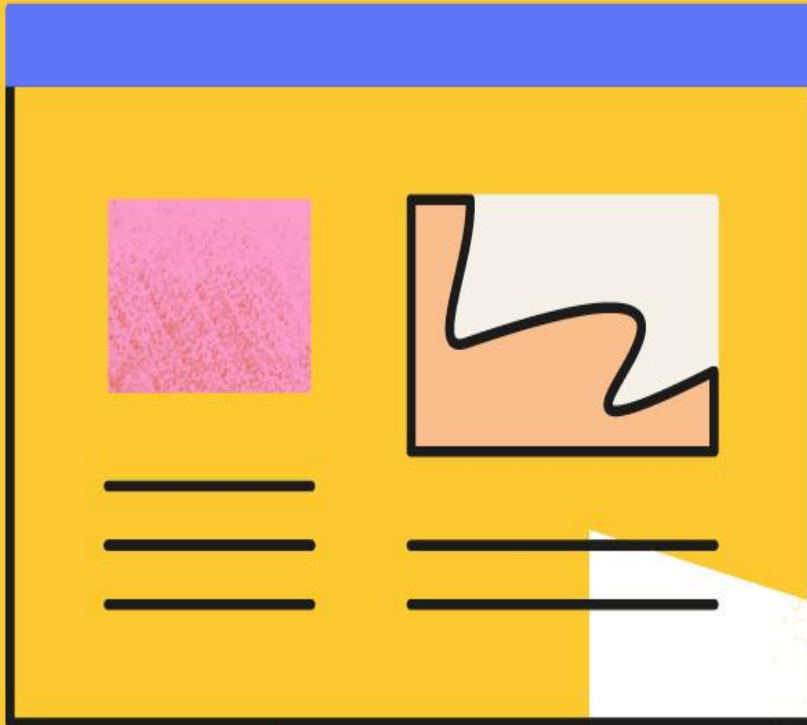


ctconsults.



Digital Visitor Information Network

User Guide (v.2)

“Digital Visitor Information Network” Platform

User Guide

Welcome to the Digital Visitor Information Network (DVIN), powered by Culture Hosts, the listings platform that enables the discovery of events, places and experiences in your destination. This user guide will take you through the process of signing up or logging in, give you an overview of how the homepage works and take you through the steps for adding a new organisation, venue, event or opportunity. The final section explains how to review and edit existing listings.

Two pointers to remember: where you see an asterix * on the website, this indicates that you must fill in this field to proceed. And if you have any questions or concerns, the email to contact is wmgcdigital@theaudienceagency.org

Contents:

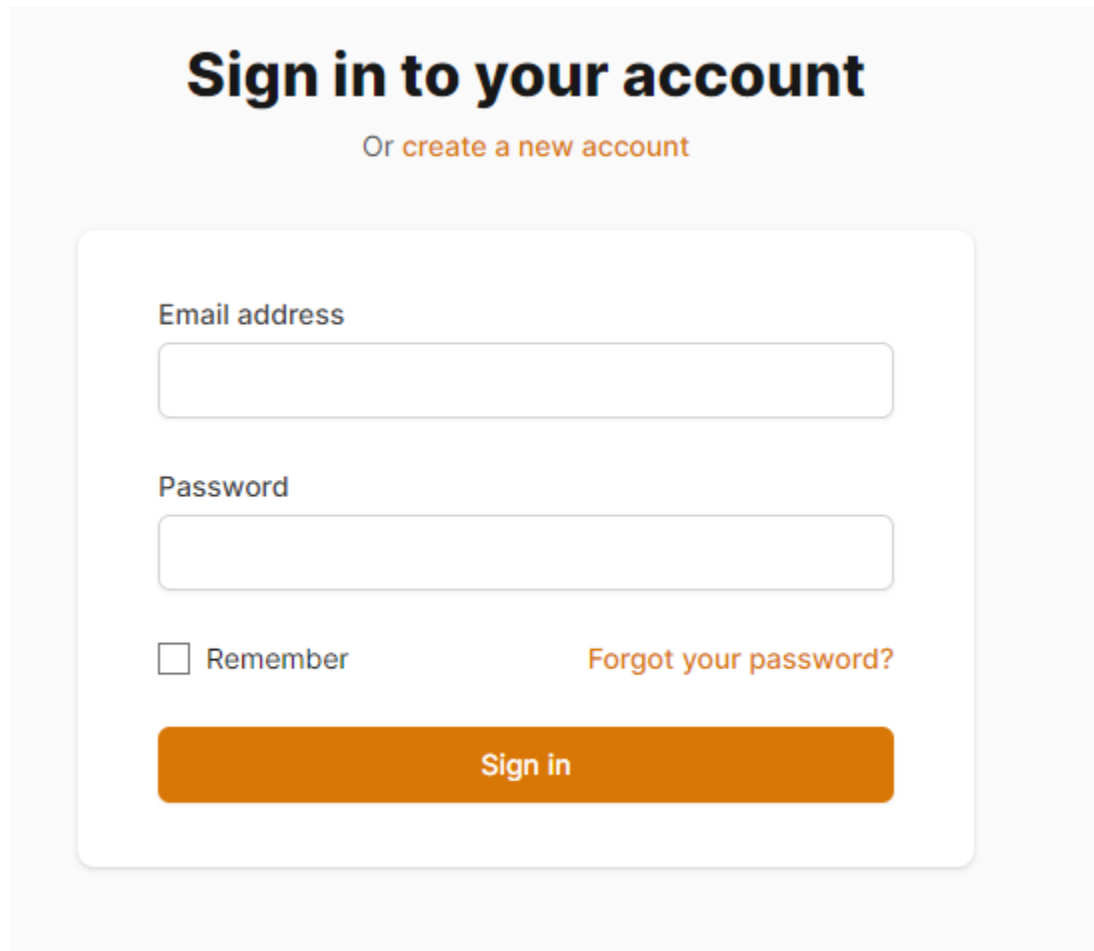
- Signing up – page 3
- Logging in – page 5
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- Adding a new venue – page 11
- Adding a new event – page 17
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Signing up

Head to the partner portal page on your relevant Destination website EG.

