

Comprehensive Guide to the Explore Asheville Event Calendar

The **Explore Asheville Event Calendar** is one of the most visited pages on our website, with more than 1.6 million views from June 2024–May 2025. Submitting events is a great way to help drive visitation and promote your business.

PRO TIP: After submitting an event through the calendar system, send the details to **news@exploreasheville.com** to maximize visibility across all of our platforms! Your message will go directly to the teammates at Explore Asheville who work with national and regional press, as well as those who create content for our social channels, website, and marketing efforts.

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SECTION 1: INTRODUCTION & CALENDAR TYPES

Explore Asheville's Event Calendar is designed to showcase the vibrant variety of events happening across Buncombe County. In 2025, we expanded our leisure event calendar to better serve different audiences—visitors, local residents, and tourism industry partners. Events are now displayed in three different places based on how they're categorized: the main **Leisure Event Calendar**, the **For Locals/Community Events Calendar** and the **Industry Events Calendar**.

To make sure your event appears in the right places and reaches the correct audiences, it's important to tag it correctly. Here's how each category works:

1. Main Event Calendar (Leisure Calendar)

Audience: Visitors and the general public

URL: <https://www.exploreasheville.com/events>

This is the main calendar on our site and where most events appear, like festivals, concerts, art markets, and more.

- Includes all events except those tagged **ONLY** as "For Locals" or "Industry Events"
- Events tagged Community Events will appear here too, since they're open to both locals and visitors

2. For Locals/Community Events Calendar

Audience: Local residents

URL: <https://www.exploreasheville.com/community/events>

This calendar is for community events from public gatherings to resident-only programs.

- Shows events tagged as **Community Events and/or For Locals**
- Community Events are open to everyone (locals and visitors), like a neighborhood concert or art market
- For Locals Events are meant for residents only, like a cat neuter clinic or a town meeting

3. Industry Events Page

Audience: Travel & hospitality employees in Buncombe County

URL: <https://www.exploreasheville.com/partners/industry-events>

This calendar features professional development, networking, and partner events tagged as Industry Events.

- If your event is **only tagged as Industry**, it will **only show on this page**, not the main calendar.
- If your event is tagged **Industry + other categories**, it will show here and on the main calendar.

VIEW THE QUICK TAGGING GUIDE ON PAGE 10

SECTION 2: EVENT REQUIREMENTS & GUIDELINES

i To be approved for the *visitor-facing* Explore Asheville Event Calendar, your event must meet these requirements:

- **It must take place in Buncombe County.** The only exceptions include significant festivals or cultural events in the surrounding WNC region.
- **It must be tourist-friendly.** Events primarily for locals—like neighborhood block parties or tuition-based programs—are more suited for the Community Events Calendar. *Explore Asheville reserves the right to move events from the visitor-facing calendar to the community calendar.*
- **It cannot be a sale, discount, or promotion.** If you're offering a special deal, please list it in the Partner Portal under "Deals," not as an event.

SECTION 3: GETTING STARTED & CREATING AN ACCOUNT



In 2024, Explore Asheville introduced a NEW events calendar management system. Please note: This system is separate from the Partner Portal and lives on a different website: <https://exploreasheville.eventmanger.crunchco.co/>

How to Get Started

- You'll need to create a new account to submit events—**your Partner Portal login will not work here.**
- If you see a message saying "email not recognized" when logging in, it means you haven't created an account yet. Follow the prompts to set one up.
- **Multiple users from the same organization can create separate logins,** but to keep all your events in one place, your team can share one login or contact us to set up user groups.

1

To create an account, navigate to <https://exploreasheville.eventmanager.crunchco.co/>

ASHEVILLE

Thank you for your interest in posting events on the Explore Asheville Calendar! We launched this new event platform in October 2024. To submit an event, please create a new account here—separate from your Partner Extranet account.

Sign In Create Account

Email

Enter your email

Password

Enter your password

Confirm Password

Please confirm your password

Create Account

2

Enter the **email** and **password** that you want to be associated with the events account, then click **Create Account**.

The screenshot shows a web form titled "ASHEVILLE" for creating an account. The form is set against a background image of a mountain landscape at sunrise. It includes fields for Email (shelbypearsall@gmail.com), Password, and Confirm Password, each with a red arrow pointing to it. A red "Create Account" button is at the bottom. A message above the form thanks the user for their interest and provides instructions for submitting an event in 2024.

ASHEVILLE

Thank you for your interest in posting events on the Explore Asheville Calendar! We launched this new event platform in October 2024. To submit an event, please create a new account here—separate from your Partner Extranet account.

Sign In Create Account

Email
shelbypearsall@gmail.com

Password
.....

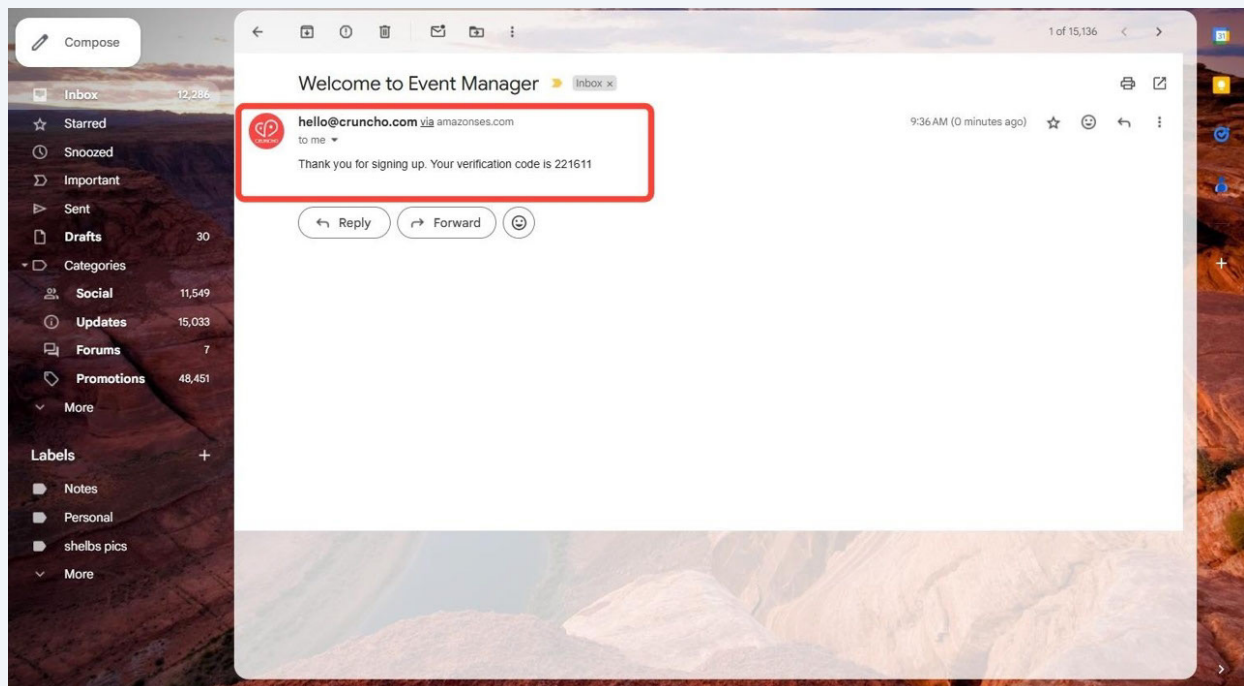
Confirm Password
.....

Create Account

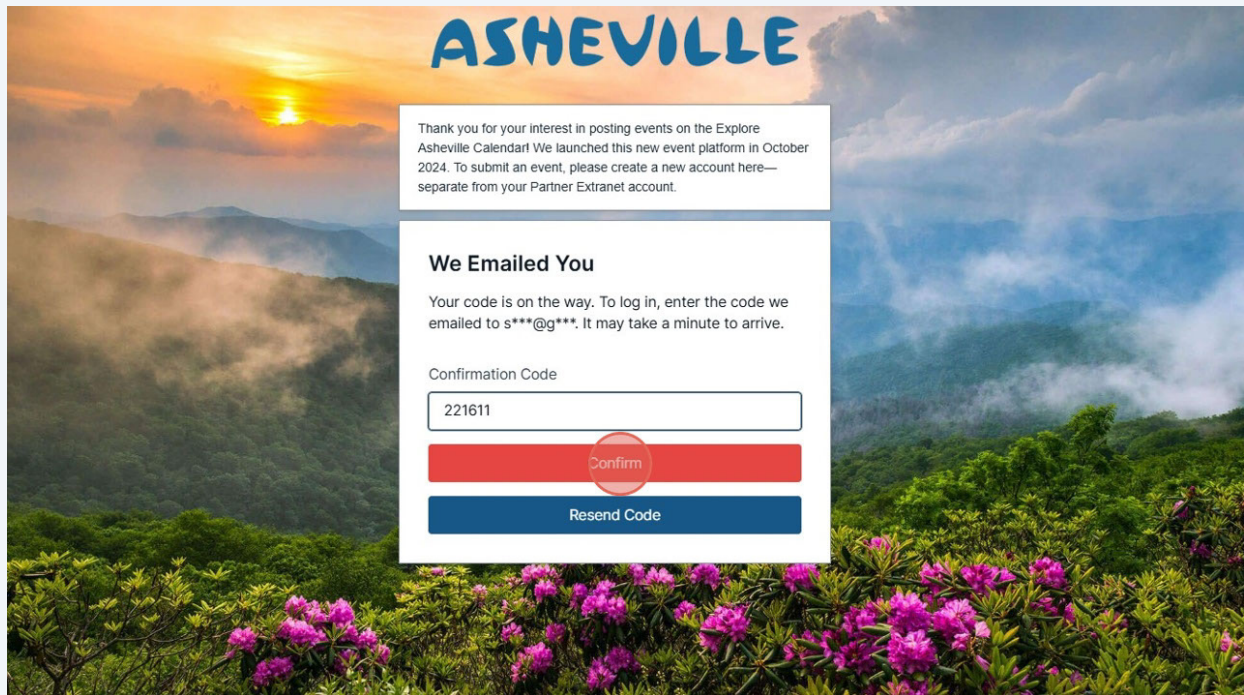
If you don't receive a mail after submitting, don't forget to check your SPAM/Junk folder.

3

In a new tab, check your email for a message from hello@cruncho.com with your confirmation code.



- 4 Enter your code in the **Confirmation Code** field, then click **Confirm**.



ASHEVILLE

Thank you for your interest in posting events on the Explore Asheville Calendar! We launched this new event platform in October 2024. To submit an event, please create a new account here—separate from your Partner Extranet account.

We Emailed You

Your code is on the way. To log in, enter the code we emailed to s***@g***. It may take a minute to arrive.

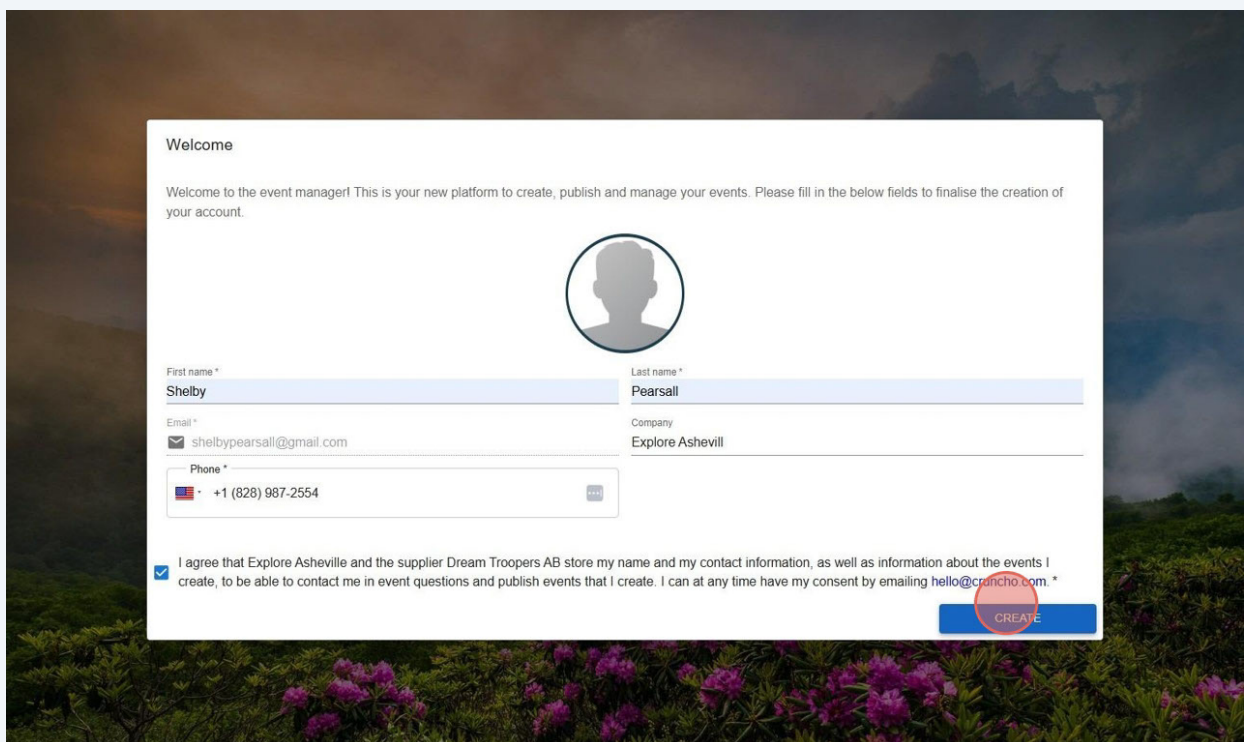
Confirmation Code

221611

Confirm


Resend Code

- 6 Fill in the next fields, then click **Create**.



