

A GUIDE TO PROMOTING YOUR EVENTS

ON WWW.VISITEUREKA.COM



VISIT
EUREKA
CALIFORNIA

If you regularly host public events, be sure to create your events on Eventbrite, Facebook, Etix.com, or other event platforms. Alternatively, you can manually add your event to the Visit Eureka Events Calendar to reach people where they're engaged.

There are three options to add your events to the Visit Eureka website:



Visit Eureka Events Calendar
Event Submission Form



Eventbrite



Other Website sources
with SEO

WHY IS THIS IMPORTANT?

- More eyes on your event info will draw more foot traffic to your business or to 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 also artists and venues that frequently organize events use these platforms too. Put the two together, and you have a massive marketing force.



VISITEUREKA.COM EVENTS CALENDAR

Your visitor-friendly event will be promoted on the Visit Eureka Events Calendar, reaching a new audience in a fun and interactive way.

EVENTS CALENDAR

YOU ARE NOW VIEWING
EVENTS

FILTER BY DATE <

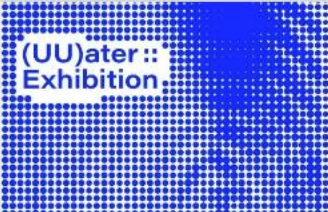
EVENT CATEGORIES <

VIEW ON MAP

OR

search events

SUBMIT YOUR EVENT




Feb 3 - 23, 2024
Sat, 6:00 PM

+

HOSTED BY: Ink People

(UU)ater Exhibition

422 1st St, Eureka, CA 95501, USA




Multiple Dates Event

+

HOSTED BY: NCRT - Eureka

Hurricane Diane by Madeleine George

NCRT - Eureka, 300 5th St, Eureka, CA 95501-0306, United States




Sep 1, 2023 - Aug 10, 2024
Fri, 11:00 PM - Sat, 1:00 AM (PDT)

+

HOSTED BY: The Latest Show

The Latest Show

415 5th st, Eureka, CA 95501




Feb 12 - Mar 3, 2024

+

HOSTED BY: Broadway Cinema

Cars and Coffee

1223 Broadway St, Eureka, CA




Feb 23, 2024
Fri, 6:00 PM - 8:00 PM (PST)

+

HOSTED BY: Lavender Rose Paint Nights

Buck in the Woods Paint Night at Lavender Rose in Eureka

309 West Harris Street, Eureka, CA 95503



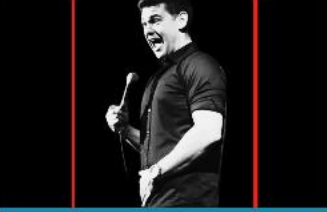
Multiple Dates Event

+

HOSTED BY: Savage Henry Comedy Club

X - Longer standup sets for local comics.

415 5th st, Eureka, CA 95501




Feb 23 - 24, 2024
Fri, 9:00 PM - Sat, 11:00 PM (PST)

+

HOSTED BY: Savage Henry Comedy Club

Nic Castanola's 30!

415 5th st, Eureka, CA 95501




Feb 24, 2024
Sat, 6:00 PM

+

HOSTED BY: Humboldt Roller Derby

Humboldt Roller Derby Season Opener

3750 Harris St, Eureka, CA 95503, USA



Feb 24, 2024
Sat, 7:00 PM - 10:00 PM (PST)


+

HOSTED BY: Harbor Lanes

BOWL FOR KIDS' SAKE

THE BOWLING 20'S

MARCH 1ST & 2ND 2024




Feb 24 - 25, 2024
Sat, 9:00 PM - Sun, 11:00 PM (PST)

+

HOSTED BY: Robby

Robby


Elena Germain, Evan Vest, Parnell



Multiple Dates Event

+

HOSTED BY: Multiple Dates Event



Mar 1 - 2, 2024
Fri, 5:15 PM - Sat, 11:00 PM (PST)