<https://visitbirmingham.com/partner-portal>

You will have the option to sign in or to “create a new account”.



The image shows a sign-in form with the following elements:

- Sign in to your account** (Main heading)
- Or [create a new account](#) (Link)
- Email address** (Label above a text input field)
- Password** (Label above a text input field)
- Remember (Checkbox)
- [Forgot your password?](#) (Link)
- Sign in** (Orange button)

Click “create a new account”. On the following page, you will need to complete the relevant fields before hitting the REGISTER button at the end. Some pointers –

- **Name:** This is your own name, in full. For example, ‘Jane Smith’
- **Password:** This should be at least 6 characters in length. You’ll need to re-enter this in the ‘Confirm Password’ field below
- **Select Organisation:** Begin typing the name of your organisation into this field. A dropdown list will appear – scroll down and select yours. If your organisation doesn’t appear, there will be a prompt to add it later

- Job Title: This is your job title in your current role
- Email Notifications: Selecting yes will allow us to contact you with key updates and information about the platform

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

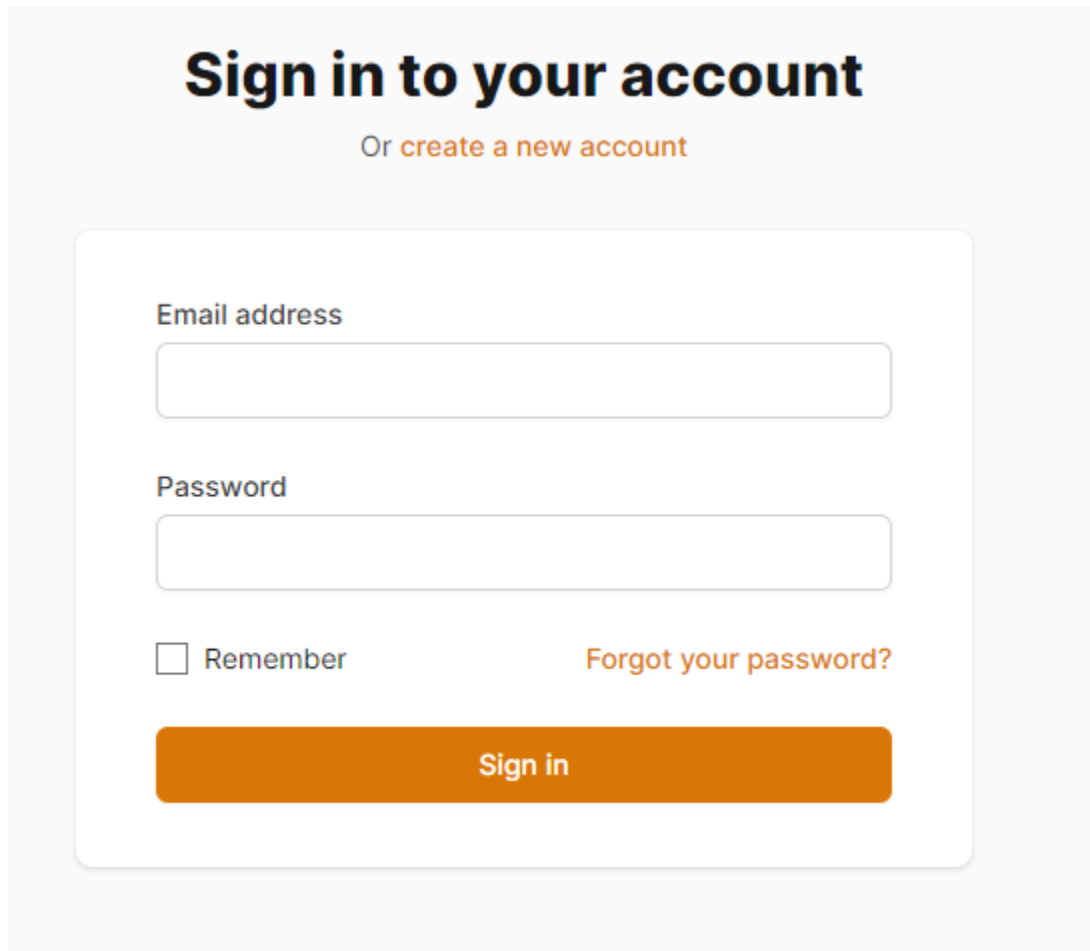
Check your email inbox for an email from CultureHosts, to confirm your registration.

Once approved, you will be able to access the DVIN homepage.

Logging in

Head to the partner portal page on your relevant Destination website EG.

<https://visitbirmingham.com/partner-portal>



The image shows a login form titled "Sign in to your account" with a sub-link "Or create a new account". The form contains two input fields: "Email address" and "Password". Below the password field is a checkbox labeled "Remember" and a link "Forgot your password?". At the bottom of the form is a large orange button labeled "Sign in".

Fill in your email address and the password you set for the Digital Visitor Information Network, then click Sign In.

You can select 'Remember Me' if you would like the device you're working on to store and supply your credentials the next time you go to log in. You should only do this if you are the only person who has access to the device you're working on.

