS

This module gives you the ability to respond to user comments.

COMMENTS

Enter your comment

SEND COMMENT Cancel

Your property has 0 comments. Comments that are your responses are shown in red.

To respond to a comment on your listing page, click the blue Respond to Comments button. After you have typed in your response, click Send Comment. Your response will be visible on TravelOK.com.

CONTACTS

☑ Primary Contact
☐ Event Planning Contact
☐ Media Contact

☐ Group Planning Contact
☑ Receive Comment Notifications
☑ Receive Industry Communications

First Name
Hannah

Last Name
Anderson

Title

Tip: Provide us with a valid email address in the Contacts Module under the main Default Info tab, make sure Receive Comment Notifications is checked and you will automatically be notified when someone leaves a comment on your listing page.

10. Click-Thru Statistics Module

This module tells you how many times your listing has been viewed on TravelOK.com.

Statistics are broken out into how many times your listing has been viewed in the last 30 days and since January of the current year.

Click "Download your full click-thru report" for an Excel spreadsheet of page views, as well as click-thrus to your main website and booking website, broken out by day.

DEALS

See guidelines on deals.

Deal Title
Strawberry Cake Wednesdays

Valid Dates
10/01/2010 to 12/31/2010

Phone
405 230-8410

Deal Email
Rose@TravelOK.com

Deal Website
http://www.fakewebsite.com

Promo Code
OTRD

Description
Every Wednesday in October through December 2010, if you buy one piece of any flavor cake, you get a free piece of strawberry cake free!

Disclaimer
The purchase of a brownie, rice crispy treat or hello dolly cookie bar does NOT count toward the free strawberry cake giveaway.

Disclaimers are important to ensure a great customer experience.

When the deal expires, it just falls off the site. You don't have to do a thing!

Disclaimer
The purchase of a brownie, rice crispy treat or hello dolly cookie bar does NOT count toward the free strawberry cake giveaway.

Dates to Display On Site
10/14/2010 to 10/31/2010

Display On
☑ www.TravelOK.com

Tags
Click to select/unselect tags.

