



# USER GUIDE FOR THE WHISTLER CENTRAL EVENTS DATABASE & EVENTS IFRAME

(DRAFT)



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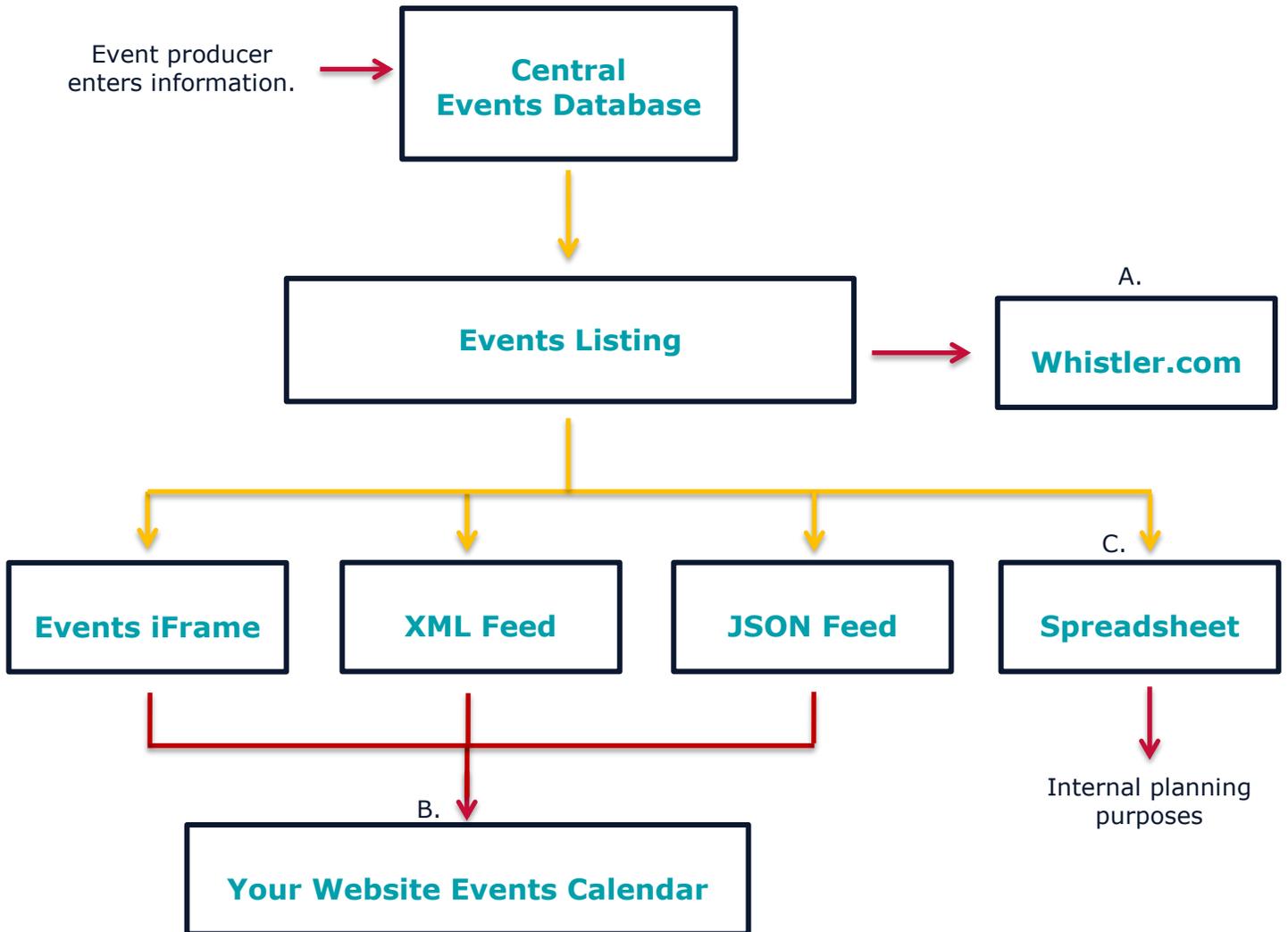
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**For any questions about the Whistler Central Events Database and the Whistler Events iFrame, please email [events@tourismwhistler.com](mailto:events@tourismwhistler.com).**

## OVERVIEW

To help understand how the Central Events Database populates different tools, please see the below diagram. Once an event producer has entered in their event details, the events listing is updated which then populates:

- A. Event calendars & pages on whistler.com
- B. Event tools which update the events calendar on your website
- C. Events Spreadsheet



## ENTERING EVENTS INTO THE WHISTLER CENTRAL EVENTS DATABASE

Businesses and event producers who have confirmed events are invited to submit their event information directly into the Central Events Database for review. The Central Events Database populates the following tools:

- [Whistler.com events listing](#)
- [Events iFrame](#)
- [Events XML and JSON feeds](#)
- [Spreadsheet \(Complete events listing by category in one document\)](#)

### ADDING YOUR EVENT TO THE DATABASE

To submit and enter a confirmed event into the Central Events Database, users need to go to [whistler.com/members](http://whistler.com/members). No login is required to submit an event.