Welcome

Welcome to the event manager! This is your new platform to create, publish and manage your events. Please fill in the below fields to finalise the creation of your account.



First name *
Shelby

Last name *
Pearsall


Email *
shelbypearsall@gmail.com

Company
Explore Asheville

Phone *
+1 (828) 987-2554

☒ I agree that Explore Asheville and the supplier Dream Troopers AB store my name and my contact information, as well as information about the events I create, to be able to contact me in event questions and publish events that I create. I can at any time have my consent by emailing hello@crancho.com.

CREATE

 Your new events account is ready to go!

SECTION 4: NAVIGATING THE EVENTS HOMEPAGE



The homepage is divided into three main sections:

1. Filter
2. Current and upcoming events
3. Past events

1

FILTER: If you need to edit, duplicate, or resubmit an event, use the filter tool to find it. Filter by keyword, date, status, category, and venue to narrow your search.

The screenshot shows the ASHEVILLE Events homepage. The top navigation bar includes "Events", "Users", "Organizer groups", and "Templates". The user is logged in as "Hi Shelby (Admin - Quiz Moderator)". The main section is titled "Events" and includes buttons for "PRINT EVENT LIST" and "CREATE NEW EVENT". A "Filter" section is highlighted with a red box, containing a "Free text" search bar, "Date" range (From/To), "Status" (All), and dropdown menus for "By organizer group", "By area", "By category and target group", and "By venue". There is also a "Hide ongoing events" toggle and "CLEAR FILTERS" and "APPLY FILTERS" buttons. Below the filter section, a summary bar shows "Total 508 - Happening now 2 - Awaiting approval 8 - Approved 476 - Rejected 24" and a "CALENDAR" button. A table header is visible with columns: Name, Date, Place, RSVP, Created by, Status, Decision, and Actions.

2

CURRENT AND UPCOMING EVENTS: This section displays all events you've submitted that are happening now or scheduled for the future.

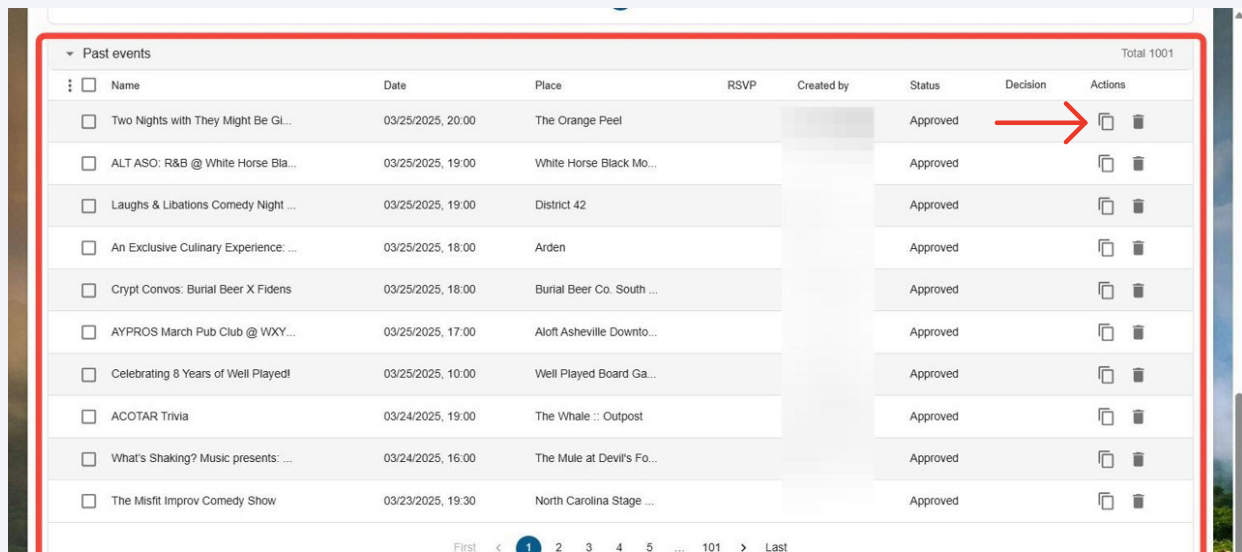
The screenshot shows the "Current and upcoming events" section of the ASHEVILLE Events homepage, highlighted with a red box. It displays a table of events with the following columns: Name, Date, Place, RSVP, Created by, Status, Decision, and Actions. The table lists 10 events, each with a checkbox, a date and time, a location, and a status. The events are:

Name	Date	Place	RSVP	Created by	Status	Decision	Actions
<input type="checkbox"/> Family Sessions at Asheville Salt ...	03/30/2025, 10:00 +9	Asheville Salt Cave ...			Approved		
<input type="checkbox"/> Open Mic	04/01/2025, 21:00 5	Vintage Kava			Approved		
<input type="checkbox"/> Log's Electric Space Whistle Soun...	04/26/2025, 20:00 6	Vintage Kava			Approved		
<input type="checkbox"/> GAME NIGHT featuring Gamer's ...	04/01/2025, 18:00 +9	TRVE Brewing Co.			Approved		
<input type="checkbox"/> Bachata Dance Lesson and Social...	03/27/2025, 20:30 +9	Urban Orchard Cider ...			Approved		
<input type="checkbox"/> Anti Form: Robert Morris's Earth P...	03/26/2025, 11:00 +9	Asheville Art Museum			Approved		
<input type="checkbox"/> Wine & Watercolor	04/02/2025, 18:00 3	2 Beverly Rd			Approved		
<input type="checkbox"/> Bar Feud :: A Family Feud Style B...	04/14/2025, 19:00 3	The Whale :: Outpost			Approved		
<input type="checkbox"/> Drink & Craft: Collage Night	04/09/2025, 18:00 3	The Whale :: Outpost			Approved		
<input type="checkbox"/> Greetings From Asheville Tourism ...	03/26/2025, 11:00 +9	Asheville Art Museum			Approved		

At the bottom of the table, there is a pagination bar showing "First", "2", "3", "4", "5", "51", and "Last".

3

PAST EVENTS: This section shows all past events. You can use the "Copy" icon here to clone past events here & save time on new submissions.



Past events								Total 1001
<input type="checkbox"/>	Name	Date	Place	RSVP	Created by	Status	Decision	Actions
<input type="checkbox"/>	Two Nights with They Might Be GL...	03/25/2025, 20:00	The Orange Peel			Approved		
<input type="checkbox"/>	ALT ASO: R&B @ White Horse Bla...	03/25/2025, 19:00	White Horse Black Mo...			Approved		
<input type="checkbox"/>	Laughs & Libations Comedy Night ...	03/25/2025, 19:00	District 42			Approved		
<input type="checkbox"/>	An Exclusive Culinary Experience: ...	03/25/2025, 18:00	Arden			Approved		
<input type="checkbox"/>	Crypt Convo: Burial Beer X Fidens	03/25/2025, 18:00	Burial Beer Co. South ...			Approved		
<input type="checkbox"/>	AYPROS March Pub Club @ WXY...	03/25/2025, 17:00	Aloft Asheville Downto...			Approved		
<input type="checkbox"/>	Celebrating 8 Years of Well Played!	03/25/2025, 10:00	Well Played Board Ga...			Approved		
<input type="checkbox"/>	ACOTAR Trivia	03/24/2025, 19:00	The Whale :: Outpost			Approved		
<input type="checkbox"/>	What's Shaking? Music presents: ...	03/24/2025, 16:00	The Mule at Devil's Fo...			Approved		
<input type="checkbox"/>	The Misfit Improv Comedy Show	03/23/2025, 19:30	North Carolina Stage ...			Approved		

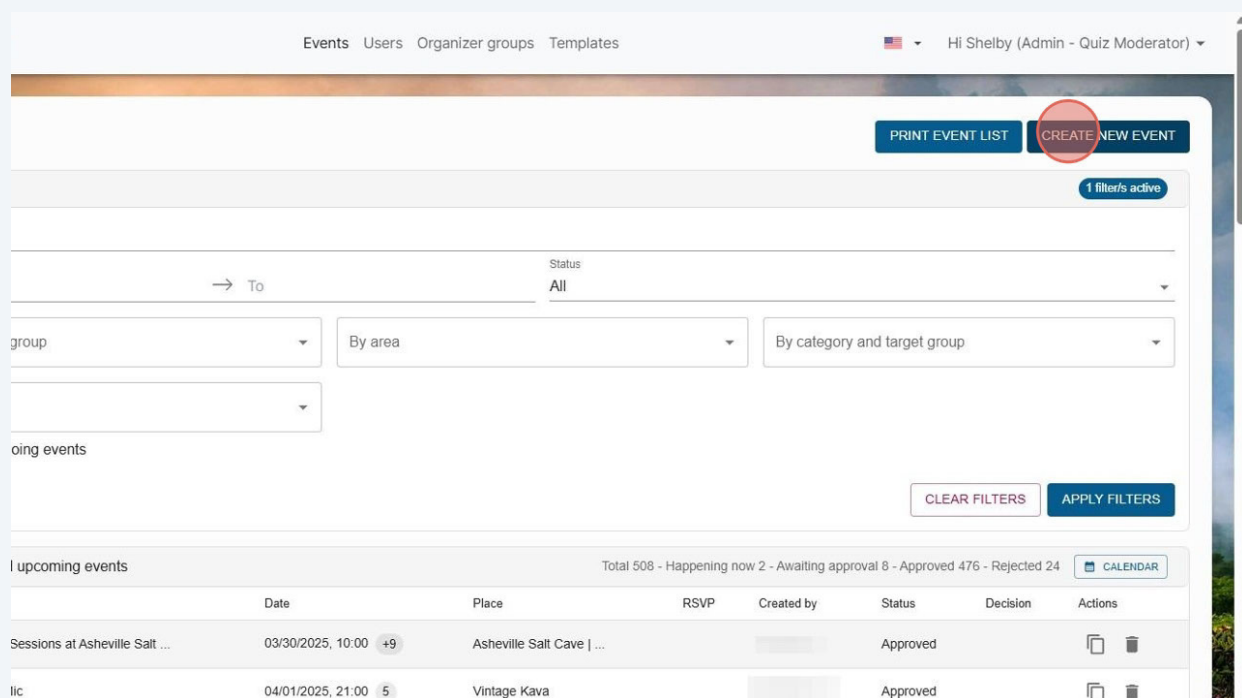
First < 1 2 3 4 5 ... 101 > Last

SECTION 5: CREATING AN EVENT

Basic Navigation

1

Click the blue **CREATE NEW EVENT** button in the top right corner.



Events Users Organizer groups Templates Hi Shelby (Admin - Quiz Moderator)

[PRINT EVENT LIST](#) [CREATE NEW EVENT](#) 1 filter/s active

→ To Status: All

group By area By category and target group

oing events

[CLEAR FILTERS](#) [APPLY FILTERS](#)

1 upcoming events Total 508 - Happening now 2 - Awaiting approval 8 - Approved 476 - Rejected 24 [CALENDAR](#)

	Date		Place	RSVP	Created by	Status	Decision	Actions
Sessions at Asheville Salt ...	03/30/2025, 10:00	+9	Asheville Salt Cave ...			Approved		
lic	04/01/2025, 21:00	5	Vintage Kava			Approved		

2

Fill out as many fields as you can—providing complete information helps ensure your event appears accurately and is more likely to attract interest.

ASHEVILLE Events Users Organizer groups Templates Hi Shelby (Admin - Quiz Moderator)

Publish your event PREFILL WITH FACEBOOK APPLY TEMPLATE

Basic Information

Event name * Label

Category *

Description *

B I U Normal

Write a short descriptive text about your event. What might be interesting for your visitor to know about your event?

Pictures *

You can only upload one picture at a time.
For best results, use horizontal pictures. Maximum size is 10 MB (10,000 KB).
Preferred image size is 1000px wide and 750px tall.

Videos

3

Click the blue **SUBMIT EVENT** button in the bottom right corner.

OR

Booking Link

The price you indicate here will be shown on the event card

☐ No price information

Adding a Booking link automatically adds a Book button in the event's detail page.

Contact Information for Host Company/Organization
Please note that information provided in this section will be included in the public event listing

E-mail

Phone number for Company/Organization hosting the event

Website

Host Organizer name

Preferred Publishing Date

Share with groups

* Required field

Detailed Breakdown of Event Submission Form

1 **Event Name:** Enter the title of your event

The screenshot shows the 'Publish your event' form in the Asheville system. The 'Basic information' section is active, with the 'GENERAL' tab selected. The 'Event name *' field is highlighted with a red arrow. Below it is the 'Category *' dropdown menu. The top navigation bar includes 'Events', 'Users', 'Organizer groups', and 'Templates'. A 'PREF' button is visible in the top right corner.

