

## How to Drive Calendar:

All calendars are located at google calendar associated with "jakethesaltydog@gmail.com"

There are sub calendars on that page

- Events
- Cafe
- Wreck
- Kids
- Cruise

They are all put into these calendars for easy viewing within Google Calendar. The calendars are not parsed individually, they are flattened and exported via Rob's pull from .cal. Rob's backend uses LOCATION data to parse the individual calendars and categorize them appropriately within .cal. LOCATION DATA IS THE DETERMINING FACTOR in categories properly displaying in the .cal user interface. It is located inside "event info" in the google calendar event in the "where" field. Just because an event is entered in the appropriate google calendar "Kids, Cafe, Wreck...", will not make it show up in the correct category in .cal. See screen shots below. Calendar locations are as follows:

Kids = "Jake's Cargo" OR "Salty Dog Ice Cream"

Wreck = "Wreck of the Salty Dog"

Cafe = "Salty Dog Cafe"

### Events

Events are handled differently. All events MUST CONTAIN the words "The Salty Dog" in the event title on Google Maps. This will flag the calendar event to show up in the "Events" category on .cal.

### Cruises

Cruises are also handled differently. All cruise data for cal is automatically pulled from the reservations system at cruise.sd.com. The purpose of the cruise calendar on google calendar is to add the Musician name to the cruise event listed for that day. For example, if the google calendar lists "Trevor Harden- Cruise", the .cal page will add "Music by Trevor Harden" to the second line of the Cruise Event Title on .cal. The information entered on google calendar MUST say "{person name}- Cruise" for it to properly work in .cal. Beyond adding the "Musician Name" to the cruise event, the Calendar "Cruise" on google is strictly for it's appearance in google calendar and also for record keeping/invoicing purposes. Simply adding a musician name to this calendar will not work unless the "{person name}- Cruise" format is followed.

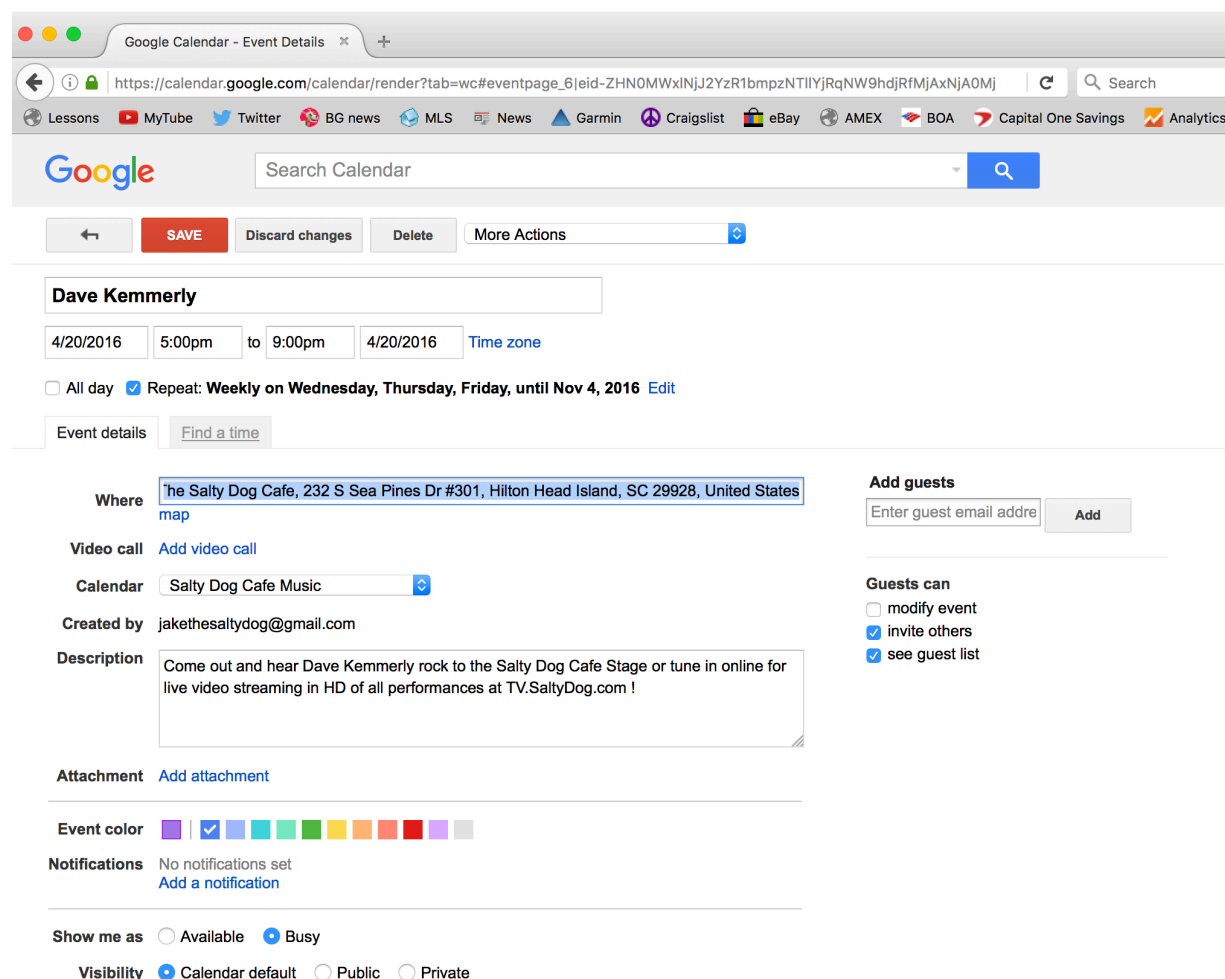
All descriptions on google calendars will be reflected on the .cal description area. This field is limited to approximately 140 characters.