- Scroll over the **About TW** on the top bar and then click on "**Submit an Event**".
- There are four sections that need completing:
  - **Event Details**
    - Event Name
    - Start Date / End Date: *All events require specific dates entered*
    - Time
    - Re-occurrence
    - Private Event: *Private events are for in-house guests or private invite only guests. For example, these are events only open to hotel guests or private customer appreciation events. These events will not show up on the whistler.com events feed, the events spreadsheet, the XML or JSON feeds or when the "All Whistler Events" option is selected in the Events Listing section of the iFrame.*
    - Event City/Town
    - Event Description: *The event description should be 75 to 100 words. Please include time, cost/fees if applicable and the URL for more information.*
  - **Contact Details (for internal purposes only)**
    - Event Producer (company)
    - Contact Name
    - Contact Email
    - Lead Event Whistler Agency: *Select "Other" if this doesn't apply to you.*
    - Website
    - Listing submitted by
  - **Event Specifics**
    - Area of Whistler: *Please ignore this if your location is not in Whistler.*
    - Location: *Pick from the drop down menu. If your venue isn't there, please select "Not on list" and type the location in Venue text box.*
    - Venue: *To be used if there is a specific room in a venue where the event is held (ex. A ballroom of a hotel or room in a conference centre) or if a location is not in the location drop down menu.*
    - Event Audience, Free Event, Ticketed and Visitor Opportunity: *Select all that apply.*

- **Event Category**
  - Please select all categories that apply
  - Number of attendees
  - Primary age demographic
  - Primary area of origin
- Click on “**Submit Event**” at the bottom of the page. *Please note that once an event is submitted, you can no longer make any changes to the submitted listing. If any edits are required or the event is now cancelled and need to be removed, please email [events@tourismwhistler.com](mailto:events@tourismwhistler.com).*

The event will be published on whistler.com within 5 to 7 business days after you submit it.

## EVENTS FEATURED ON WHISTLER.COM

With the exception of “Private Events”, all Whistler events are reviewed by Tourism Whistler. Tourism Whistler reviews, edits (to ensure consistency) and reserves the right to omit events from populating the whistler.com events listing. Whistler.com is designed for visitors and so events listed on the website are focused towards the visitor experience.

None of the Squamish, Pemberton, Lion’s Bay, Bowen Island, and Britannia Beach events will be reviewed or edited. They are added to the Central Events Database as is.

The following types of events are added to the Central Events Database and populate the events iFrame, events XML or JSON feeds and Whistler events spreadsheet, but are not included in the whistler.com events listing. These events include:

- Classes
- Business Community Events
- Community Meetings
- Networking
- Presentations

## IMAGES

If you would like a promotional event image to be included with your listing, you must email an image to [events@tourismwhistler.com](mailto:events@tourismwhistler.com). Tourism Whistler will not be reaching out to secure an image for your event. Please ensure to include your event name in the subject line of your email. Images should be a promotional image that can be used to help promote your event.