2 **Label (optional):** Toggle to "Labels" to indicate your event's frequency—select **Daily** (> 1 week), **Weekly** (>2 weeks), or **Monthly** (>2 months).

The screenshot shows the 'Publish your event' form in the Asheville system. The 'Basic information' section is active, with the 'LABELS' tab selected. The 'Label' dropdown menu is open, showing three options: 'Recurring Daily', 'Recurring Weekly', and 'Recurring Monthly'. A red arrow points to the 'Label' field. The top navigation bar includes 'Events', 'Users', 'Organizer groups', and 'Templates'. A 'PR' button is visible in the top right corner.

3 **Category:** Select your event's categories. **This step determines where your event appears on our website.**

The screenshot shows the 'Publish your event' form in the Asheville system. The 'Category' dropdown menu is open, showing a list of categories: 'LGBTQIA+ Events', 'Nightlife', 'Other events', 'Outdoors', 'Performing Arts', 'Seasonal', 'Shopping', 'Sports & Fitness', 'Theater', and 'Tours & Experiences'. A red circle highlights the 'Seasonal' category. The top navigation bar includes 'Events', 'Users', 'Organizer groups', and 'Templates'. A 'PREF' button is visible in the top right corner.

Categorizing Events Correctly

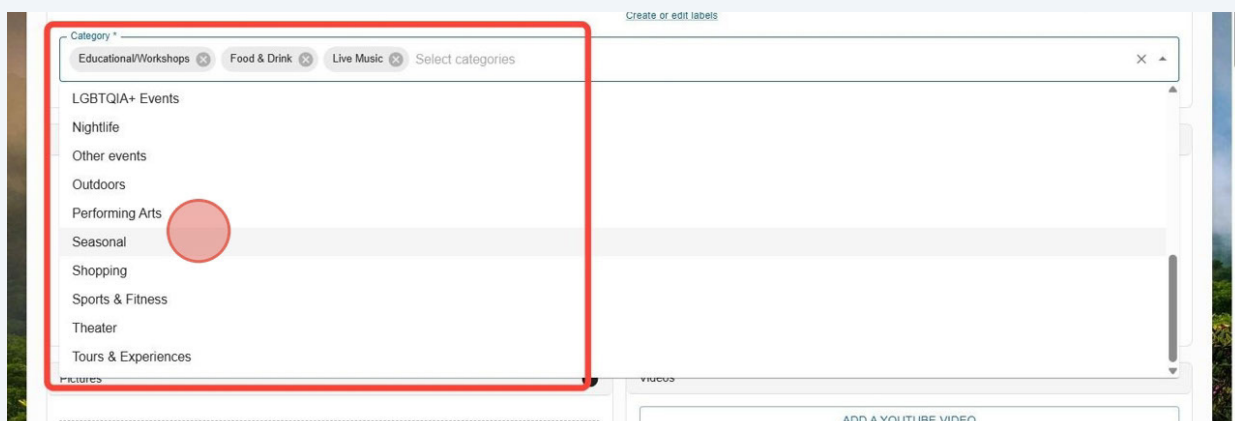
When submitting an event, be intentional with your category selections. Here's some examples of how tagging affects visibility:

Category Tags Used	Calendar Event Appears On	Audience	Examples
Community Events	Main (Leisure) + Community	Visitors, Locals	Art market, benefit concert
For Locals	Community only	Locals only	Cat neuter clinic, town meeting
Community Events + For Locals	Community only	Locals only	Job fair, bake sale
Industry Events only	Industry only	Industry employees	Networking event, trainings
Industry + Educational/Workshop	Industry only	Industry employees	Keynote speaker, workshop
Live Music + Food & Drink	Leisure only	Visitors only	Food tour

3A To appear on the **main calendar** (visitor-facing):

Tag your event with general categories, such as Live Music, Festivals, Arts & Culture, Food & Drink, Comedy, LGBTQIA+ Events, and more.

You can include *Community Events*, but do not include *For Locals*, or *Industry Events* as additional tags if you want your event to appear on the main calendar.



3B To appear on the **Community Events Calendar**:

Tag your event with the "Community Events" category

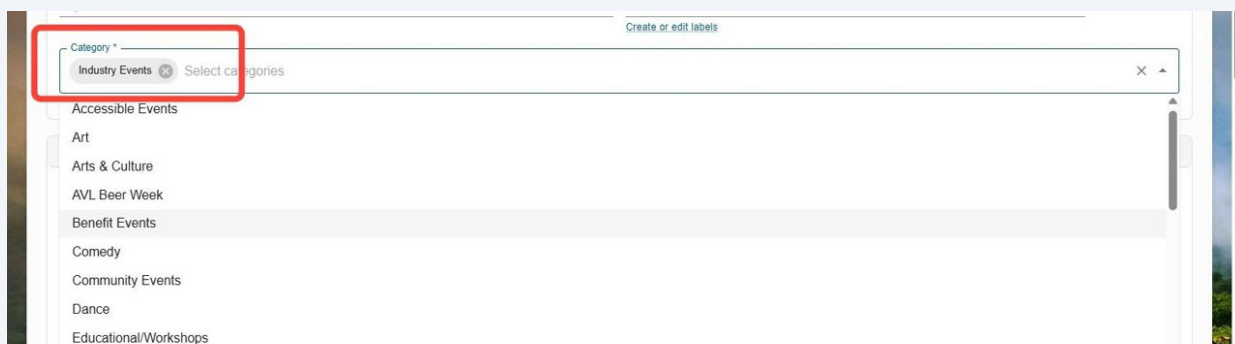
- **Community Events only** = appears on both the main calendar and community calendar
- **Community + another category** = appears on both the main calendar and community calendar



3C To appear on the **Industry Event Calendar**:

Tag your event with the "Industry Events" category

- **Industry Events only** = appears ONLY on the industry calendar
- **Industry + another category** = appears ONLY on the industry calendar



Tip: If your event is **only for locals** or **only for the travel and hospitality industry**, use just the *For Locals* or *Industry Events* categories.

4

Description: Provide a short, engaging summary of your event. Enhance your description by using formatting options like bold, italics, underline, headings, bullet points, hyperlinks, and even emojis to make it more appealing.

Educational/Workshops Food & Drink Live Music Seasonal Select categories

Description *

Join us for an evening of networking, local beverages, and live music at the 2025 Explore Asheville Summer Social. Registration recommended. 🍷 🍹 🎵

Pictures *

Drag picture or click here to add
You can only upload one picture at a time.
For best results, use horizontal pictures. Maximum size is 10 MB (10,000 KB).
Preferred image size is 1000px wide and 750px tall.

ADD FROM PICTURE LIBRARY

Videos

ADD A YOUTUBE VIDEO



Tip: Avoid including the date, time, or prices in your event description—those details belong in their specific fields. Instead, focus on what makes your event unique and highlight interesting details that will appeal to visitors.

5

Photos

- Required: submit at least one photo
- Recommended image dimensions: 1000px wide by 750px tall
- Maximum file size: 10MB
- For best results, use horizontal photos without text

Photo upload options:

- 5A. Upload from computer files (recommended)
- 5B. Drag-and-drop your photo directly into the submission form
- 5C. Choose from the provided stock image library

Pictures & Videos

PICTURES * VIDEOS

Drag and drop a picture here or click to upload.
You can upload one picture at a time.
For best results, use horizontal pictures. Maximum size is 10 MB (10,000 KB).
Preferred image size is 1000px wide and 750px tall.

OR

Add from Picture Library

No pictures uploaded yet.

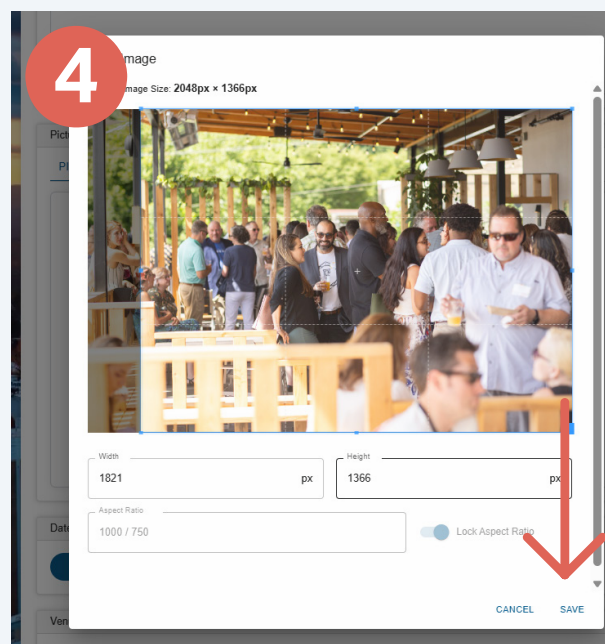
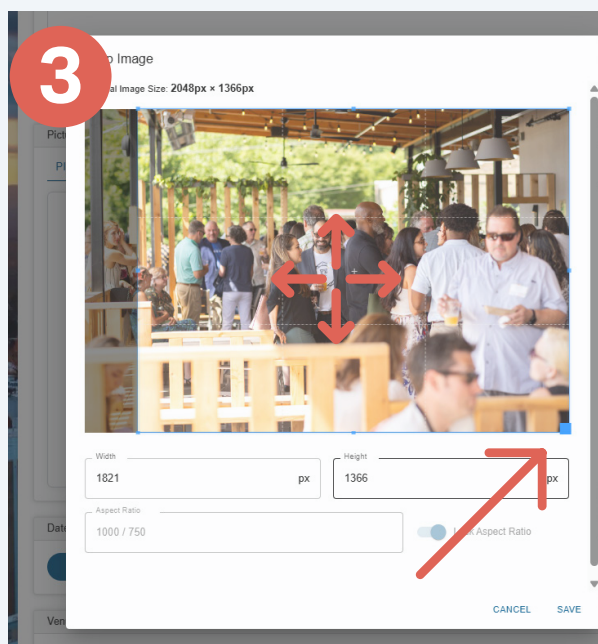
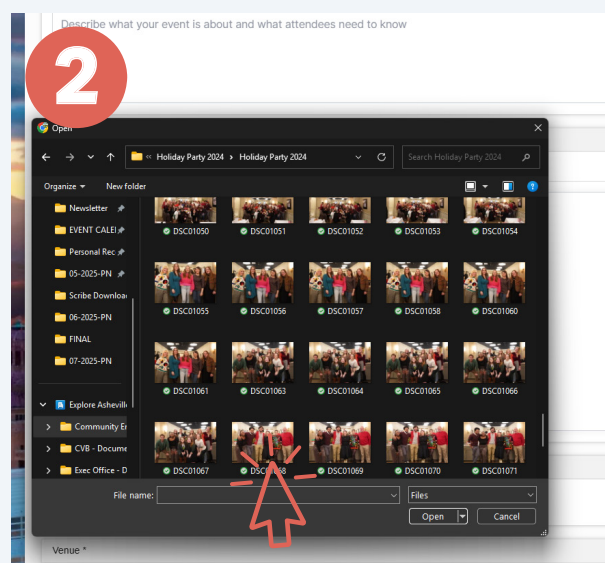
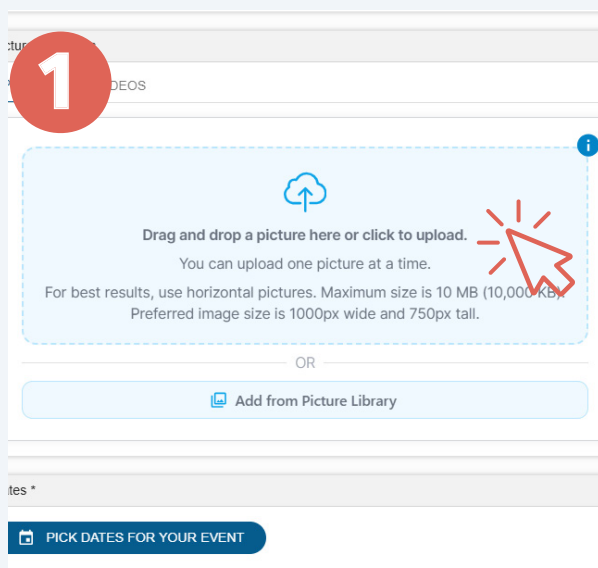
Dates *


PICK DATES FOR YOUR EVENT

Venue *

5A Photo Upload Option 1 (recommended): Upload from computer files

1. Click inside the dotted box that says "**Drag and drop a picture here or click to upload**"
2. Locate and select the photo in your computer files to upload
3. Adjust the crop by dragging the crop box to your preferred size and fit
4. Click **Save**
5. *Optional:* Add a picture credit for the photographer or the artist
6. *Optional:* Add alt text to describe the content and function of the photo for users who may not be able to see it
7. **Check the copyright box under the photo preview**



 You've added 1 file. You can add up to 8. Drag and drop another picture here or click to upload.

You can upload one picture at a time.

For best results, use horizontal pictures.

Maximum size is 10 MB (10,000 KB).

Preferred image size is 1000px wide and 750px tall.