All images on .cal are in the FTP folder Marketing/Cal. Inside this folder, the images correspond to the performer's name. The first 4 characters of the performer's name

must have a corresponding “xxxx.jpg” image for .cal to properly display the image. For example- if “Trevor Harden” is entered into the google calendar, the .cal backend will look for a corresponding “trev.jpg” image and associate that image with the event.

The event banner images on the left of the calendar are driven by a date specific title. The for the images (which are also stored in the FTP folder Marketing/Cal/banners) MUST say “banner\_name\_00-00-0000” with “00-00-0000” being an expiring date code. “banner\_name” is insignificant and only used for organizational purposes in the FTP folder. After that date code has passed, the calendar will purge it from the sidebar and load the next banner. I recommend keeping at least 5 banners with upcoming date codes loaded in this folder at all times. (example image url- [http://saltydog.com/marketing/cal/banners/banner\\_bonanza\\_04-30-2016.jpg](http://saltydog.com/marketing/cal/banners/banner_bonanza_04-30-2016.jpg)). These banners also are significant as they will be the first thing that loads on mobile, so a user searching the .cal page will see a revenant upcoming event.

Please note that all kids shows are booked for the summer with the exception of Wednesday nights.



The screenshot shows the Google Calendar 'Event Details' page for an event titled 'Dave Kemmerly'. The event is scheduled for 4/20/2016 from 5:00pm to 9:00pm, repeating weekly on Wednesdays, Thursdays, and Fridays until November 4, 2016. The location is 'The Salty Dog Cafe, 232 S Sea Pines Dr #301, Hilton Head Island, SC 29928, United States'. The event is categorized under 'Salty Dog Cafe Music' and was created by 'jakethesaltydog@gmail.com'. The description reads: 'Come out and hear Dave Kemmerly rock to the Salty Dog Cafe Stage or tune in online for live video streaming in HD of all performances at TV.SaltyDog.com !'. The 'Add guests' section is empty. The 'Guests can' section has 'invite others' and 'see guest list' checked. The 'Event color' is set to purple. The 'Show me as' status is 'Busy' and the 'Visibility' is 'Calendar default'.

Google Calendar - Event Details

https://calendar.google.com/calendar/render?tab=wc#eventpage\_6|eid-ZHN0MWxINjJ2YzR1bWpzMNTlY|RqNW9hdjRfMjAxNjAOMj

Lessons YouTube Twitter BG news MLS News Garmin Craigslist eBay AMEX BOA Capital One Savings Analytics

Google Search Calendar

SAVE Discard changes Delete More Actions

**Dave Kemmerly**

4/20/2016 5:00pm to 9:00pm 4/20/2016 Time zone

☐ All day ☒ Repeat: **Weekly on Wednesday, Thursday, Friday, until Nov 4, 2016** Edit

Event details Find a time

Where The Salty Dog Cafe, 232 S Sea Pines Dr #301, Hilton Head Island, SC 29928, United States map

Video call Add video call

Calendar Salty Dog Cafe Music

Created by jakethesaltydog@gmail.com

Description Come out and hear Dave Kemmerly rock to the Salty Dog Cafe Stage or tune in online for live video streaming in HD of all performances at TV.SaltyDog.com !

Add guests Enter guest email address Add

Guests can ☐ modify event ☒ invite others ☒ see guest list

Attachment Add attachment

Event color

Notifications No notifications set Add a notification

Show me as ☐ Available ☒ Busy

Visibility ☒ Calendar default ☐ Public ☐ Private

Google Calendar - Event Details

https://calendar.google.com/calendar/render?tab=wc#eventpage\_6|eid-dDB2bGJkaGxraG4yNzd2dDV0MwwcmJIM2cgOTFpaG

Lessons MyTube Twitter BG news MLS News Garmin Craigslist eBay AMEX BOA Capital One Savings

Google

Search Calendar

←

SAVE

Discard changes

Delete

More Actions

The Music Lady's Kids Show

4/30/2016

4:00pm

to

6:00pm

4/30/2016

Time zone

☐ All day ☐ Repeat...

Event details

Find a time

Where

Salty Dog Ice Cream, 232 S Sea Pines Dr #301, Hilton Head Island, SC 29928, United States

map

Video call

Add video call

Calendar

Kids Entertainment and Activities

Created by

jakethesaltydog@gmail.com

Description

Beth gets all the kids singing, dancing, playing instruments, and hula hooping at our Burger Bonanza! We will also have free face painting for the kids and Jake the Salty Dog!

Attachment

Add attachment

Event color

✓

Notifications

No notifications set

Add a notification

Show me as

☐ Available

☒ Busy

Add guests

Enter guest email address

Add

Guests can

☐ modify event

☒ invite others

☒ see guest list