+

HOSTED BY: Harbor Lanes

BOWL FOR KIDS' SAKE

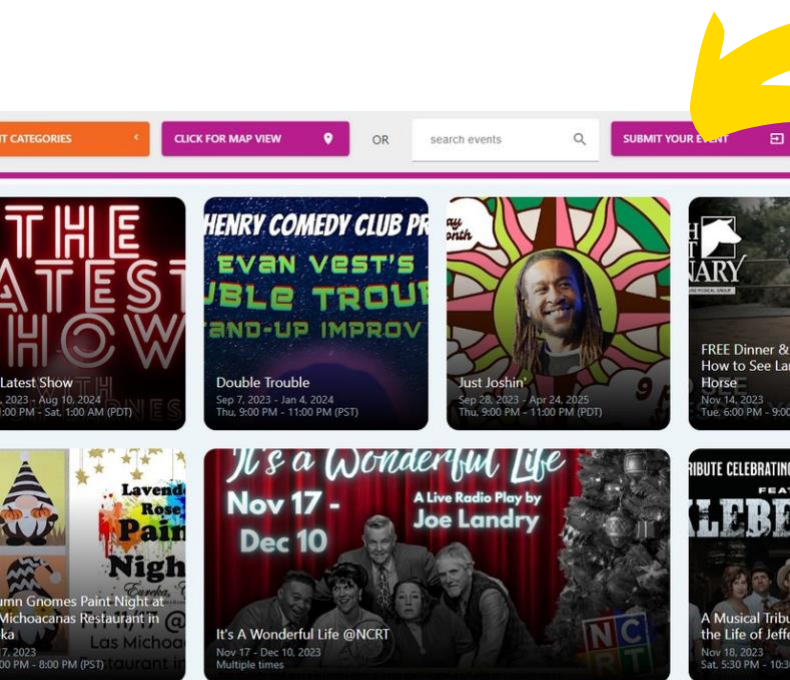
THE BOWLING 20'S

MARCH 1ST & 2ND 2024

HOW TO PROMOTE YOUR EVENTS

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

Manually submit your event for promotion on the Visit Eureka page by **filling out the form** available on the page: www.visiteureka.com/events. We recommend you submit your events as soon as possible, allowing more promotional and visibility time.



Click the button
"Submit Your Event"

Fill out the form and allow 48 hours for our staff to review and approve your event.

Add Events Manually

Name *

Host *

Location *

Ticket URI

Description

From



To



OPTION 2: CREATE YOUR EVENT ON EVENTBRITE

You can get an event live on Eventbrite, for free, in just 3 simple steps on the Edit page (Event Details, Create Tickets, and Additional Account Settings). Simply choose "**Create an Event**" to start setting up your events.



Go to your Page, then click 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 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 tutorials:** <https://www.eventbrite.com/help/en-us/>

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

We can pull event content from sources such as Google, Facebook, Eventbrite, Etix.com, and partner webpages. Marketing your event on the Visit Eureka event page starts with setting up your event on a website that is search engine optimized.

WHY SHOULD YOU CARE ABOUT SEARCH ENGINE OPTIMIZATION (SEO)?

- Aside from allowing your event to be pulled into the Events Calendar, SEO on your business website helps bring quality organic traffic.
- Make sure events on your business website are set with unique URLs so that Google can "find" them and display to a broader audience.
- Add as many details to your event listings as possible, such as address, ticket information, links, categories, etc.

The screenshot shows a Google search interface with the query "eureka events". Below the search bar are filters for "2023", "Tonight", "Images", "This weekend", "This week", "Tomorrow", "Perspectives", "Downtown", and "News". The search results show "About 25,600,000 results (0.31 seconds)".

The "Events" section is filtered by "This Week" and lists the following events:

Date	Event Name	Time	Location	Image
23 DEC	Candy Cane Lane - SATURDAY SHOW	Sat, 2 PM	Arkley Center for the Performing Arts, 412 G St Eureka, CA	
23 DEC	Santa Rave	Sat, 6:00 - 9:50 AM	915 H St Arcata, CA	
20 DEC	THE NUTCRACKER	Today, 7 PM	Theater Arts Building/Van Duzer Theatr, 1 E Laurel Dr Arcata, CA	

At the bottom of the events list is a link: [→ Search more events](#). Below the screenshot are the links "Learn more" and "Feedback".



QUESTIONS?
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