OR

 Add from Picture Library



Picture Credit

Explore Asheville

Alt Text

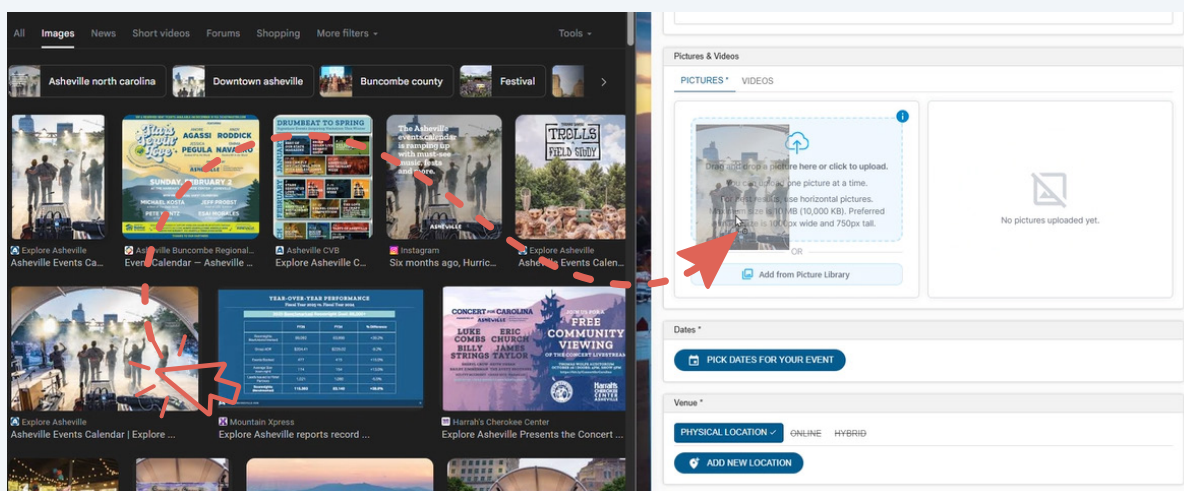
Colleagues networking at an outdoor event

☒ I confirm the ownership and/or copyrights of the images being uploaded.*

 MANAGE PICTURES

5B Photo Upload Option 2: Drag and drop

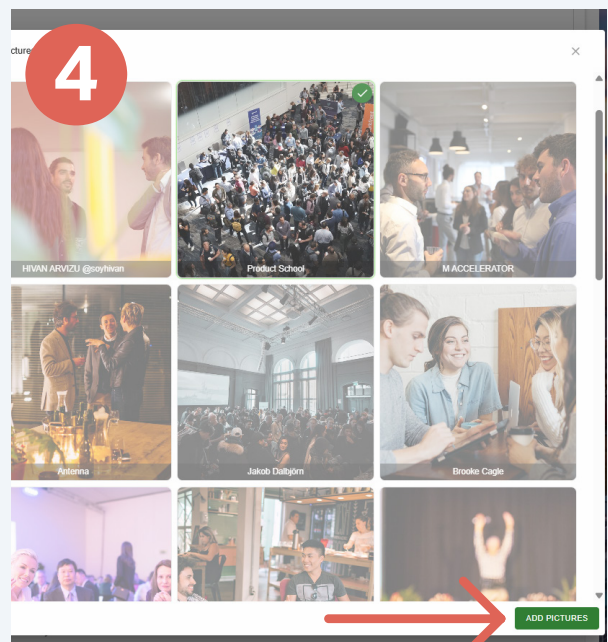
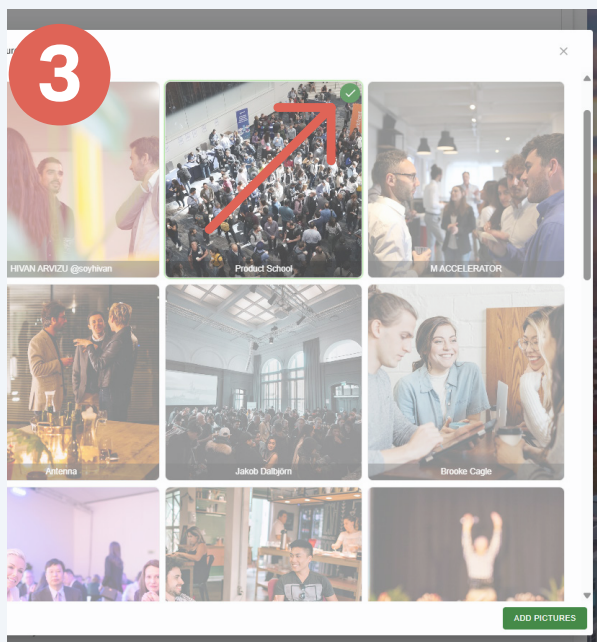
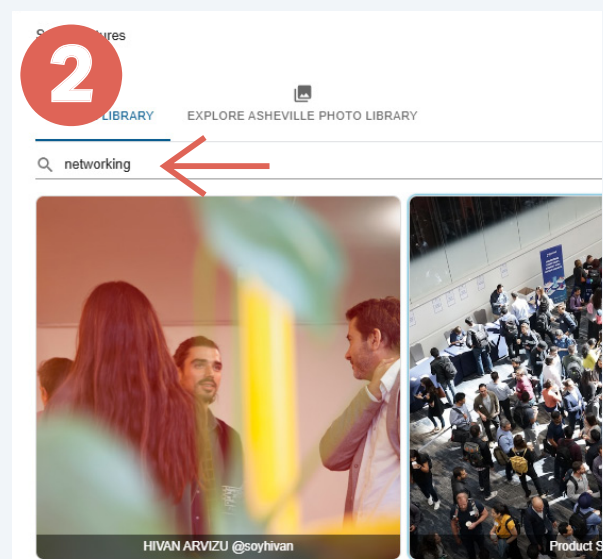
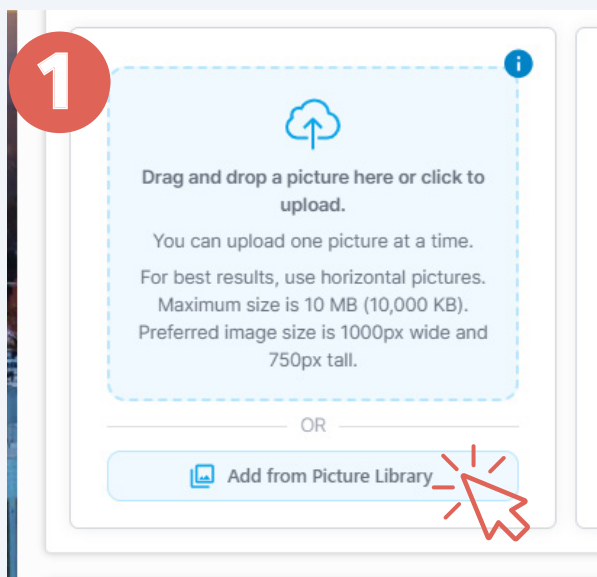
1. Find the photo you'd like to use on your computer, website, etc.
2. Drag the photo into the dotted upload box
3. Adjust the crop/fit by moving the crop box slightly
4. Click **Save**
5. Optional: Add a picture credit for the photographer or artist
6. Optional: Add alt text to describe the content and function of the photo for users who may not be able to see it
7. **Check the copyright box under the photo preview**



5C Photo Upload Option 3: Use a stock photo from the free library

If you don't have a photo for your event, you can choose a rights-approved image from the provided library:

1. Click the **Add From Picture Library** button
2. Enter a keyword related to your event in the search bar
3. Select one or more photos (a green check mark will appear on selected images)
4. Click Add Pictures
5. Crop the photo as needed, then **click Save**
6. *Optional:* Add alt text to describe the content and function of the photo for users who may not be able to see it





Width px

Height px

Aspect Ratio

☒ Lock Aspect Ratio



CANCEL SAVE



You've added 1 file. You can add up to 8. Drag and drop another picture here or click to upload.

You can upload one picture at a time. For best results, use horizontal pictures. Maximum size is 10 MB (10,000 KB). Preferred image size is 1000px wide and 750px tall.

OR

Add from Picture Library



Photo by [Product School](#) on [Unsplash](#)

Alt Text

colleagues networking at a large event



MANAGE PICTURES

6 Videos (optional): Only YouTube videos are supported

1. Toggle to the "Videos" tab.
2. You may add a video, *but the video will not display on the event listing*.
3. Videos in event listings may be supported in the future.

Pictures 8

PICTURES * **VIDEOS**

1



Youtube URL

<https://www.youtube.com/watch?v=sWDLWF24jbk>

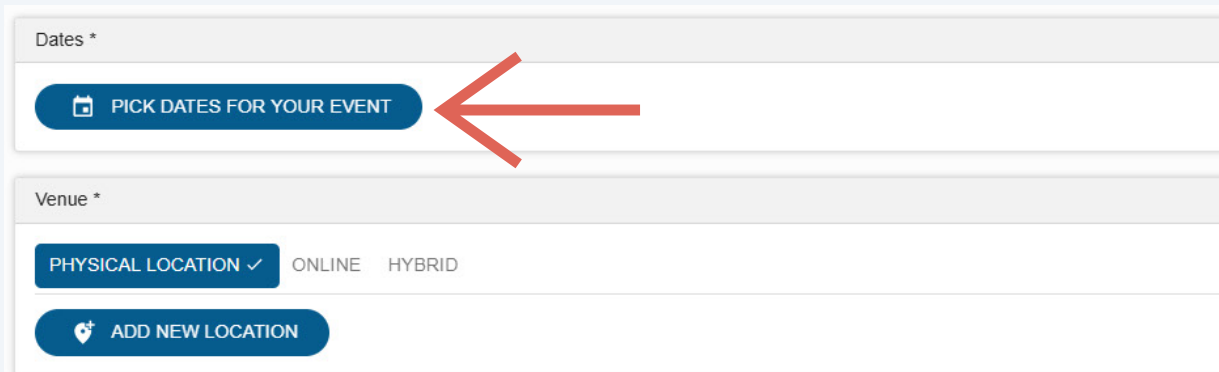
3




ADD A YOUTUBE VIDEO

2

7 Dates: Click "PICK DATES FOR YOUR EVENT" button




Dates *

 PICK DATES FOR YOUR EVENT

Venue *

PHYSICAL LOCATION ✓ ONLINE HYBRID

 ADD NEW LOCATION

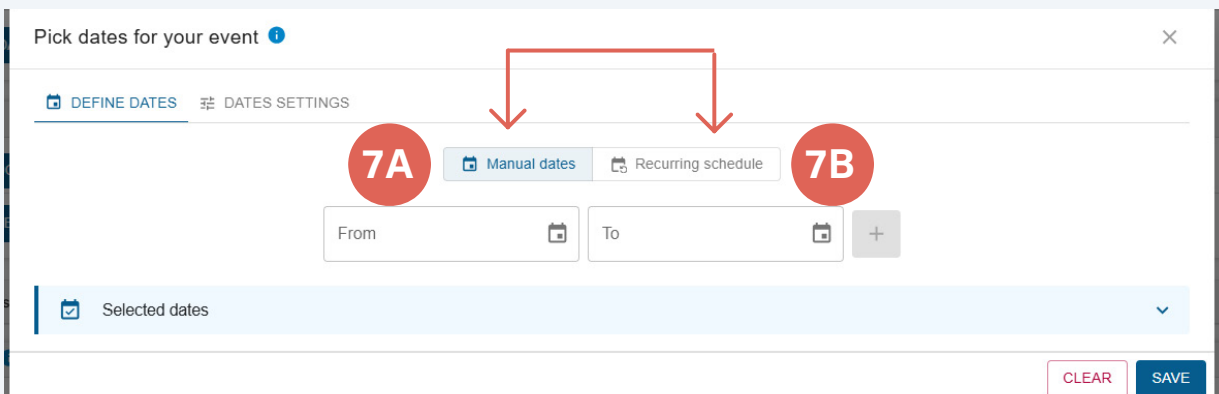
Select either "manual dates" or "recurring schedule," depending on the event type.

7A. Manual Dates



Ideal for occasions that **don't** take place on a weekly/monthly cycle, such as weekend-long events, single or two-day happenings, and dates with irregular occurrences. **Choose this option to manually select specific start and end times for each event.**



7B. Recurring Schedule



Ideal for events that recur weekly/monthly. Choose this option to select several dates at once.