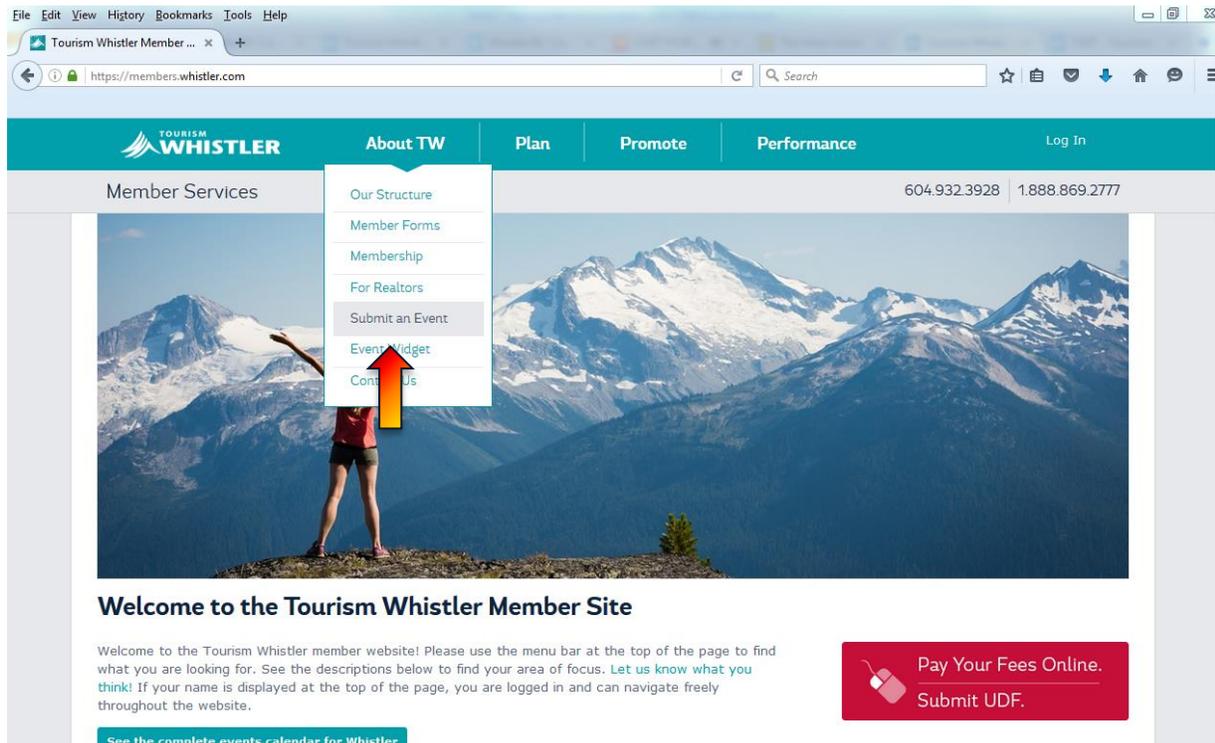
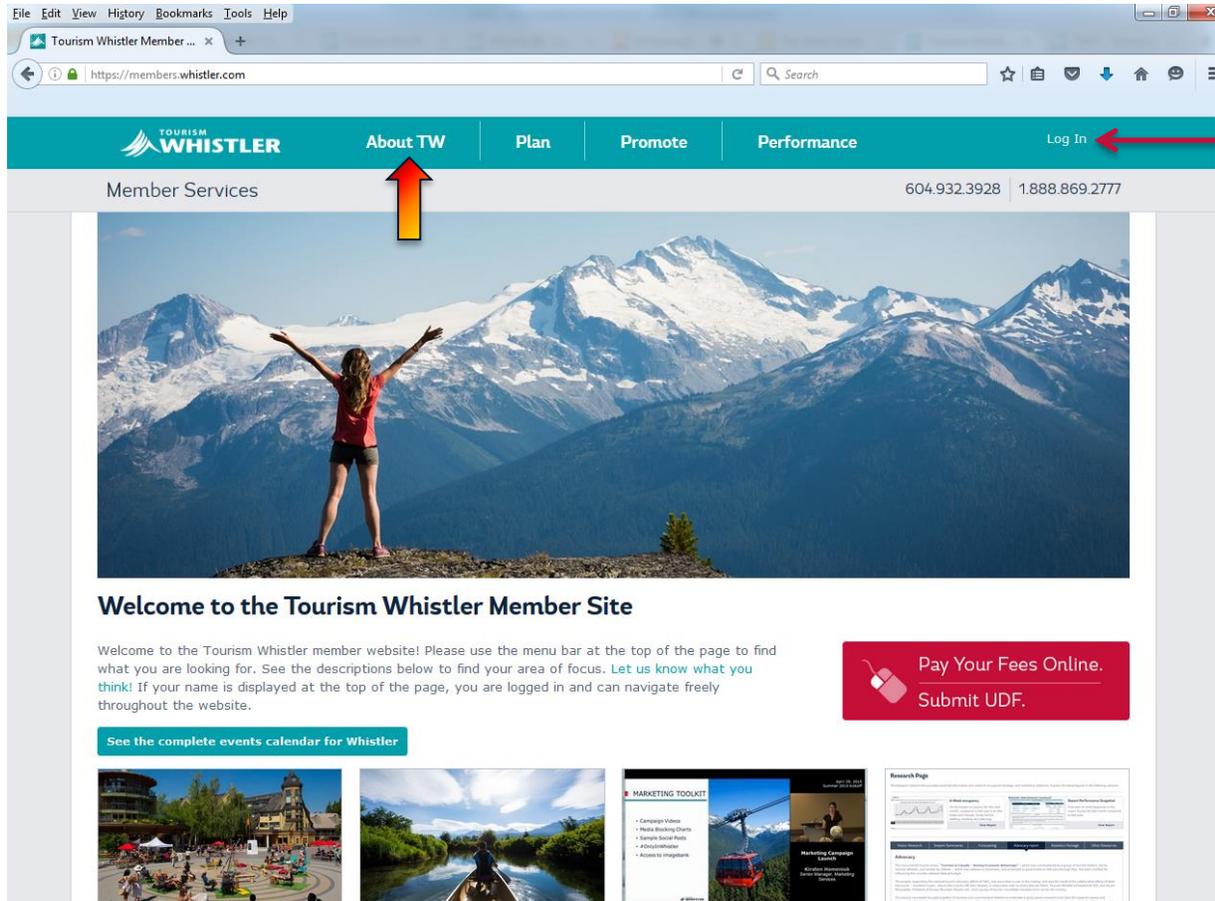
Whistler events are likely to be added to the whistler.com events listings and as such they should follow the whistler.com brand guidelines. Whistler event images should be:

- Web ready
- Horizontal format is best
- No text or logos imposed on the image
- Image needs to be a photo and not an event poster
- Image cannot contain a photo credit – must be royalty free
- Please do not submit images that contain nudity, intoxication or any might be deemed harmful or hateful.

Event images for art galleries in Squamish, Pemberton, Lion’s Bay, Bowen Island, and Britannia Beach must be:

- Web ready
- Horizontal format is best

## Steps 1 & 2





## Submit an Event

Thank you for sharing your event with us!

Businesses and event producers who wish to use the Whistler Events Database are welcome to submit their event information directly.

The Whistler Events Database populates numerous other tools such as the [Whistler Events iFrame](#), [Events XML Feed](#), [Whistler Events Calendar](#) and the JSON feed.

Simply complete the following form with the relevant event information. Once you have submitted the event, Tourism Whistler will review, edit it to ensure consistency and reserves the right to omit it. It is good to note that Whistler events are the only events that will be included on the whistler.com events listing. The event will be published on whistler.com within 5 to 7 business days after you submit it.

If you have any questions, please email [events@tourismwhistler.com](mailto:events@tourismwhistler.com).

\* - indicates a required field

**Event Details**

Event Name:

Start Date 1:  End Date 1:

Time:

Re-occurrence:

Private Event:

Private events are for in-house guests or private invite only guests. These events will not show up on the whistler.com events feed.

Event City/Town:

Event Description:

**Contact Details (for internal purposes only)**

Event Producer (Company):

Contact Name:

Contact Phone:

Contact Email:

Lead Event Whistler Agency:

Website:

Listing Submitted By:

**Event Specifics**

Area of Whistler:  Whistler Village  Upper Village  Village North  
 Whistler Creekside  Whistler Valley  On-Mountain  
 Whistler Olympic Plaza

Location:

Venue:

Event Audience:  All Ages  19+  Family

Free Event:  Yes  No

Ticketed:  Yes  No

Visitor Opportunity:  Spectator  Participant

**Event Category**

<p><b>Sports &amp; Recreation</b></p> <input type="checkbox"/> DH Bike <input type="checkbox"/> XC Bike <input type="checkbox"/> Road Bike <input type="checkbox"/> Nordic <input type="checkbox"/> SK/Board <input type="checkbox"/> Golf <input type="checkbox"/> Running <input type="checkbox"/> Multi-sports <input type="checkbox"/> Water sports <input type="checkbox"/> Adventure <input type="checkbox"/> Other Sports <input type="checkbox"/> Community Rec. & Leisure <input type="checkbox"/> Yoga <input type="checkbox"/> Obstacle Race	<p><b>Arts &amp; Culture</b></p> <input type="checkbox"/> Visual Arts <input type="checkbox"/> Concert <input type="checkbox"/> Theatre/Dance <input type="checkbox"/> Film/Photography <input type="checkbox"/> Literary <input type="checkbox"/> Comedy <input type="checkbox"/> Food & Wine <input type="checkbox"/> First National/Aboriginal <input type="checkbox"/> Heritage/Museum <input type="checkbox"/> Artisans Market <input type="checkbox"/> Interdisciplinary/Cabinet <input type="checkbox"/> Village Entertainment	<p><b>Around Town (member events)</b></p> <input type="checkbox"/> Music/Nightlife <input type="checkbox"/> Community Events <input type="checkbox"/> Community Mtg. (RHOW) <input type="checkbox"/> Presentations <input type="checkbox"/> Business Community Events <input type="checkbox"/> Workshops/Classes <input type="checkbox"/> Networking/Training <input type="checkbox"/> Health & Wellness <input type="checkbox"/> Children's Events <input type="checkbox"/> Marquee Event
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Number Attendees:

Primary Age Demographic:

Primary Area of Origin:

Submit Event

Subscribe to the Member Newsletter Recommended Exchange Rate [view disclaimer](#)

Email address

Member newsletters sent every two weeks include opportunities, news and reports for Whistler businesses.