Package   Special Offer

AAA Member Deal   Military Deal

Photos
No photos uploaded
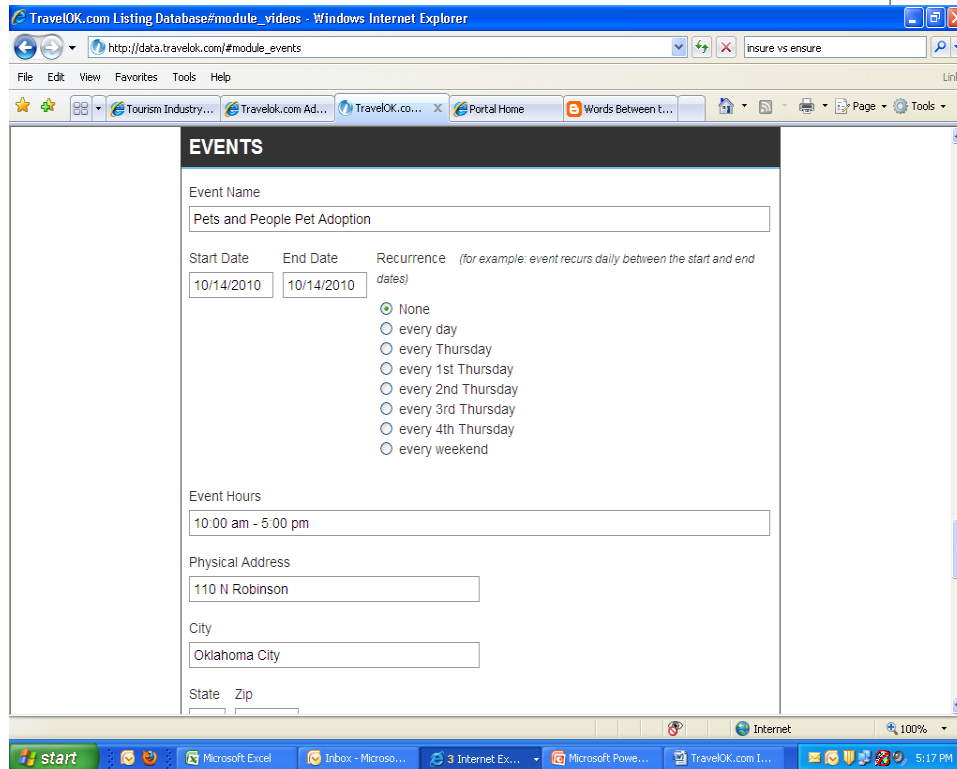
SAVE Cancel
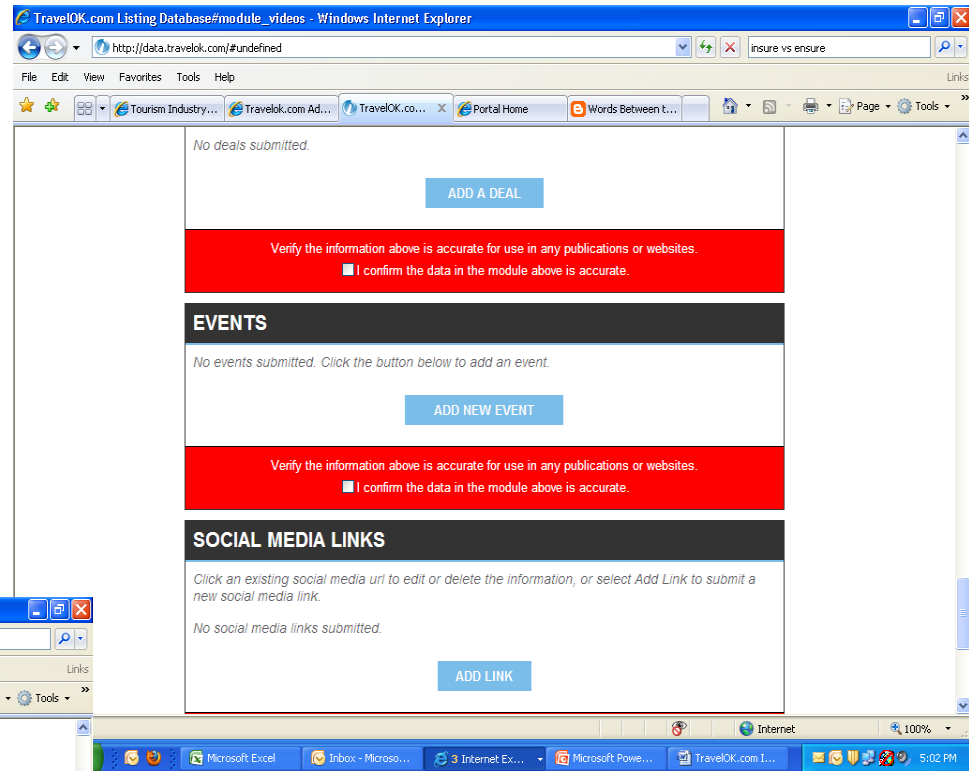
11. Events Module – This module will allow you to list events held at your destination.

This module would generally be used for events that would NOT qualify to be listed in the Festivals & Events section of TravelOK.com.

Select the Add New Event button and fill in the blanks with your event details.

Please keep in mind – this event information will only appear on your page on TravelOK.com.

A good description is always key in attracting visitors.

Remember these buttons!

Did you know you can submit event forms to us online? For more information, go to www.TravelOK.com/event_form

12. <u>Social Media Module</u>

Social media lets you connect with your customers in a whole new way. Share your attraction or event's social media link, and we will list it on your TravelOK.com listing.

To get started, click the blue Add Link button under Social Media Links.

Next, click the drop down menu and select what kind of social media account you currently have.