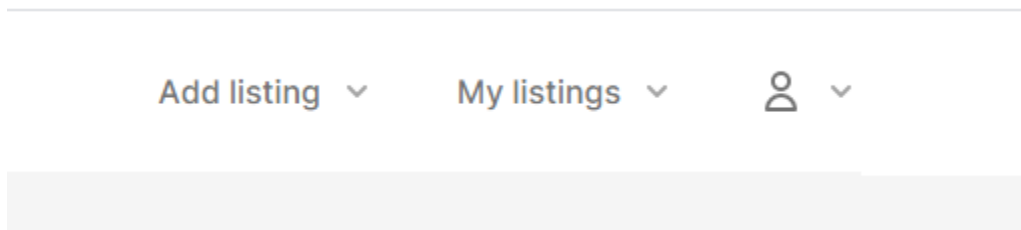
If you forget your password, select 'Forgot your password?'. On the next page, supply your email address, and you will receive a link to create a new password via email. If

you no longer have access to the email associated with your DVIN account, please contact wmgcdigital@theaudienceagency.org

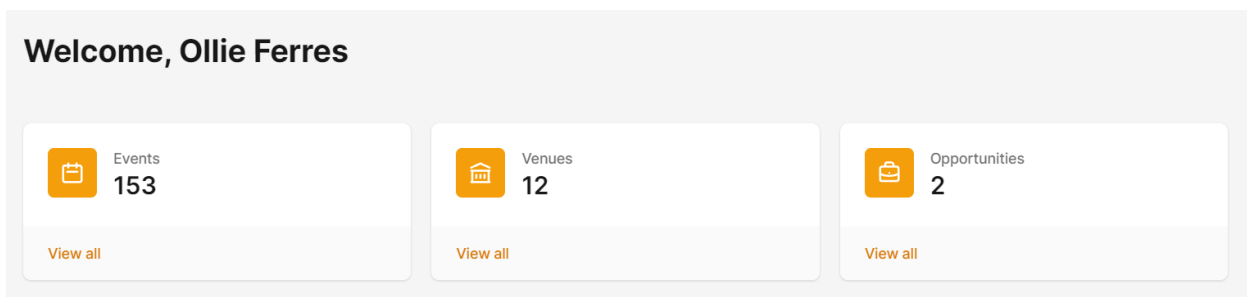
The Homepage

The homepage is your main access dashboard. At the very top, on the right hand side, are three headings with arrows next to them to indicate a drop down menu. These are:




- Add Listing: Open the dropdown menu to see links for adding an event, venue, opportunity or organisation
- My Listings: Open the dropdown menu to see links for event, venue, opportunity or organisation listings
- An icon of a person: Open the dropdown menu to see links to your profile, where you can edit your account details, and an option to Log out.



In the lead banner you'll see a summary of the number of events, organisations, venues and opportunities uploaded by you/your organisation. If you click on any of these, you will be taken through to the relevant listings page.







Welcome, Ollie Ferres

 Events 153 View all	 Venues 12 View all	 Opportunities 2 View all
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Events

The banner below this shows a few events uploaded by you/your organisation. You can click on any of these to be taken through to the listing. Select 'View all' at the top right of this banner to be taken through to the events search page.

Events





 Finding Nemo 16th October 2021 – 23rd October 2021, 12:00pm	 Night At The Opera 26th October 2021 – 30th October 2021, 12:00pm
 Food Festival - Session 24th October 2021 – 30th October 2021, 12:00pm	 Food Festival 24th October 2021 – 30th October 2021, 12:00pm

Venues

The banner below this shows a few venues uploaded by you/your organisation. You can click on any of these to be taken through to the listing. Select 'View all' at the top right of this banner to be taken through to the venues search page.

Venues

[View all](#)

 Wolverhampton Grand Theatre Lichfield Street, Wolverhampton	 Ikon Gallery 1 Oozells Square, Brindleyplace, Birmingham
 Core Theatre Solihull Theatre Square,, Touchwood Homer Road	 Compton Verney Compton Verney, Warwickshire

Opportunities

The banner below this shows a few opportunities uploaded by you/your organisation. You can click on any of these to be taken through to the listing. Select 'View all' at the top right of this banner to be taken through to the opportunities search page.

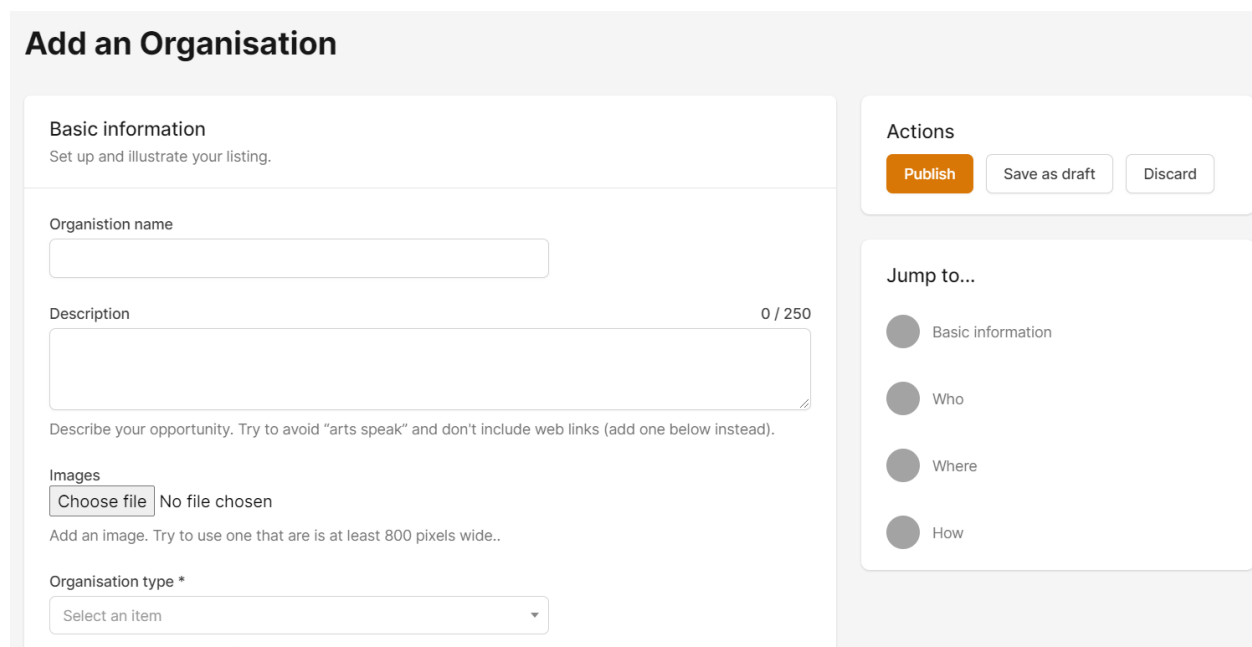
Opportunities

Mentoring Opportunity 14th October 2021, 4:45pm	Volunteer Opportunity 12th October 2021 – 14th October 2021, 12:00pm
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Adding a new organisation

Creating your organisation in Culture Hosts is very important, especially for organisations who will not have a public venue listed on Culture Hosts. Add as much detail as you can so that websites who publish information from Culture Hosts can use your organisation information to help inform the public.