**25%** (1 CAD = 0.80 USD)  
(1 USD = 1.25 CAD)

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|--|--|--|--|---|
| <p><a href="#">About</a></p> <p><a href="#">Our Structure</a></p> <p><a href="#">Member Forms</a></p> <p><a href="#">Membership</a></p> <p><a href="#">For Realtors</a></p> <p><a href="#">Submit an Event</a></p> <p><a href="#">Event Widget</a></p> <p><a href="#">Contact Us</a></p> | <p><a href="#">Plan</a></p> <p><a href="#">Resources</a></p> <p><a href="#">Meetings</a></p> <p><a href="#">AGM</a></p> <p><a href="#">Business Plan</a></p> | <p><a href="#">Promote</a></p> <p><a href="#">Promotional Tools</a></p> <p><a href="#">Campaign Toolkits</a></p> <p><a href="#">Event Opportunities</a></p> <p><a href="#">For Concourses</a></p> <p><a href="#">Connect with TW</a></p> | <p><a href="#">Performance</a></p> <p><a href="#">Team Updates</a></p> <p><a href="#">Research</a></p> | <p><a href="#">Member Resources</a></p> <p><a href="#">Research Data Entry</a></p> <p><a href="#">Make a Payment</a></p> <p><a href="#">Image Requests</a></p> <p><a href="#">Submit an Event</a></p> <p><a href="#">Membership Forms</a></p> |
|--|--|--|--|---|

## HOW TO USE THE EVENTS IFRAME

Businesses who wish to showcase Whistler, Squamish, Pemberton, Lion's Bay, Bowen Island, and Britannia Beach events on their website, can easily implement the Whistler Events iFrame onto their website. Users can showcase all or any specific events that have been entered into the Whistler Central Events Database.

To help configure the iFrame to your desired preferences, please use the Event Widget.

- To find the Events Widget go to [www.whistler.com/members](http://www.whistler.com/members).
- Scroll over **About TW** on the top bar and then click on "**Event Widget**". **OR** click on <https://members.whistler.com/forms/events/widget/>.
- Follow the four step process to configure your Events iFrame

### **Step One** (*mandatory*)

- Select the town.
- Select the venue.

Note: If you wish to display everything in a location choose --All--

If you have a "Private Event" you must select the designated venue in which the "Private Event" held. Otherwise it will not be included.

- Click on **Add Locations** Note: Add as many venues as you like.

### **Step Two** (*mandatory*)

- Select the themed categories for the events you wish to display.

### **Step Three** (*optional*)

- If you'd like specific events included in your iFrame that do not have an identified venue (i.e. WSSF, Crankworx, etc...) type in event name and click on search events. If the event has been added to the database then it should appear.

If the event is not included in the database it could be for one of two reasons:

- The event/festival dates have not been confirmed thus cannot be added to the database. (Annual events dates are confirmed at a later date pending worldwide race schedules or other producer restrictions)
- The event has not been added to the database. If this is the case, you can add your event to the [database](#).