We need to know your social media address.
For example,
http://www.facebook.com/**TravelOK**
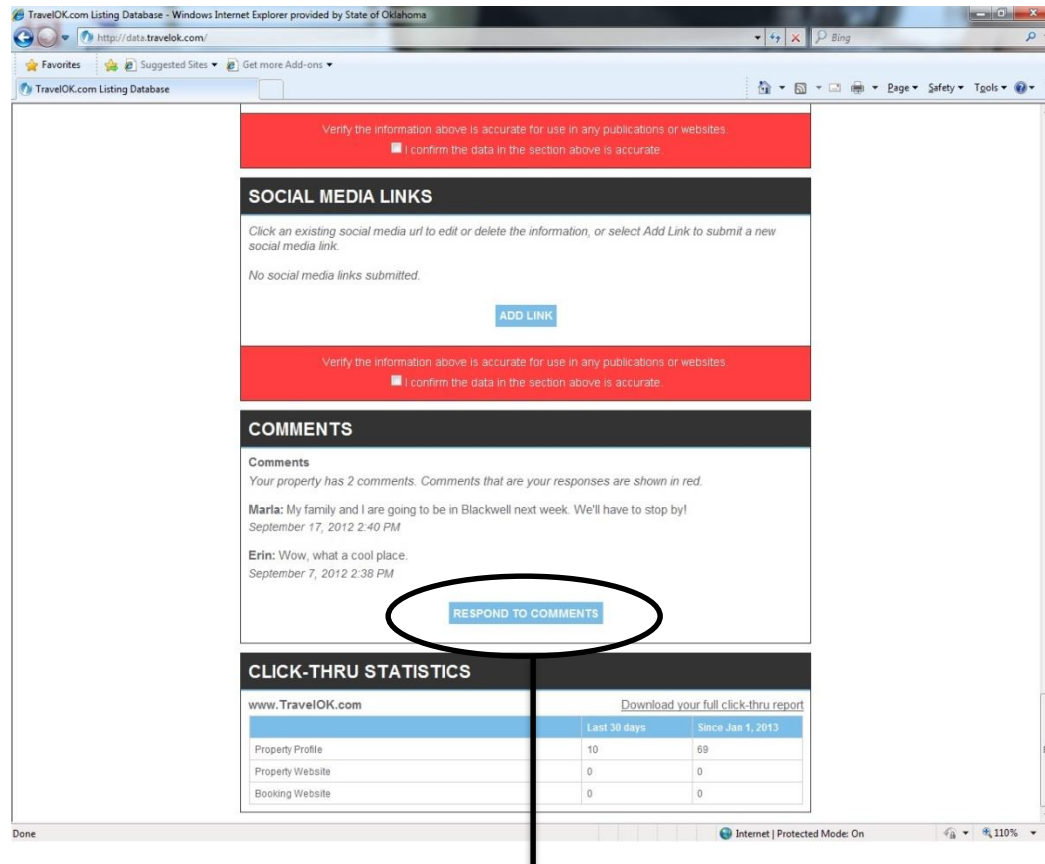Or
http://www.twitter.com/**TravelOK**

Enter that here and click Save.

13. **<u>Comments Module</u>**

This module will give you the ability to read and respond to user comments. If you have provided us with an email address in the Contacts Module, you will automatically be notified when someone leaves a comment on your listing page.

To respond to a comment on your listing page, click the blue Respond To Comments button. After you have typed in your response, click Send Comment. You response will be visible on TravelOK.com.

14. Click-Thru Statistics

The last module will tell you how many times your listing page has been viewed on TravelOK.com and how many times visitors have clicked through to your website in the last month and since the beginning of the year.

You're finished! Please keep in mind that all changes will be reviewed before anything shows up live on the site.

We've covered the basic modules of the data engine, and we hope that it will assist you in updating and maintaining your listing details. We look forward to working with you and helping you become an integral part in the Oklahoma tourism industry.

If you have comments, concerns or questions about the data engine or TravelOK.com, please don't hesitate to contact us at Update@TravelOK.com or by calling (405) 230-8412.