When you register your account, you will need to select the organisation you belong to. If this organisation is not already an option, you will need to select the option to create your organisation later. Once you click register, you will be taken to the form to create your organisation.



The screenshot shows a web form titled "Add an Organisation". The form is divided into two main sections: "Basic information" and "Actions".

Basic information
Set up and illustrate your listing.

Organisation name

Description 0 / 250

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

Images
 No file chosen
Add an image. Try to use one that are is at least 800 pixels wide..

Organisation type *

Actions

Jump to...
 Basic information
 Who
 Where
 How

Basic Information

Some pointers –

- Organisation name: Supply the name of your organisation. If you are a part of an organisation which runs several venues, then please use the parent organisation details.

- Description: Supply a short description of the organisation, including all of the key information someone might need to know. Remember to keep it simple and to the point. The tone here should be factual and informative. Don't include links – you can add these below.
- Images: Select 'Add Image' and upload up to seven high-quality images of the organisation from your files. Ideally these should be in JPEG, GIF or PNG format, and at least 800 pixels wide. Always use colour images, they should always be photography and never contain any logos or text. You will be prompted to supply a description for people who can't see the image, and to supply a credit if applicable – always credit the photographer or the rights holder of the image. Select the box to indicate you have permission to use the image to confirm that you are allowed to use this image. Finally, click save. Once uploaded, the image name will appear above; this will be the same as the file name. Where possible, the file name should make it clear what the image is of, and include any relevant credits. You can remove an image by clicking the cross next to its name
- Organisation type: Click on the drop down menu and select the category that best describes the organisation from the list.

Who ...runs this organisation?

You'll need to fill in the fields with the company's information. If a field doesn't apply, or you don't have the information to hand, leave it blank.

Where ...is it based?

Supply the official address of the company.

How ...do you contact the organisation?

Some pointers –

- Email address: Where possible, this should be the general enquiries email address for the company
- Telephone number: Again, this should be for general enquiries
- Website: This should be the homepage of the company's website. Please copy and paste the URL including https://

- Twitter / Instagram / Facebook: When adding social media accounts, paste in the full URL to the individual pages, not just account names or handles. So ['https://www.facebook.com/creativetourist'](https://www.facebook.com/creativetourist) and not '@creativetourist'

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

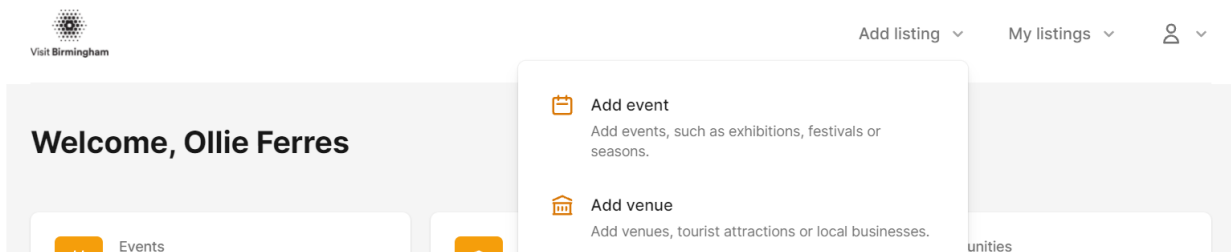
- Publish: This will publish the organisation listing, making it public to other DVIN API users. The next page will be the published listing. You can now find the organisation by using the DVIN filter tool
- Save as draft: This will save the listing and any information you've supplied up to that point. The listing won't yet be public. You can continue to edit, but will need to click 'Save as draft' again after entering any new information. If you quit the 'Add an Organisation' page, you can find your drafts by clicking on 'My listings' at the top right hand side of the page, and then selecting 'Organisation listings' from the dropdown menu. On the next page, any listings not yet published will be labelled as a draft
- Discard: Only select this button if you want to permanently delete the listing draft

Adding a new venue

Culture Hosts can store almost any type of venue. From traditional places like concert halls, theatres, hotels, bars and restaurants, to public spaces like parks and woodlands.

Before going on to add events (in the next section), it's good practice to upload a venue or check that the relevant venue listing for your event already exists. This is because events need to be assigned to an existing venue listing.

On the DVIN homepage, look for a tab in the top right hand corner that says 'Add Listing'. If you click on this, a drop down menu will appear. Select 'Add Venue'.



On the following page, you'll need to complete the following fields before selecting 'Publish', 'Save as draft' or 'Discard' at the bottom:

A screenshot of the 'Add a Venue' form. The form is titled 'Add a Venue' and has a subtitle 'Basic information' with the instruction 'Set up and illustrate your listing.' The form contains several fields: 'Venue name *' (a text input field), 'Description *' (a text area with a character count of '0 / 2000'), and 'Images' (a 'Choose file' button and the text 'No file chosen'). Below the 'Images' section, there is a note: 'Add an image. Try to use one that are is at least 800 pixels wide..'. On the right side of the form, there is an 'Actions' section with three buttons: 'Publish' (highlighted in orange), 'Save as draft', and 'Discard'. Below the 'Actions' section, there is a 'Jump to...' section with four radio button options: 'Basic information', 'What', 'Where', and 'Who'. The 'Basic information' option is selected.