Pick dates for your event ⓘ



 DEFINE DATES  DATES SETTINGS

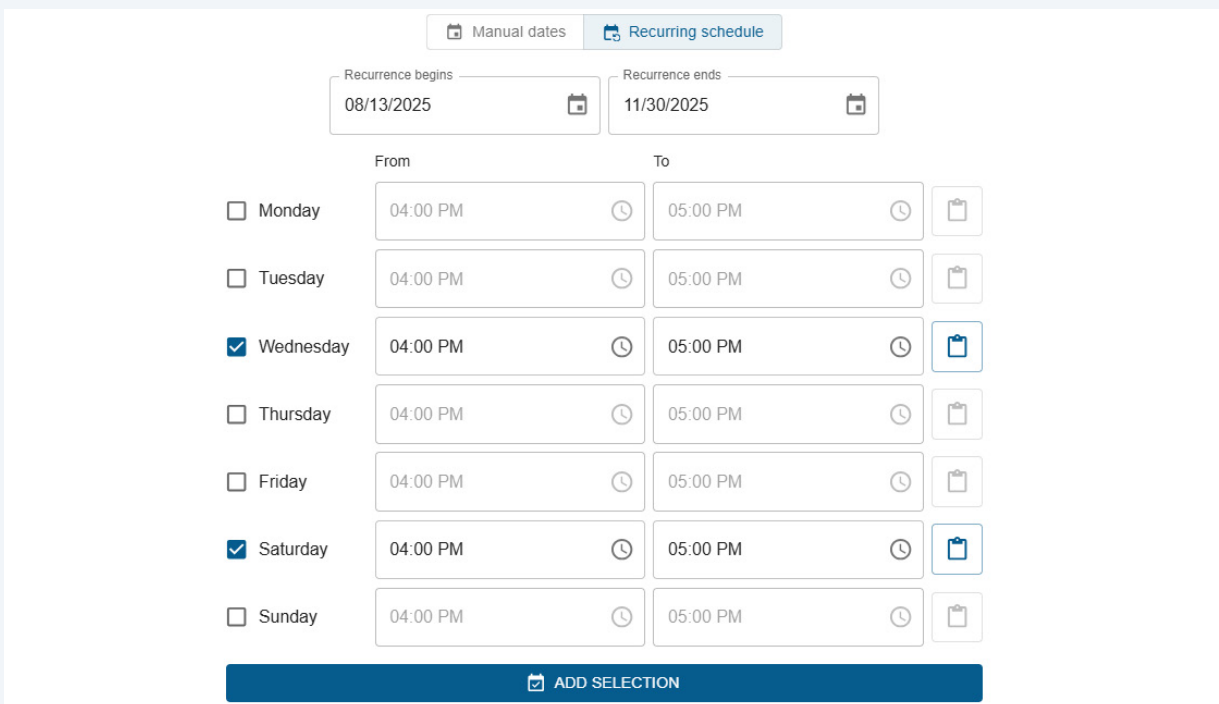
7A  Manual dates  Recurring schedule **7B**



From  To  +



 Selected dates

























 CLEAR  SAVE



 Manual dates  Recurring schedule

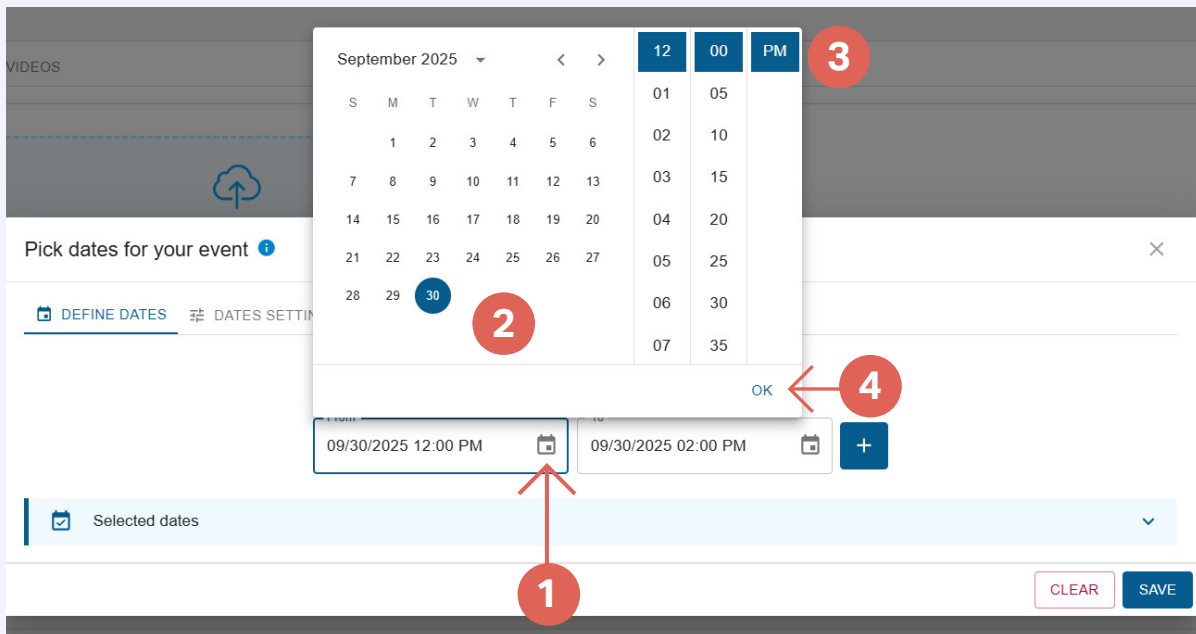
Recurrence begins  08/13/2025 Recurrence ends  11/30/2025

	From	To	
<input type="checkbox"/> Monday	04:00 PM 	05:00 PM 	
<input type="checkbox"/> Tuesday	04:00 PM 	05:00 PM 	
<input checked="" type="checkbox"/> Wednesday	04:00 PM 	05:00 PM 	
<input type="checkbox"/> Thursday	04:00 PM 	05:00 PM 	
<input type="checkbox"/> Friday	04:00 PM 	05:00 PM 	
<input checked="" type="checkbox"/> Saturday	04:00 PM 	05:00 PM 	
<input type="checkbox"/> Sunday	04:00 PM 	05:00 PM 	

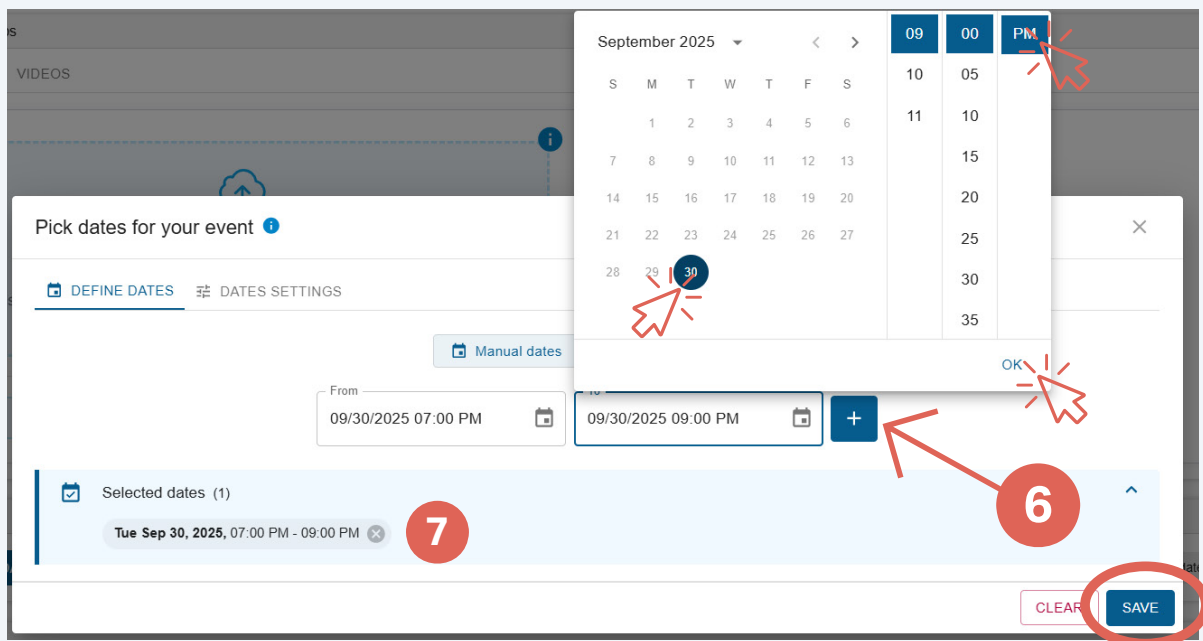
 ADD SELECTION

7A Select dates - Manual dates

1. In the **"From"** field, click the calendar icon
2. Select the **start date** of the event
3. Select the **start time** of the event
4. Click **OK**



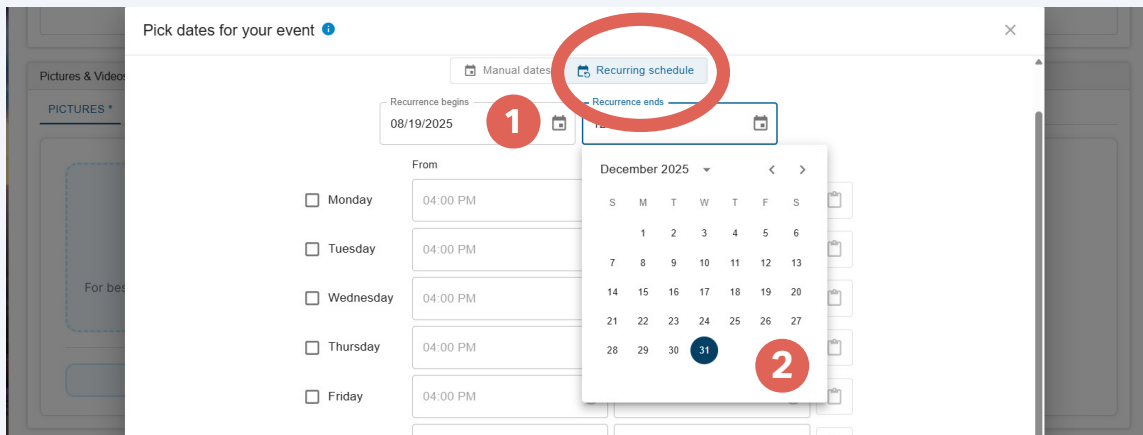
5. Repeat steps 1–4 in the **"To"** field
6. **IMPORTANT:** Click the **blue + icon** to add the date
7. Ensure your date(s) are added by checking under the **"Selected dates"** field



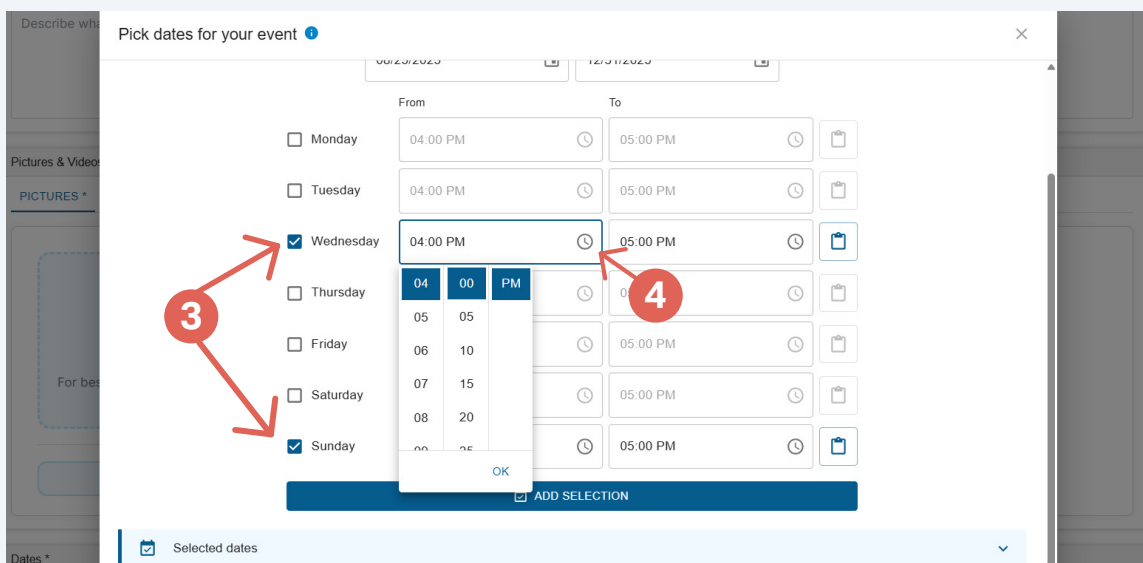
IMPORTANT: Click the blue **SAVE** button in the bottom right corner.