### **Step Four**

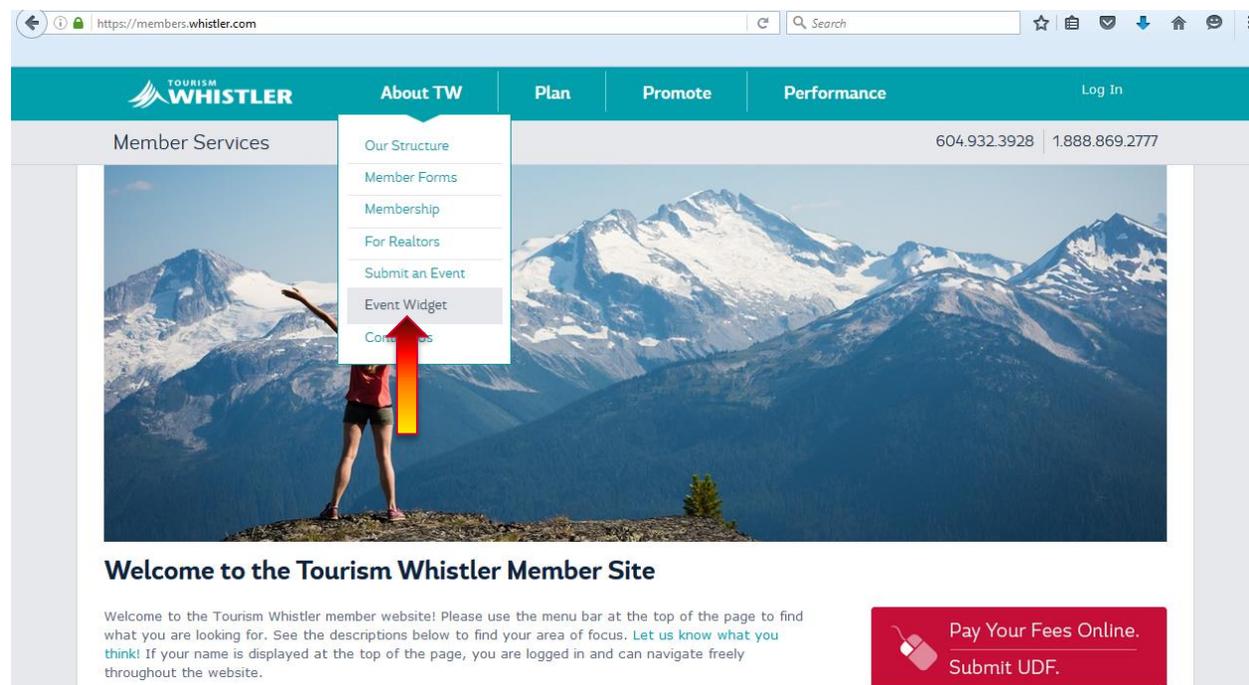
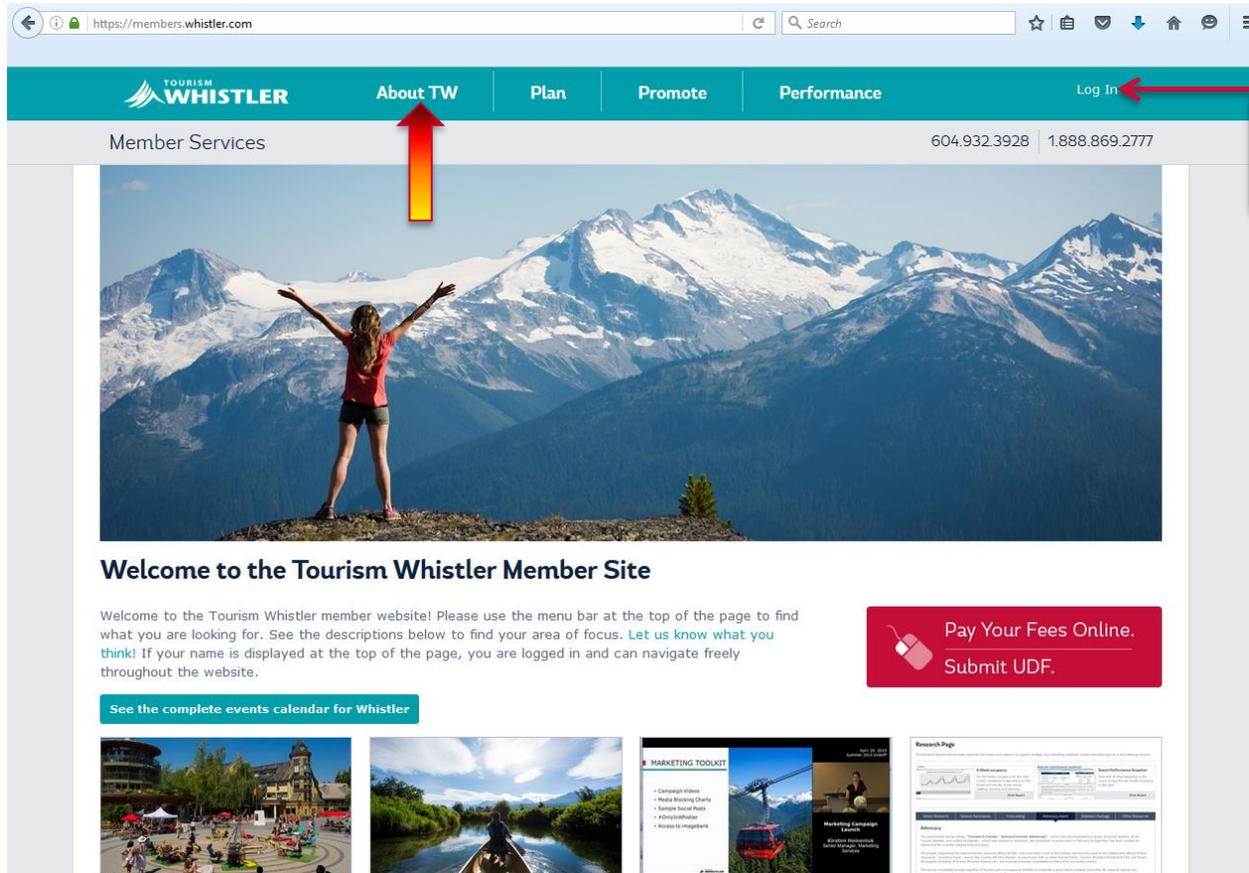
- Select your preview style
- Select your color preference
- Click on **View Event Listing Preview**. Ensure the events you wish to have displayed are there. Use the widget to adjust which events are included/displayed should any changes be required.