Basic information

Some pointers:

- Venue name: This should be the official, public name of the venue
- Description: Supply a short description of the venue, including all of the key information someone might need to know. Remember to keep it simple and to the point. The tone here should be factual and informative. Don't include links – you can add these below
- Images: Select 'Add Image' and upload up to seven high-quality images of the venue from your files. Ideally these should be in JPEG, GIF or PNG format, and at least 800 pixels wide. Always use colour images, they should always be photography and never contain any logos or text. You will be prompted to supply a description for people who can't see the image, and to supply a credit if applicable – always credit the photographer or the rights holder of the image. Select the box to indicate you have permission to use the image to confirm that you are allowed to use this photograph. Finally, click save. Once uploaded, the image name will appear above; this will be the same as the file name. Where possible, the file name should make it clear what the image is of, and include any relevant credits. You can remove an image by clicking the cross next to its name

What ...kind of venue is this?

What...
...kind of venue is this?

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 events that are part of it later.

Parent venue *

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

Choose the larger venue this one is part of.

In this section you will be asked whether this is part of a multi-purpose venue. You can choose either:

Yes	No
Choose yes if you are adding a venue that is housed within a larger venue. For example, a café that is part of an art gallery.	Choose no if you are adding either a standalone venue, or a parent venue that contains smaller venues.
<p>In the next field, you will be asked for the multi-purpose venue.</p> <p>Select the parent venue that your new venue belongs to. For example, choose the art gallery that the café resides in.</p> <p>If the multi-purpose venue isn't listed yet, click</p>	

<p>the 'Add new venue button to create a listing for it. You will be able to add this parent venue on the next page.</p>	
<p>Main place type:</p> <p>Please select a primary place type by clicking on the drop down box. The primary place type should be the term that best describes the venue itself.</p> <p>Other place types:</p> <p>Select more place types if they also apply to the venue.</p>	
<p>Themes: Select the most appropriate from the drop down menu</p>	

Where ...is it?

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.

Who ...is it for?

Is the venue free to enter? Select either:

- Yes: People do not pay to enter this venue.
- No: People must pay to enter this venue. Enter the minimum entry fee in the box below

Family friendly

- Yes: This venue is suitable for families with children
- No: This venue is not suitable for families with children

Audiences:

Choose the audience or audiences that the venue is most suitable for. Keep these to a minimum where possible.

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.

When ...is it open?

Is the venue open to the public? Select either:

- Yes: The public are welcome to visit this venue
- No: This venue is closed to the public

Enter the venue's opening hours in the fields below. Some pointers –

- On each of the days listed, you can tick a box to indicate that the venue is open 24 hours, or another box to indicate that it is closed all day
- Set the opening and closing hours by clicking on the drop down boxes
- The venue might open and close more than once in a day. For example, a restaurant that opens for lunch from 11.00 to 14.00 and then again for dinner from 17.00 to 23.00. If this is the case, click 'Add more times' and additional fields will appear

How ...do you contact the venue?

Enter the venue's contact details in the fields below. Some pointers:

- Email address: Where possible, this should be the general enquiries email address for the venue
- Telephone number: Again, this should be for general enquiries
- Website: This should be the homepage of the venue's website. Please copy and paste the URL, including https://
- 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://www.facebook.com/creativetourist>' and not '@creativetourist'

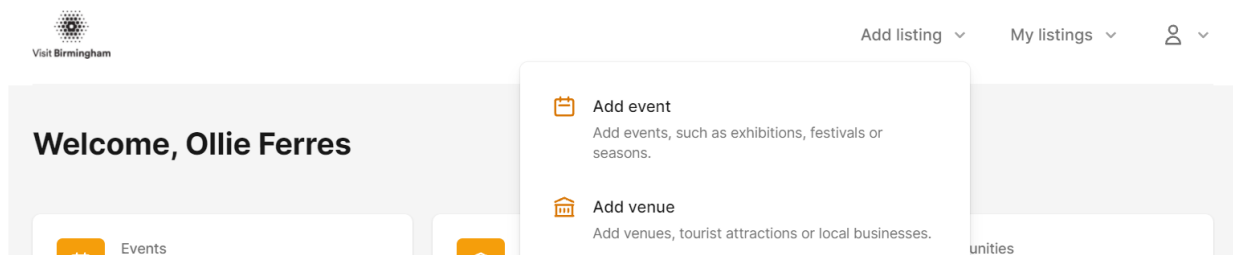
Once all of the fields are complete, you can select from the three buttons at the bottom of the page:

- Publish: This will publish the venue listing, making it public to other DVIN users. The next page will be the published listing. [You can now find the venue by using the My Listings filter tool](#)
- Save as draft: This will save the venue listing and any information you've supplied up to that point. The listing won't yet be public. You can continue to edit, but will need to click 'Save as draft' again after entering any new information. If you quit the 'Add a Venue' page, you can find your drafts by clicking on 'My listings' at the top right hand side of the page, and then selecting 'Venue listings' from the dropdown menu. On the next page, any listings not yet published will be labelled as a draft
- Discard: Only select this button if you want to permanently delete the listing draft