7B Select dates - Recurring schedule

1. In the "**Recurrence begins**" field, click the calendar icon and select the **start date** of the series
2. In the "**Recurrence ends**" field, click the calendar icon and select the **end date** of the series

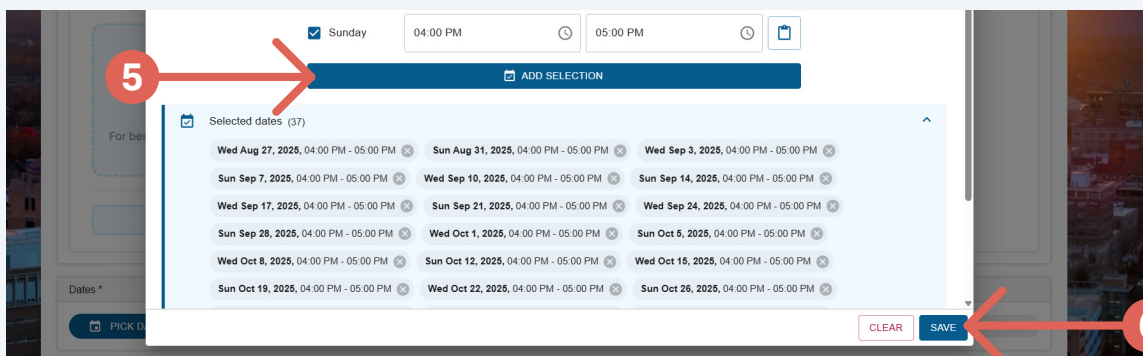


3. Select the check boxes next to the days of the week your event occurs on
4. Click the clock icons and adjust start and end times



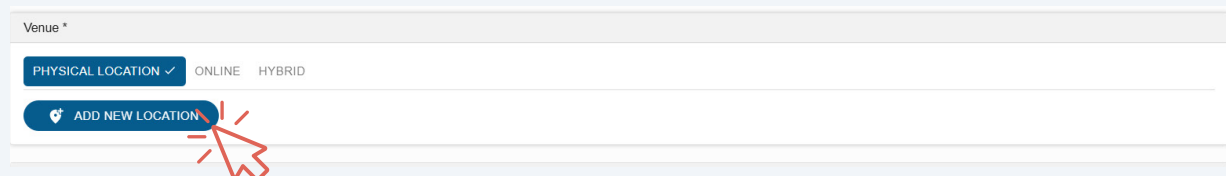
5. IMPORTANT: Click blue **ADD SELECTION** button

6. IMPORTANT: Click blue **SAVE** button



8 Location

Click blue **ADD NEW LOCATION** button

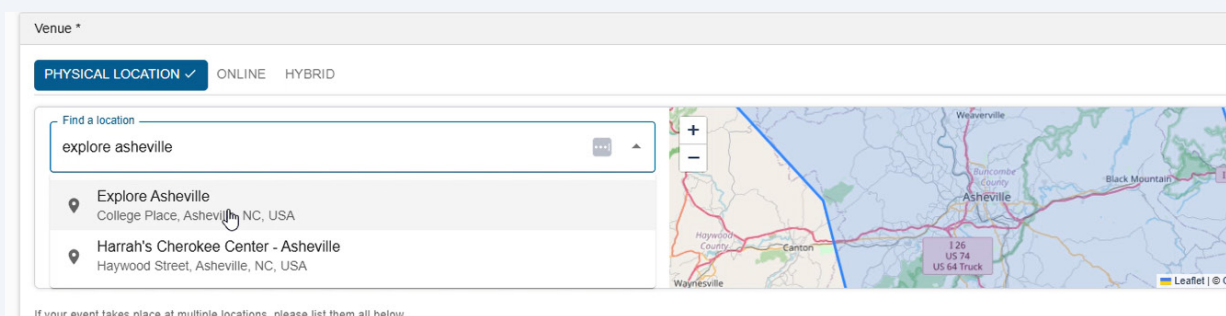


Venue *

PHYSICAL LOCATION ✓ ONLINE HYBRID

ADD NEW LOCATION

Start typing the **venue name (not the address)**, then select the correct location from the suggestions.



Venue *

PHYSICAL LOCATION ✓ ONLINE HYBRID

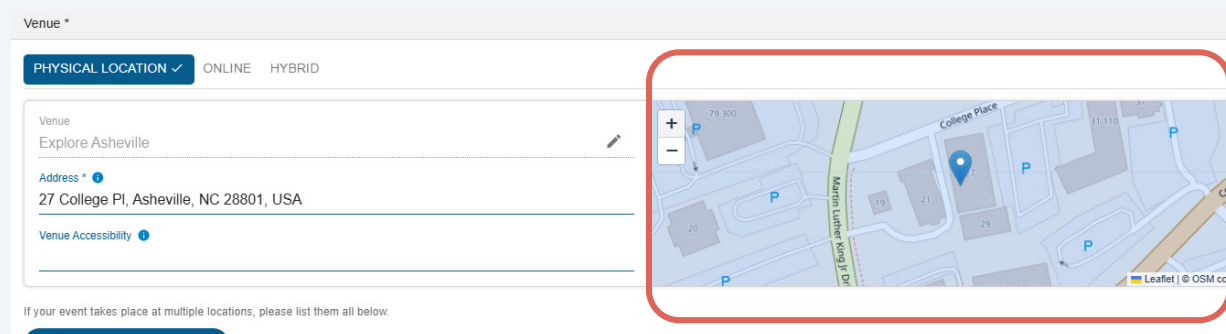
Find a location

explore asheville

- Explore Asheville
College Place, Asheville, NC, USA
- Harrah's Cherokee Center - Asheville
Haywood Street, Asheville, NC, USA

If your event takes place at multiple locations, please list them all below.

Confirm the location by checking the map that auto-populates.



Venue *

PHYSICAL LOCATION ✓ ONLINE HYBRID

Venue

Explore Asheville

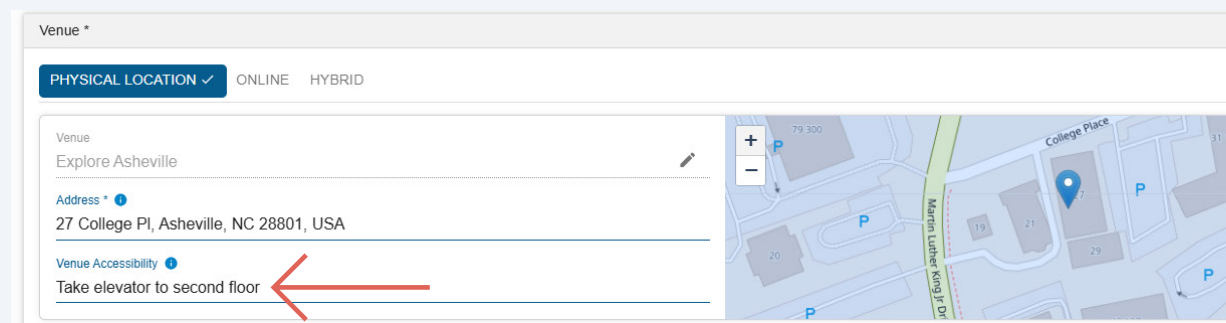
Address *

27 College Pl, Asheville, NC 28801, USA

Venue Accessibility

If your event takes place at multiple locations, please list them all below.

Optional: Add details like the specific room, parking details, unit number, or stage name to help visitors find your event easily.



Venue *

PHYSICAL LOCATION ✓ ONLINE HYBRID

Venue

Explore Asheville

Address *

27 College Pl, Asheville, NC 28801, USA

Venue Accessibility

Take elevator to second floor



There is a designated perimeter around Buncombe County for events on the Explore Asheville Event Calendar. **Events outside of Buncombe County are not eligible**, except in special cases such as major events. If you receive an error message and need help, contact us at partnersupport@exploreasheville.com

- 9 **Event booking (optional)** You have the option to include pricing details, booking links, and registration or ticketing forms in your event listing. Select from the four available choices and provide the relevant information for the option that best meets your requirements.

No Book Button: Ideal for free events or when you wish to show the price without offering registration options.

The screenshot shows the 'Event booking' settings interface. At the top, there are four tabs: 'NO BOOK BUTTON' (selected and highlighted with a red box), 'EXTERNAL BOOKING', 'SIMPLE REGISTRATION', and 'TICKETING' (marked as 'NEW'). Below the tabs, a message states: 'No book button will be displayed in the event's detail page.' The main section is titled 'Price information' and contains three radio button options: 'This event is free of charge' (selected), 'Price from' (with a '\$ 10' input field), and 'No price information'.

External Booking: Ideal for events that utilize an external booking site, whether free or paid. This option adds a **"Book Now"** button to your event listing.

The screenshot shows the 'Event booking' settings interface with 'EXTERNAL BOOKING' selected and highlighted with a red box. Below the tabs, a message states: 'Adding a Booking link automatically adds a Book button in the event's detail page.' The 'Booking Link' field contains the URL 'https://www.exploreasheville.com/summersocialsvp'. The 'Price information' section has three radio button options: 'This event is free of charge' (selected), 'Price from' (with a '\$ 10' input field), and 'No price information'.

Simple Registration: Allows users to register directly on your event listing at [ExploreAsheville.com](https://www.exploreasheville.com). It includes a **"Book Now"** button on your event listing and allows you to oversee registrations through your events account.

The screenshot shows the 'Event booking' settings interface with 'SIMPLE REGISTRATION' selected and highlighted with a red box. Below the tabs, a message states: 'The Registration feature helps you keep track of attendees and streamline your event planning — no tickets required. Once you create a registration form, a "Book" button will automatically appear on: [See more](#)'. There is a 'Create' button with a pencil icon. The 'Price information' section has three radio button options: 'This event is free of charge' (selected), 'Price from' (with a '\$ 0' input field), and 'No price information'.

The screenshot shows the 'Create your registration form' page. It has a sidebar on the left with navigation links: 'Dates', 'Venue', 'PHYSICAL LOCATION', 'ADD NEW', 'Event access', and 'Event booking'. The main content area has tabs for 'GENERAL', 'FIELDS', 'POLICY', and 'FAQ' (selected). Under the 'GENERAL' tab, there are several expandable sections: 'General' (with questions like 'How does booking work?', 'Where can I see the list of attendees?', 'Can attendees cancel their bookings?', 'Can I cancel bookings?'), and 'Help & Support' (with the question 'Who can I contact if I encounter an issue?'). On the right, there is a 'Preview' section showing a registration form for '2025 Summer Social' with the event date 'Sep 1, 2025, 05:00 PM', a 'Number of participants' field set to '1', and input fields for 'Full name' and 'E-mail'. A note at the bottom of the preview says: 'We will send event updates and confirmation here! If you don't receive a mail after submitting, don't forget to check your SPAM/Junk folder.' At the very bottom right, it says '500 spots left'.

Ticketing: Allows users to buy tickets for your event via **ExploreAsheville.com**. This option adds a **"Book Now"** button and allows for ticket sales and management using Stripe along with your events account.

10 Contact information for your host company/organization



The contact information you enter here will be displayed on your event listing on ExploreAsheville.com for visitors to view and use.

- **Host Organizer Name:** Add the name of the business/organization hosting the event, not a person's name.
- **E-mail:** Business/event organizer email, if applicable
- **Phone number:** Business/event organizer phone, if applicable
- **Website:** Business/event page—**preferably the page that mentions your event**

11 Social Media (optional): a great way to make your event listing more engaging!

1. Click to collapse the social media drop-down menu
2. Click "ADD SOCIAL MEDIA"
3. Next to the "Name" field, select a social media channel.
4. Paste your social media link in the URL field.

Contact information for host company/organization ⓘ

Host organizer name
Explore Asheville

E-mail
@ events@exploreasheville.com

Phone number of the organization hosting the event
+1 (888) 888-8888

Website
https://www.exploreasheville.com/events

Social Media

1

Contact information for host company/organization ⓘ

Host organizer name
Explore Asheville

E-mail
@ events@exploreasheville.com

Phone number of the organization hosting the event
+1 (888) 888-8888

Website
https://www.exploreasheville.com/events

Social Media

+ ADD SOCIAL MEDIA

2

Contact information for host company/organization ⓘ

Host organizer name
Explore Asheville

E-mail
@ events@exploreasheville.com

Phone number of the organization hosting the event
+1 (888) 888-8888

Website
https://www.exploreasheville.com/events

Social Media

Facebook URL
https://www.facebook.com/

Facebook

Instagram

Tiktok

Other

3

Contact information for host company/organization ⓘ

Host organizer name
Explore Asheville

E-mail
@ events@exploreasheville.com

Phone number of the organization hosting the event
+1 (888) 888-8888

Website
https://www.exploreasheville.com/events

Social Media

Facebook URL
https://www.facebook.com/ExploreAshevilleBCTDA/

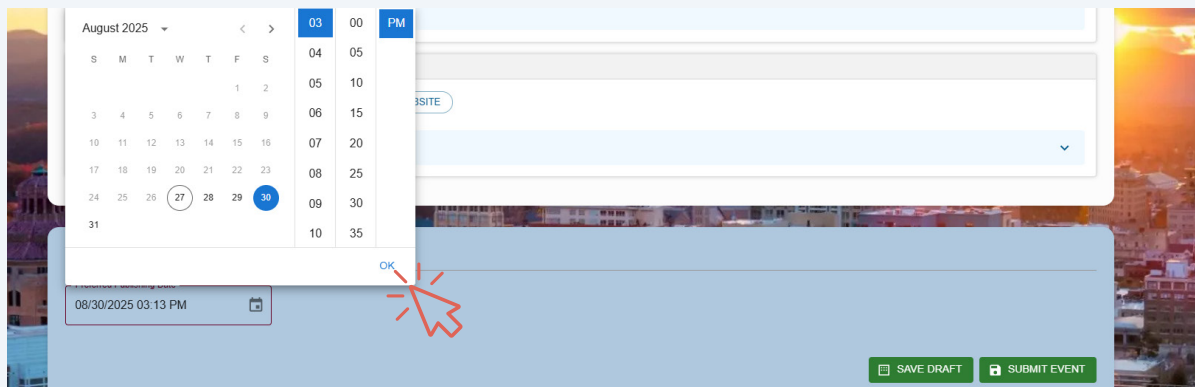
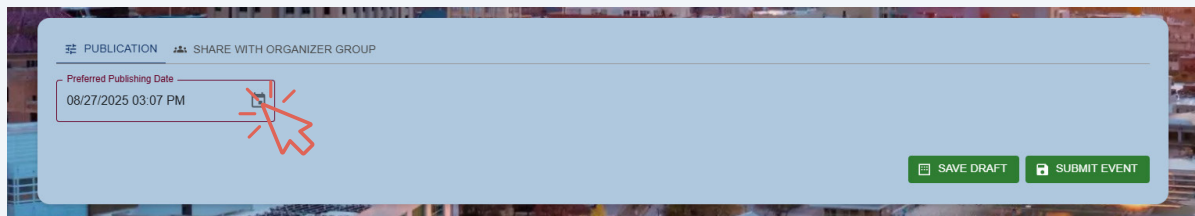
+ ADD SOCIAL MEDIA

4

12 Publication *(optional)*

This feature is for organizations that have all their event information ready but don't want to publish it yet. **If you'd like the event posted immediately, leave this field as is.**

To select a future publishing date, click the clock icon in the "**Preferred Publishing Date**" field, and then use the calendar to pick the date and time you want your event to go live on our website.