Note: You cannot change the description, link, venue, or image included in the event listing. You can only change the events you wish to display.

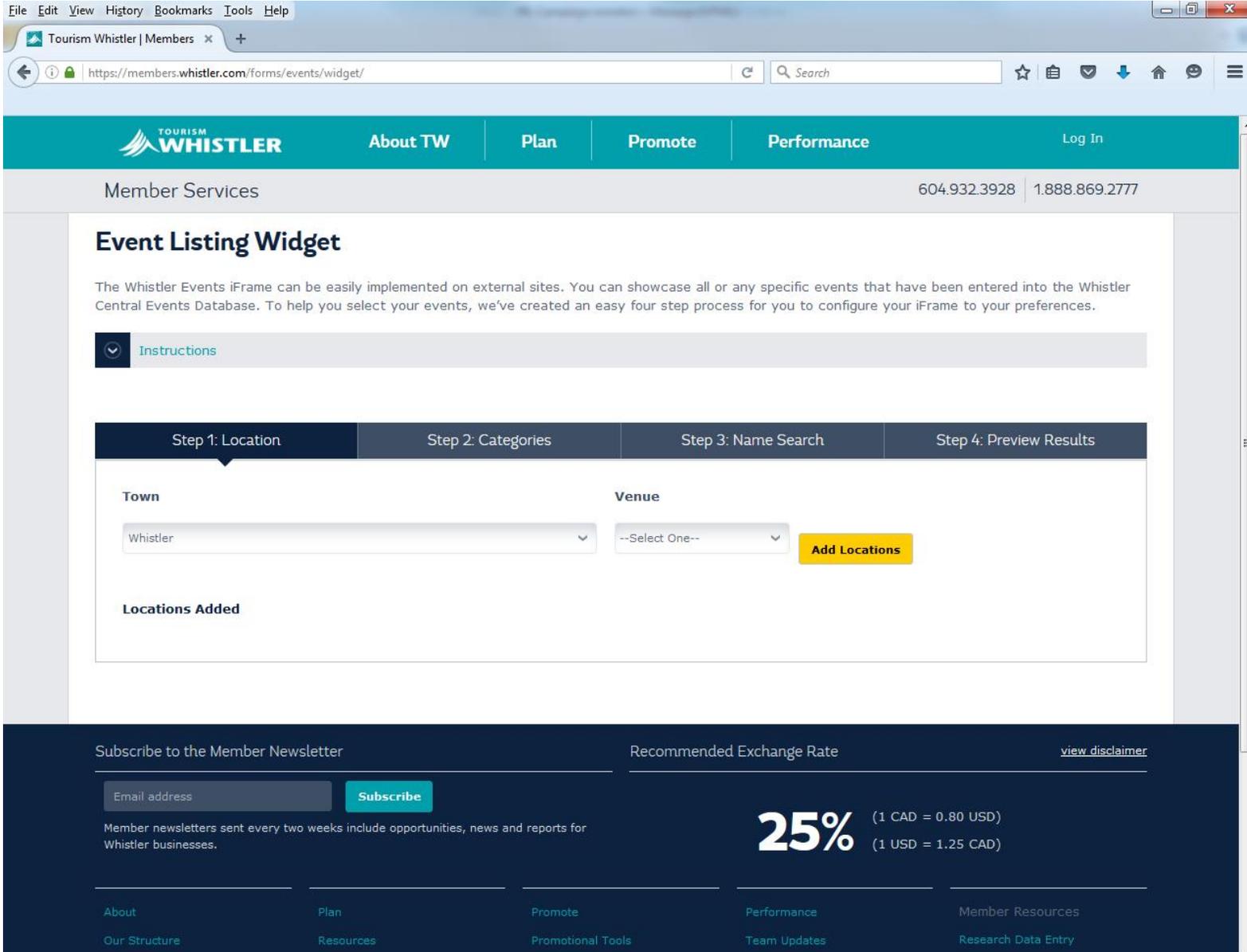
If there's an error in the event that you are producing, please email [events@tourismwhistler.com](mailto:events@tourismwhistler.com) to make any changes.