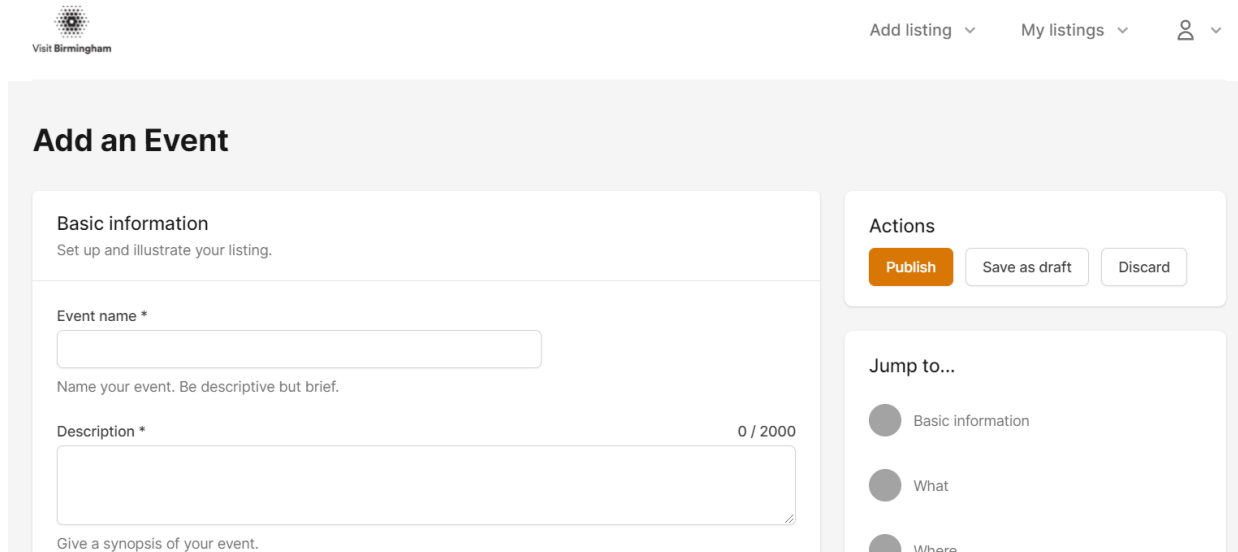
Adding a new event

The Culture Hosts event upload form is designed to gather the essential information needed to power event listings. Culture Hosts can store any type of event – from major multi-venue festivals, to day-to-day classes as well as all manner of tours, experiences and online events.

On the DVIN homepage, look for a tab in the top right hand corner that says 'Add Listing'. If you click on this, a drop down menu will appear. Select 'Add Event'.



On the following page, you'll need to complete the following fields before selecting 'Publish', 'Save as draft' or 'Discard' at the bottom:

A screenshot of the 'Add an Event' form. The form is titled 'Add an Event' and has a subtitle 'Set up and illustrate your listing.' The form is divided into two main sections. The left section is titled 'Basic information' and contains two required fields: 'Event name *' and 'Description *'. The 'Event name' field has a text input box and a note: 'Name your event. Be descriptive but brief.' The 'Description' field has a text area with a character count '0 / 2000' and a note: 'Give a synopsis of your event.' The right section is titled 'Actions' and contains three buttons: 'Publish' (orange), 'Save as draft' (white), and 'Discard' (white). Below the 'Actions' section is a 'Jump to...' section with three radio buttons: 'Basic information' (selected), 'What', and 'Where'.

Basic information

Some pointers –

- 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. Remember to keep it simple and to the point. The tone here should be factual and informative. Don't include links – you can add these below
- Additional information: Here you can expand a little more and fill in any extra details that aren't critical to the main description
- Images: Select 'Add Image' and upload up to seven high-quality images of the event from your files. Ideally these should be in JPEG, GIF or PNG format, and at least 800 pixels wide. Always use colour images, they should always be photography and never contain any logos or text. You will be prompted to supply a description for people who can't see the image, and to supply a credit if applicable – always credit the photographer or the rights holder of the image. Select the box to indicate you have permission to use the image to confirm that you are allowed to use this image. Finally, click save. Once uploaded, the image name will appear above; this will be the same as the file name. Where possible, the file name should make it clear what the image is of, and include any relevant credits. You can remove an image by clicking the cross next to its name.

What ...kind of event?

What...
...kind of event?

Is this a collection of smaller events? *

Yes No

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

Is this part of a bigger event? *

Yes No

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

Parent event

Select an item

My event is not listed
If your festival/symposium isn't listed yet, you'll need to add that to Culture Hosts from the next page.

In this section, you will be asked: 'Is this a collection of smaller events?' You can choose either:

Yes	No	
Choose yes if you are adding an umbrella event that encompasses a series of smaller events. For example, a festival or symposium.	Choose no if you are adding either a standalone event, or an event that is part of an umbrella event. <i>Please note: If the event you are adding is part of an umbrella event, you will need to add this parent event first</i>	
	In the next field, you will be asked: Is this part of a bigger event?	
	Yes Select yes if the event you are adding comes under	No Select no if you are adding a standalone

	the umbrella of a major event. For example, a festival or symposium.	event.
	<p>Parent event: Choose the umbrella event from the dropdown list.</p> <p>If the umbrella event isn't listed yet, click the 'Add new event' button to create a listing for it. You will be able to create this Parent event on the next page.</p>	
<p>Category:</p> <p>Please select a primary and secondary category for the event by clicking on the drop down boxes. The primary category should be the term that best describes the event itself. The secondary category can be another term that might also apply to the event.</p> <p>For example, the primary category for a film screening followed by a Q&A would be 'cinema'. The secondary category would be 'talk'.</p>		
<p>Theme: Select the most appropriate from the drop down menu.</p>		
<p>Credits: Type into the text fields to add credits for relevant performers</p>		

Where ...is it held?

Choose between –

- Online event: This means that the only way to attend the event is online
- Physical venue only: This means that the only way to attend the event is at a venue. There will be no online version

- Both: This means that the event will take place both in a physical venue AND online

Unless the event is online only, select a 'Main venue' from the dropdown box below. If the venue isn't yet listed, click the 'Add new venue' button to create a listing for it. You will be able to create this venue on the next page.

How ...do people attend?

Is the event bookable?

- Yes: Tickets to the event can be booked in advance
- No: Tickets cannot be booked in advance

Is the event free to attend?

- Yes: Visitors can attend without paying
- No: Visitors must pay to attend

Price range:

Set the minimum and maximum ticket price for the event. If tickets are all 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.

Who ...is it for?

Family friendly:

- Yes: This event is suitable for families with children
- No: This event is not suitable for families with children

Audiences:

Choose the audience or audiences that the event is most suitable for. Keep these to a minimum where possible.