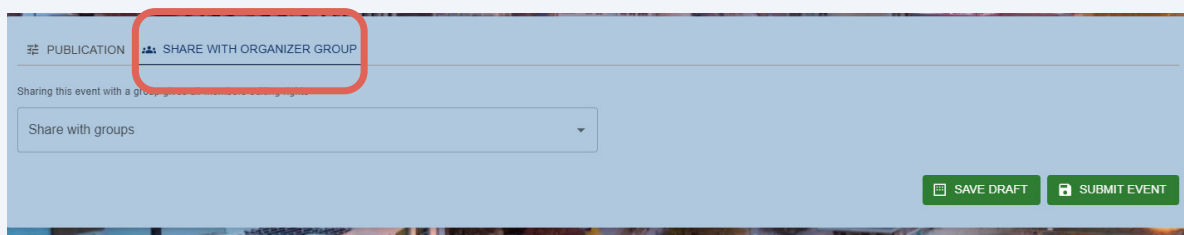


13 Share with organizer groups *(optional)*

Organizer groups link individual user accounts from the same organization, allowing multiple team members to access and manage shared event submissions. This enables collaboration without sharing login credentials.

If your organization is part of an organizer group, select the group from the dropdown when submitting an event. This grants all group members access to view and edit the event after submission.

To request an organizer group for your team, contact partnersupport@exploreasheville.com.



14

Submit: Click **Submit Event** to send your event to the Explore Asheville Event Manager for review.

The screenshot shows a web interface for event submission. At the top, there are tabs for 'PUBLICATION' and 'SHARE WITH ORGANIZER GROUP'. Below the 'PUBLICATION' tab, there is a 'Preferred Publishing Date' field with a calendar icon, showing '08/30/2025 03:13 PM'. At the bottom right, there are two buttons: 'SAVE DRAFT' and 'SUBMIT EVENT'. The 'SUBMIT EVENT' button is highlighted with a red rectangular box.

Thank you for submitting your events to the Explore Asheville Event Calendar!

SECTION 6: APPROVAL QUEUE + EVENT DENIAL REASONS



Submitting an event does not guarantee publication on ExploreAsheville.com. All event submissions undergo an approval process managed by Explore Asheville staff.

To ensure your event is reviewed and has time to be promoted, please submit it (and any edits) **at least 10 business days before** the event's start date.



Event Denial Reasons

Not all submitted events meet the criteria for publication on ExploreAsheville.com. Common denial reasons include:

- Event takes place **outside of Buncombe County**
- Event is **already listed** on ExploreAsheville.com
- Event submission is **incomplete** or contains **incorrect information**
- Event is taking place at a private residence
- Event link is broken
- Formatting issues or blurry photo

If you have questions about the event policy or need clarification on why your event was not approved, please contact partnersupport@exploreasheville.com.

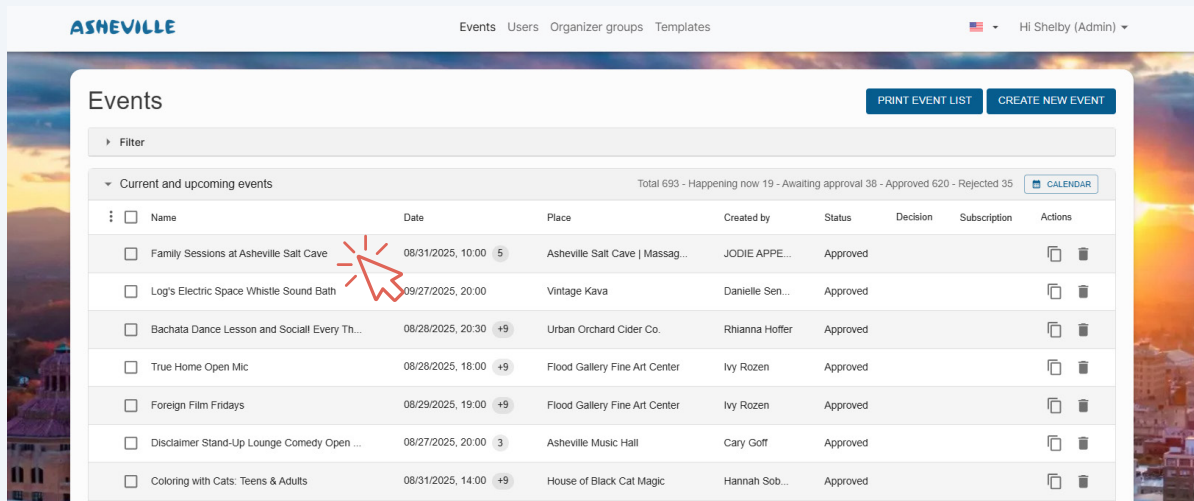
SECTION 7: VIEWING & EDITING ACTIVE EVENTS



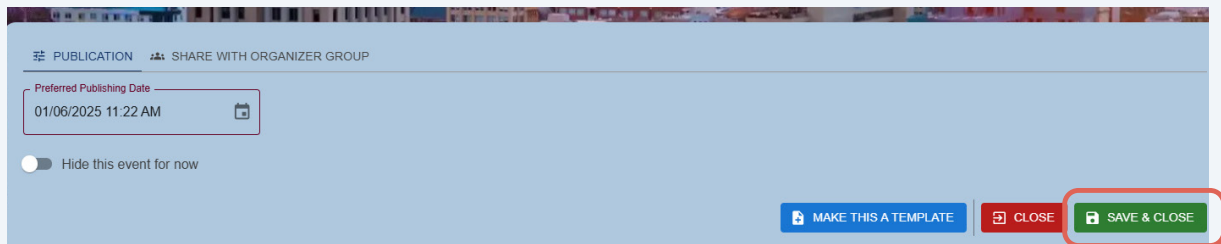
After submitting your events, you can view them on your home screen. Once the event is created, it will appear under the "Events" tab, along with all the other events you've submitted.

Editing existing events:

1. Locate the event under the **"Current and Upcoming Events"** tab on your home screen and **click** on the event you want to edit



2. Make the edits, then click "Save and Close" at the bottom of the submission form.

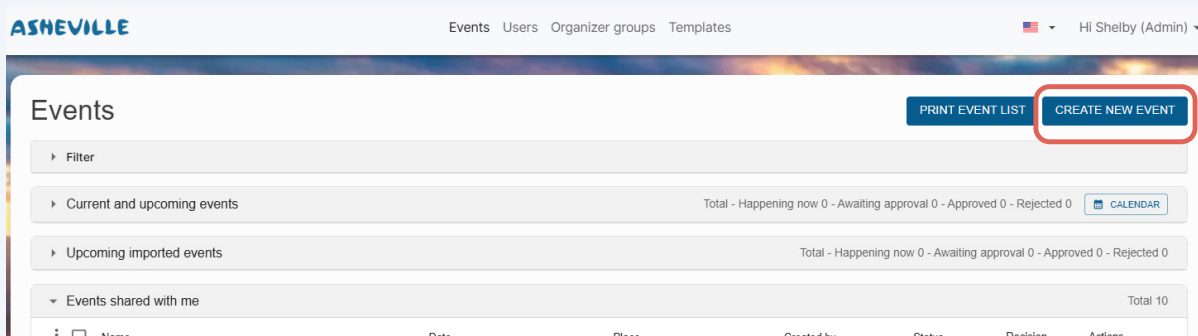


Your edits will be sent to the Explore Asheville Event Manager for review.

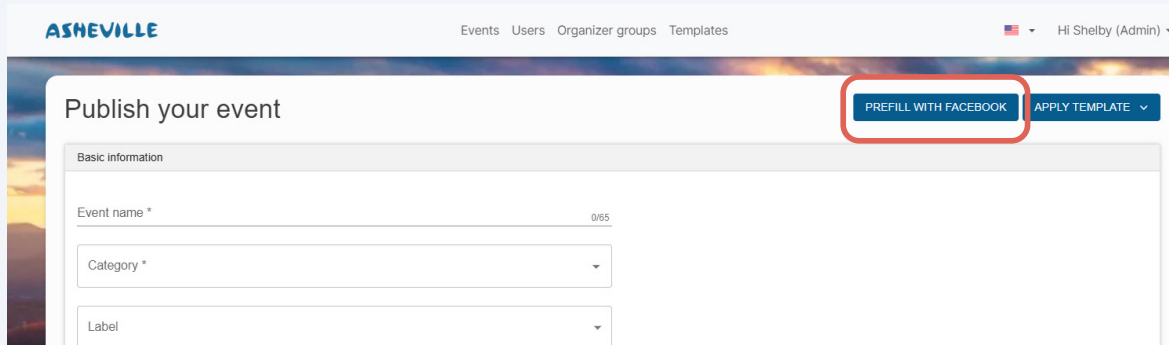
SECTION 8: STREAMLINING EVENT SUBMISSIONS WITH FACEBOOK

If you've already created a **Facebook Event**, you can use the URL to pre-fill our form:

1. Click the blue **"CREATE NEW EVENT"** button in the top right corner of the home page

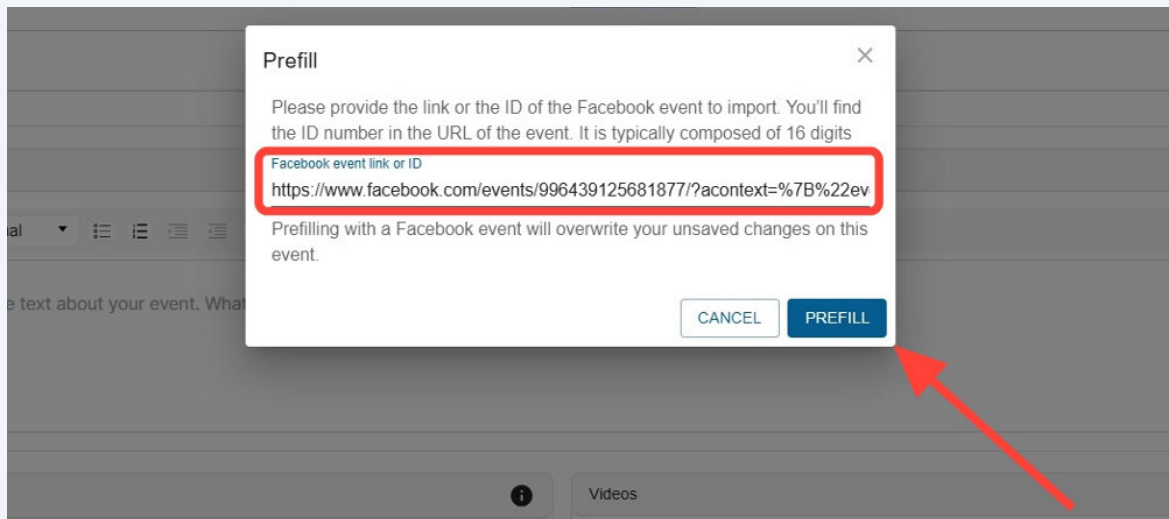


2. In the top right corner of the event submission form, click **PREFILL WITH FACEBOOK**.



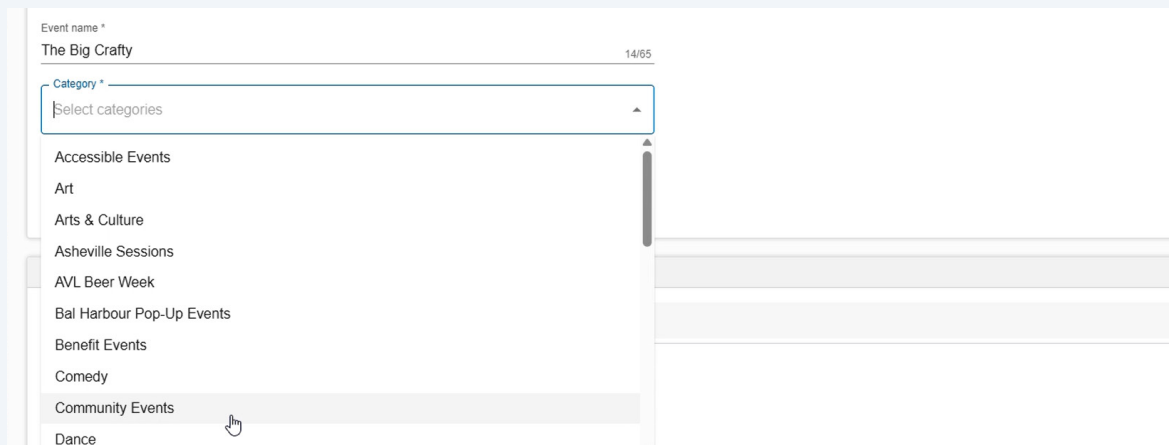
The screenshot shows the 'Publish your event' form. At the top, there's a navigation bar with 'ASHEVILLE' and links for 'Events', 'Users', 'Organizer groups', and 'Templates'. On the right, it says 'Hi Shelby (Admin)'. Below the navigation bar, the form title 'Publish your event' is on the left, and two buttons, 'PREFILL WITH FACEBOOK' and 'APPLY TEMPLATE', are on the right. The 'PREFILL WITH FACEBOOK' button is highlighted with a red box. Below the title, there's a 'Basic information' section with fields for 'Event name *', 'Category *', and 'Label'.