Once all edits are made and you're happy with your preview, click on **View Code**. Once you have your iFrame code snippet, simply add it to the chosen webpage using your CMS. OR provide the code to whoever updates your website.

### Steps 1 & 2



## Configure and personalize your iFrame using the Events Listing Widget



The screenshot shows a web browser window displaying the 'Event Listing Widget' configuration page on the Tourism Whistler website. The browser's address bar shows the URL: `https://members.whistler.com/forms/events/widget/`. The page features a teal navigation bar with the Tourism Whistler logo and menu items: 'About TW', 'Plan', 'Promote', 'Performance', and 'Log In'. Below the navigation bar, there is a 'Member Services' section with contact numbers: 604.932.3928 and 1.888.869.2777.

The main content area is titled 'Event Listing Widget' and includes a brief description: 'The Whistler Events iFrame can be easily implemented on external sites. You can showcase all or any specific events that have been entered into the Whistler Central Events Database. To help you select your events, we've created an easy four step process for you to configure your iFrame to your preferences.'

Below the description is a section for 'Instructions' with a dropdown arrow. The configuration process is divided into four steps: 'Step 1: Location', 'Step 2: Categories', 'Step 3: Name Search', and 'Step 4: Preview Results'. The 'Step 1: Location' step is currently active and shows two dropdown menus: 'Town' (set to 'Whistler') and 'Venue' (set to '--Select One--'). A yellow 'Add Locations' button is positioned to the right of the 'Venue' dropdown. Below these fields is a section labeled 'Locations Added'.

The footer of the page contains a 'Subscribe to the Member Newsletter' form with an 'Email address' input field and a 'Subscribe' button. Below the form, it states: 'Member newsletters sent every two weeks include opportunities, news and reports for Whistler businesses.' To the right of the form is the 'Recommended Exchange Rate' section, which displays '25%' and provides conversion rates: '(1 CAD = 0.80 USD)' and '(1 USD = 1.25 CAD)'. A 'view disclaimer' link is also present.

The footer also includes a grid of links: 'About', 'Our Structure', 'Plan', 'Resources', 'Promote', 'Promotional Tools', 'Performance', 'Team Updates', 'Member Resources', and 'Research Data Entry'.

## Frequently Asked Questions About the iFrame

- **Does the iFrame have an impact on visits to my website?**

Even though the iFrame is powered by Whistler.com, external sites will not lose traffic to Whistler.com. The iFrame lives on the external user's site and visits will still be attributed their webpage – Google Analytics will still count it as a visit to their page. The events database content will load onto your webpage.

For the most part, all events have a link to their respective producer site/page with the exception of festivals and key events that have a landing page on whistler.com. Those events include a link to the event landing page on whistler.com.

- **How many venues can I include on my iFrame?**

As many as you want. Configure your iFrame to your desired preferences.

You can also add events that do not have venues to have a mix of resort wide events and your venue events in your personalized iFrame.

- **If I have both private and public events at my business, will both show up on my iFrame?**

Yes, as long as both have been entered into the database. Both events must have the correct location selected in the database in order to be featured on the iFrame.

Private events must have the Private Events box ticked.

When configuring your iFrame in the Widget, please remember to select the correct town and venue. Selecting "All Events" will not display the Private Events.

- **Can I remove select events I do not wish to have featured on my iFrame?**

Unfortunately no. Unless it's a specific event you added in Step 3.

It is good to note that the iFrame defaults to the venue first then the categories selected. If you have a certain type of event that you do not wish to include, please ensure that when configuring your iFrame that you do not select "All locations" or the select venue in which the undesired event is held.

- **If I would like to include a new venue after I've uploaded my CODE on my webpage, can I enter in my CODE somewhere and make the necessary changes so that I don't have to redo everything?**

Unfortunately no. You will need to create a brand new code.

We recommend noting down all the preferences you have and keeping those handy for future iFrame updates.

**For any further questions about the Whistler Events iFrame, please email [events@tourismwhistler.com](mailto:events@tourismwhistler.com).**