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.

When ...does it happen?

Select the date and time of the event from the main menu.

- If the event is an umbrella event, you will be asked to input the overall start and finish date, for example: the first and last days of a festival.
- If the event is a standalone event, or if it comes under the umbrella of a major event, you will be prompted to input all of the dates and times that the event occurs on. For example, if the event is a recurring screening, you can select each day and time that the film will be shown. There is a button to add additional dates, or to add a recurring date if applicable

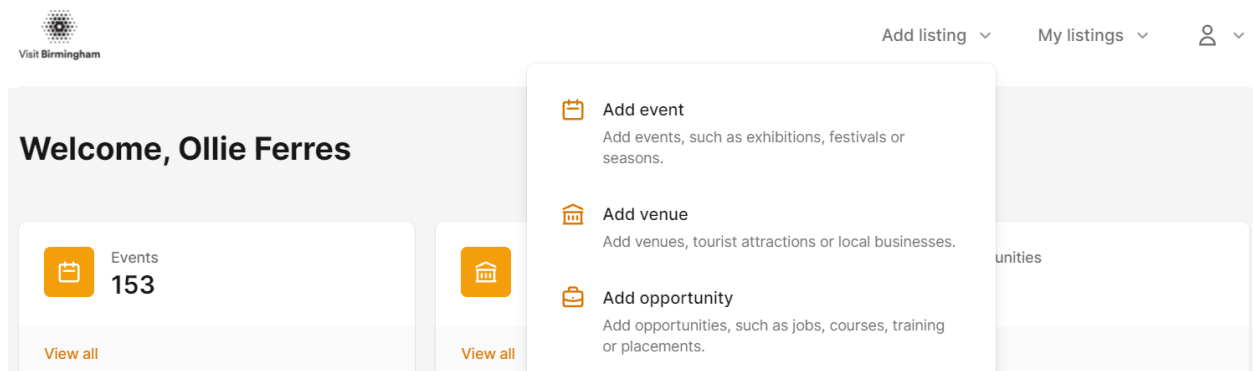
Once all of the fields are complete, you can select from the three buttons at the bottom of the page:

- Publish: This will publish the event listing, making it public to other DVIN users. The next page will be the published listing. You can now find the event by using the DVIN filter tool
- 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, but will need to click 'Save as draft' again after entering any new information. If you quit the 'Add an Event' page, you can find your drafts by clicking on 'My listings' at the top right hand side of the page, and then selecting 'Event listings' from the dropdown menu. On the next page, any listings not yet published will be labelled as a draft
- Discard: Only select this button if you want to permanently delete the draft of the listing

Adding a new opportunity

Culture Hosts also stores opportunities – from volunteering and work experience to paid positions.

On the DIVN homepage, look for a tab in the top right hand corner that says 'Add Listing'. If you click on this, a drop down menu will appear. Select 'Add Opportunity'.



On the following page, you'll need to complete the following fields before selecting 'Publish', 'Save as draft' or 'Discard' at the bottom:

A screenshot of the 'Add an Opportunity' form. The form is titled 'Add an Opportunity' and has a subtitle 'Set up your listing.' The form is divided into two main sections. The left section is 'Basic information' and contains two text input fields: 'Title' and 'Description'. The 'Description' field has a character count of '0 / 250'. The right section is 'Actions' and contains three buttons: 'Publish' (highlighted in orange), 'Save as draft', and 'Discard'. Below the 'Actions' section is a 'Jump to...' section with three radio buttons: 'Basic information' (selected), 'About the opportunity', and 'About the applicant'.

Basic information

Some pointers:

- Title: This should briefly describe the available opportunity. For example – ‘Music Project with Reform Radio’, or ‘Podcasting course’
- Description: Supply a short description of the opportunity, including all of the key information someone might need to know. Remember to keep it simple and to the point. The tone here should be factual and informative. Don’t include links – you can add these below
- Opportunity type: Click on the drop down menu and select the type that best describes the opportunity from the list
- Industry: Click on the drop down menu and select the industry that best applies to the opportunity from the list
- Categories: Click on the drop down menu and select the category that best describes the opportunity from the list
- Availability: Select the time and date from when the opportunity begins, or is open to applications, and the time and date that it ends or closes

About the opportunity

Location:

Click on the drop down menu and select the location that the opportunity will take place at. If the opportunity is based at more than one venue, choose the one that most applies. If the venue isn’t yet listed, click the ‘Add new venue’ button to create a listing for it. You can then come back to finish the listing for the opportunity you are adding.

Working hours:

List the working hours for the duration of the opportunity. Use the 24-hour clock to list hours, separated by a hyphen. For example, ‘9.00–17.00 Monday to Wednesday, 10.00–18.00 Thursday and Friday’.

Responsibilities:

Outline the responsibilities that the opportunity will involve.

Paid opportunity:

- Yes: The person taking part in the opportunity will be compensated for their time, not including expenses
- No: The person taking part in the opportunity will not be compensated for their time, aside from expenses

Expected payment:

Indicate the salary or compensation for this opportunity.

Website:

Copy and paste a link to the website for this opportunity. This should be where people can find out more or apply.

About the applicant. Who should apply?