3. Paste the URL of your Facebook event into the provided field and click **PREFILL**.



The screenshot shows a 'Prefill' dialog box. It has a close button (X) in the top right. The text inside says: 'Please provide the link or the ID of the Facebook event to import. You'll find the ID number in the URL of the event. It is typically composed of 16 digits'. Below this, there's a field labeled 'Facebook event link or ID' which contains the URL 'https://www.facebook.com/events/996439125681877/?acontext=%7B%22ev'. This field is highlighted with a red box. Below the field, it says 'Prefilling with a Facebook event will overwrite your unsaved changes on this event.' At the bottom, there are two buttons: 'CANCEL' and 'PREFILL'. A red arrow points to the 'PREFILL' button.

4. **Adjust the event categories.** All Facebook events default to the "other events" category, so make sure to select any relevant subcategories.



The screenshot shows the 'Category' dropdown menu. The 'Event name' field is filled with 'The Big Crafty'. Below it, the 'Category' field is selected, and a list of categories is shown. The categories are: 'Accessible Events', 'Art', 'Arts & Culture', 'Asheville Sessions', 'AVL Beer Week', 'Bal Harbour Pop-Up Events', 'Benefit Events', 'Comedy', 'Community Events', and 'Dance'. 'Community Events' is highlighted with a mouse cursor.



Verify that all fields are complete and accurate. While the Facebook data transfer helps fill in most of the details, it's always a good idea to double-check everything for accuracy. There might be small discrepancies, so take a moment to ensure everything looks right before submitting.

5. Review all fields and click **Submit Event** to finish.

Host Organizer name
The Big Crafty

ADD NEW SOCIAL MEDIA LINK

Date
0 AM

Share with groups

PREVIEW SAVE DRAFT **SUBMIT EVENT**

SECTION 9: EVENT TEMPLATES



Event templates allow you to create reusable event submissions with predefined details. If you frequently submit similar events, using templates can save you time by allowing you to reuse common information, reducing the need to enter it each time.

Creating an Event Template

1

Click **Templates** in the top navigation banner.

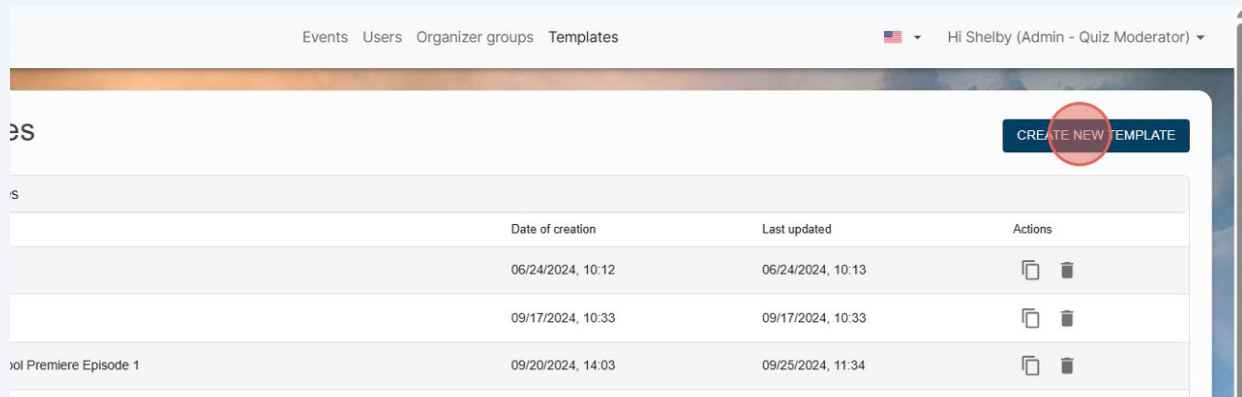
Events Users Organizer groups **Templates**

PRINT EVENT LIST CRE

coming events Total 48 - Happening now 1 - Awaiting approval 0 - Approved 43 - Rejected 3

	Date		Place	Created by	Status	Decision
e Asheville Summer Social	07/08/2025, 19:00 +9		Explore Asheville	Shelby Pe...	Deleted	
heville Summer Social	07/08/2025, 19:00 +9		Explore Asheville	Shelby Pe...	Approved	
ance Lesson and Social...	03/27/2025, 20:30 +9		Urban Orchard Cider ...		Approved	
tales: Story Time with C...	03/26/2025, 16:00 +9		House of Black Cat M...		Approved	
on the Farm	03/29/2025, 22:30		Franny's Farm Weddi...		Approved	

- 2 Click **CREATE NEW TEMPLATE** in the top right corner.



- 3 Fill out the form with all information that you anticipate will remain the same.

Create template

Template basic information

Template name *

Live Music Template

Fill in any of the remaining fields as if it were a real event.

Basic information

Event name

Category

Live Music Select categories

- 4 Click **SUBMIT TEMPLATE**

Company/Organization hosting the event

Host Organizer name

Explore Asheville

ADD NEW SOCIAL MEDIA LINK

g Date

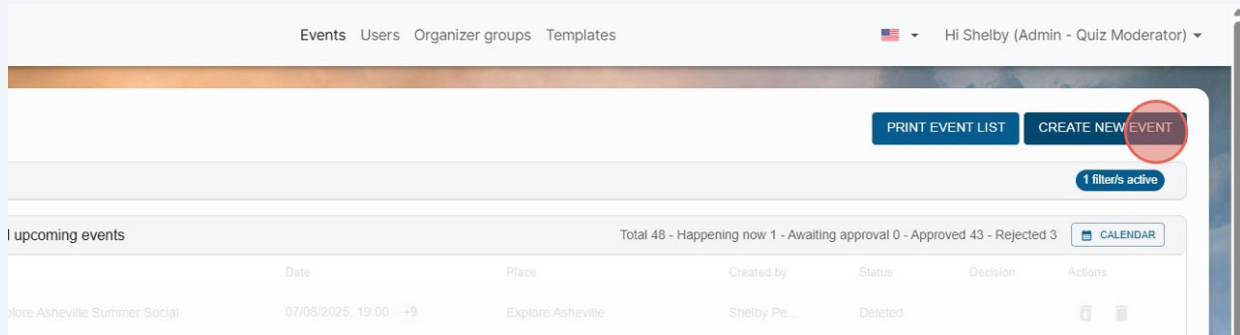
10:32 AM

Share with groups

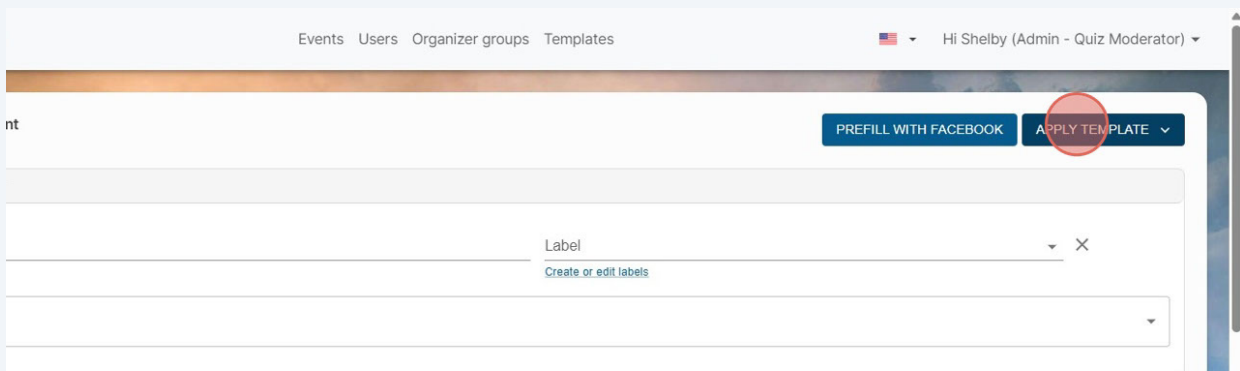
SUBMIT TEMPLATE

How To Use a Template

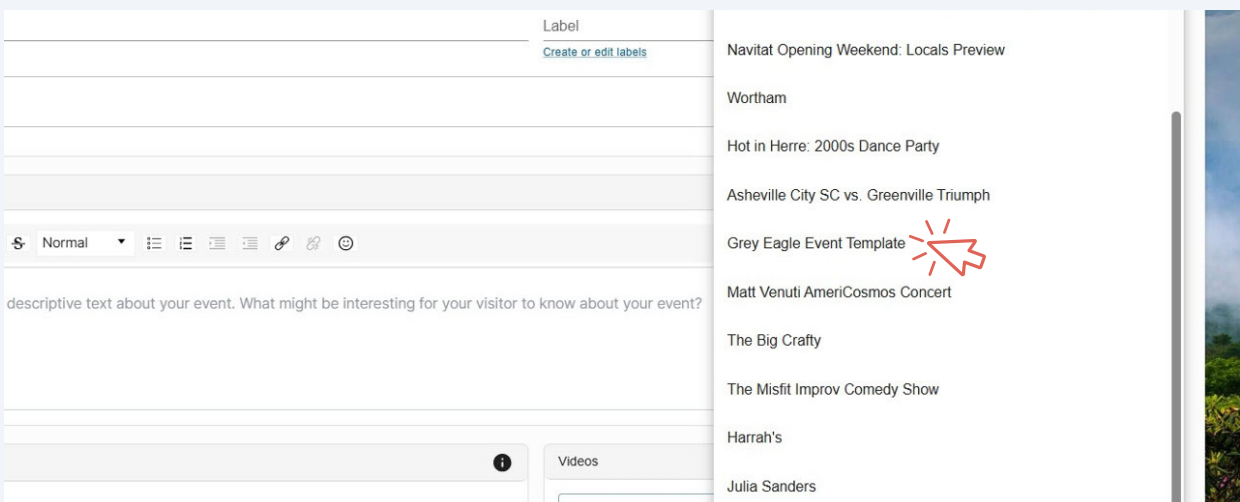
- 1 Navigate to the home screen and click **CREATE NEW EVENT**.



- 2 In the top right corner of the submission form, click **APPLY TEMPLATE**.



- 3 A drop-down menu of your saved templates will appear. Select the template you'd like to use.



SECTION 10: FAQs

Can I still use the Partner Portal to submit events?

No. All event submissions and management are now handled exclusively through this event platform.

What is an organizer group?

An organizer group allows multiple team members from your business to access and manage the same event submissions. The feature promotes collaboration without sharing individual login credentials.

Should my business share one account or should everyone have an individual account?

Either approach works. A shared account can simplify management, while individual accounts offer more personalized control. Choose the option that best fits your team's workflow.

How do I set up an organizer group for my business?

Contact partnersupport@exploreasheville.com to set up an organizer group for your team.

What if I don't have a photo for my event?

You can use stock images from our Explore Asheville Photo Library. Look for the "Add From Picture Library" button when uploading event photos.

Can I schedule an event to be published at a later date?

Yes, the platform allows you to set future publish dates for your events.

How does Facebook integration work?

You can pre-fill your event submission form using a Facebook event link. Simply paste the URL into the designated field, and the platform will auto-populate many details for you.

I use Eventbrite for my events. Do I need to submit them separately to Explore Asheville?

We offer options for Eventbrite users. Contact us to set up either automatic approval of your Eventbrite events or to continue submitting separately.

What if I start creating an event but can't finish it in one sitting?

The new platform allows you to save drafts of your events. You can return to complete and publish them when you're ready.

How can I make my event listing more engaging?

The new platform allows you to add YouTube videos, create RSVP forms, and include social media links directly in your event listings. We also recommend using high-quality images without text.

How soon will I see my event on [ExploreAsheville.com](https://exploreasheville.com)?

Event Policy: For processing and minimum exposure, events and/or event edits must be submitted no fewer than 10 business days prior to the event's start date. Submitting events does not guarantee posting.

Need help? Contact partnersupport@exploreasheville.com.