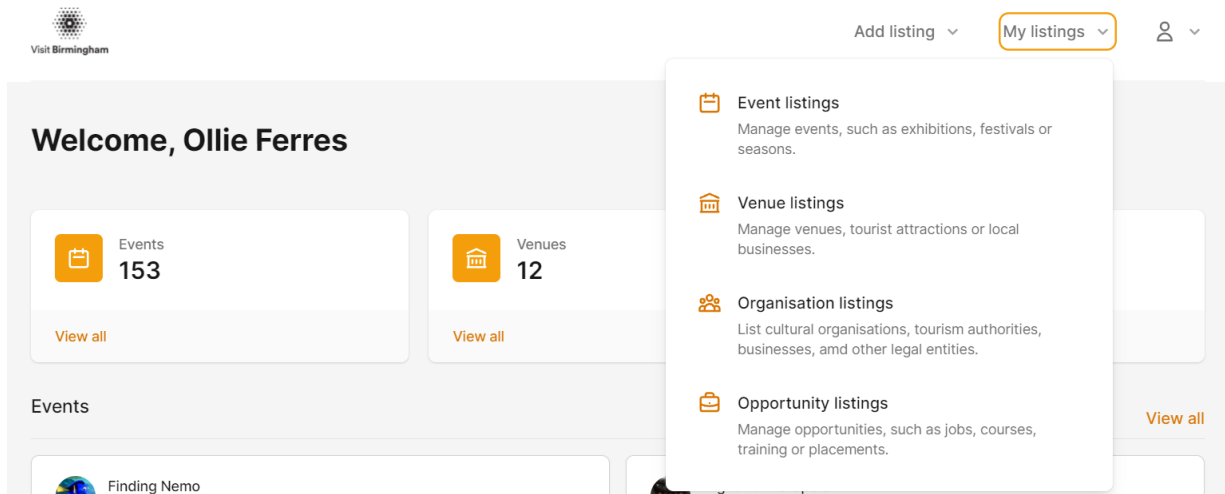
Supply a short description of the experience, skills and qualifications required in the relevant fields.

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

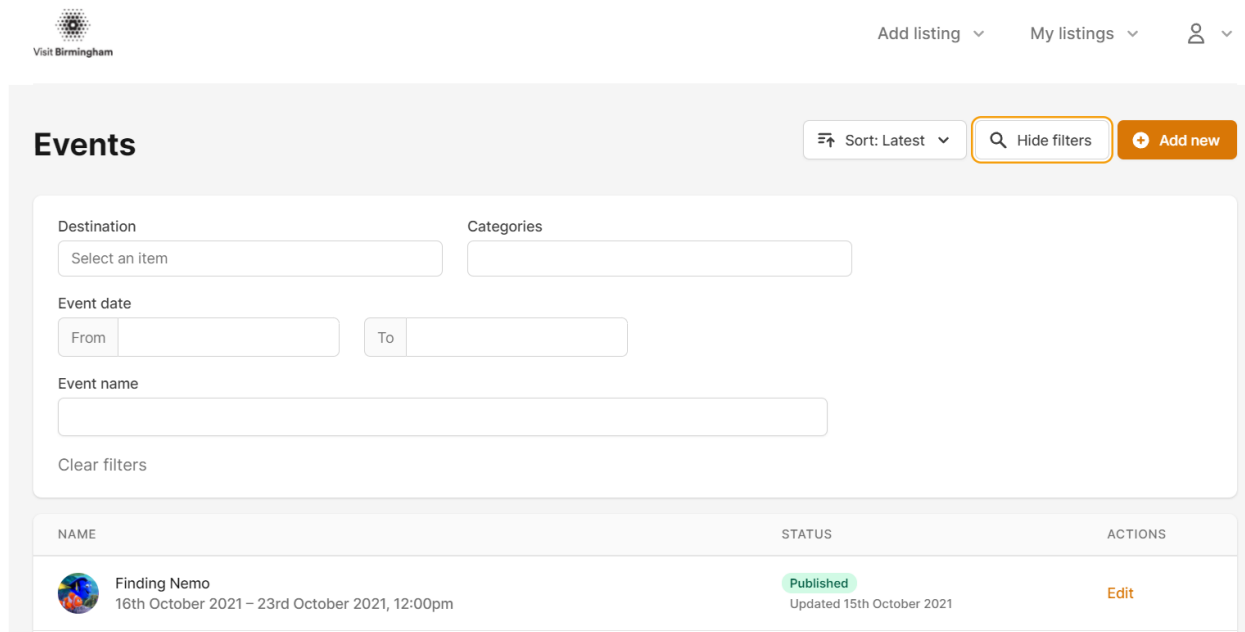
- Publish: This will publish the opportunity listing, making it public to other DVIN users. The next page will be the published listing. You can now find the opportunity by using the DVIN filter tool
- Save as draft: This will save the listing and any information you've supplied up to that point. The listing won't yet be public. You can continue to edit, but will need to click 'Save as draft' again after entering any new information. If you quit the 'Add an Opportunity' page, you can find your drafts by clicking on 'My listings' at the top right hand side of the page, and then selecting 'Event listings' from the dropdown menu. On the next page, any listings not yet published will be labelled as a draft
- Discard: Only select this button if you want to permanently delete the draft of the listing

Reviewing and editing existing listings

To review or edit an existing listing, click on 'My listings' at the top right hand side of the page, and then select the relevant listings type EG 'Event listings' from the dropdown menu.



The option to 'Show Filters' and 'Hide Filters' will appear towards the top of the following page.



Fill in which fields you require to narrow down your search:

- Destinations: Click on the dropdown menu and select any that apply, starting with the main or most relevant destination
- Categories: Click on the dropdown menu and select any that apply, starting with the main or most relevant category
- Date & time: Click on the dropdown menu and select the date and time of the event you're searching for. You can leave these fields blank if not relevant, or if you don't know when the listing you're looking for takes place
- Search bar: Supply any keywords that might appear in the listing title

You can remove the information you've supplied and start again by clicking 'Clear all filters'.

Once you have filled in all of the fields and selected 'Search', the results will appear below the 'Filter Events' panel. Click on the 'Sort by' dropdown menu to further organise the results. There may be several pages of results: you can scroll through them by clicking on the arrows at the bottom right hand side of the page, or by clicking on the page numbers.

When you see the listing you are looking for, you can select the following buttons:

- View: This will take you to the listing page itself
- Edit: This will allow you to edit the listing. Edit will not appear on listings that you haven't created
- Delete: Only select this button if you want to permanently delete the listing. Delete will not appear on listings that you haven't created