

eVenues.com™

Venue Registration

Getting Started Guide

Whitepaper

Summary: This paper provides an overview of setting up and preparing your venue for publishing to the eVenues Online Marketplace.

For the latest information, visit: <http://www.evenues.com>.

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Welcome to eVenues

Congratulations on discovering eVenues – the new way to market and manage your space on the Web. You should think of eVenues just like Expedia® - but for meeting space.

eVenues: Designed for Today's Consumers...& Venues

It's no surprise that venues have it tough in this new economy. Consumers expect affordability, flexibility, portability/accessibility, and faster response times. Venues need to adjust.

That is why eVenues gives venues all the tools you need to get in the game & *FAST...with lots of benefits*, including:

- Marketplace for discounting your space and make \$\$\$ (→ affordability)
- Stunning profile with photos, configurations & pricing info (→ flexibility)
- Easy to access from any Web browser (→ accessibility)
- Actual up-to-date availability schedule for customers to view (→ faster response)
- plus...
- A killer SEO strategy that, overtime, "could" increase your bookings as long as your price yourself affordably (→ Web visibility via organic local searches)
- Integrated scheduling tools for managing your booking calendar. (→ productivity)

No one said it would be easy, but eVenues has delivered a solution!

This step-by-step guide is intended to help Venue Providers quickly set-up their space profile and begin using eVenues. This process should take no more than 10 minutes and ensure you produce a stunning space profile.

Overview Map / Parking Space Details Reviews

Your Venue Here

YOUR SPACE/ROOM
2311 Broad Street
Seattle, WA 98121
<http://www.YourWebsite.com>

★ ★ ★ ★ ★ AVE RATING: 4.7 3 Reviews

\$40 /HOUR **\$300 /DAY** CAPACITY: 25 WFT: Yes

DESCRIPTION:
This is where you would give a description of this space. Include any available amenities or any messaging you would like to convey to the consumer.

Step 1: Select a Date

☐ Available
☐ Unavailable
☒ Selected Date

August 2009

Su	Mo	Tu	We	Th	Fr	Sa
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Step 2: Choose Time(s)

Wednesday, August 12, 2009

04:00 PM-04:30 PM	Select
04:30 PM-05:00 PM	Select
05:00 PM-05:30 PM	Select
05:30 PM-06:00 PM	Select
06:00 PM-06:30 PM	Select
06:30 PM-07:00 PM	Select

Step 3: Book Reservation

Checkout

Figure 1: Space Profile example at eVenues

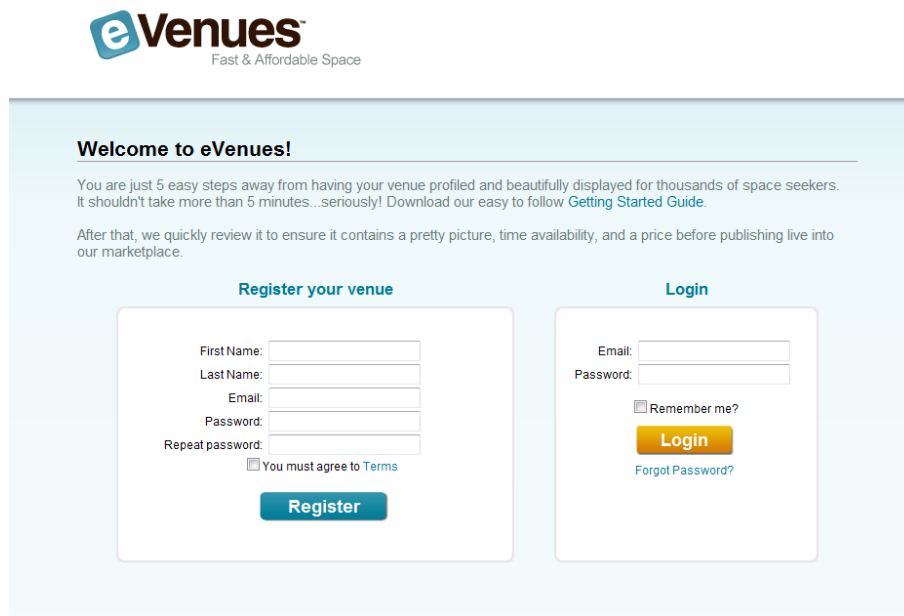
Overall, one of the key benefits about eVenues and the venue registration process is that a space profile need only be configured one-time, unlike other sites that require a new enlistment every 8 days. It only takes completing a few forms to begin taking reservations and a simple click of a check-box to take your rooms “online\offline.”

To get started, go to www.evenues.com/login.aspx.

Venue Account Registration

To begin using eVenues, you must first enter your first name, last name, email, and password.

This sets up an initial account for you in the system and begins the space profiling wizard. If you choose to complete your space profile later, that's ok; eVenues will send you a confirmation email with your password so you can login later and complete the process.



The image shows the eVenues account registration screen. At the top is the eVenues logo with the tagline "Fast & Affordable Space". Below the logo is a "Welcome to eVenues!" message. The message states: "You are just 5 easy steps away from having your venue profiled and beautifully displayed for thousands of space seekers. It shouldn't take more than 5 minutes...seriously! Download our easy to follow [Getting Started Guide](#)." It also says: "After that, we quickly review it to ensure it contains a pretty picture, time availability, and a price before publishing live into our marketplace." There are two main sections: "Register your venue" and "Login". The "Register your venue" section has input fields for "First Name:", "Last Name:", "Email:", "Password:", and "Repeat password:". Below these fields is a checkbox labeled "You must agree to Terms" and a blue "Register" button. The "Login" section has input fields for "Email:" and "Password:", a checkbox labeled "Remember me?", an orange "Login" button, and a blue link "Forgot Password?".

Figure 2: eVenues account registration screen

TIPS

- **Contact Name:** be sure to have a FULL-TIME employee or manager complete the registration as they will be the recipients for all reservation notifications. Whoever is tracking appointments and reservations needs to be the registrar.

The next set of screens collects the necessary information from the Venue Provider for eVenues to produce an attractive space profile.

Step 1: Your Venue

Step 1 collects information about your venue or business. It's important to be as complete as possible when entering information into the fields because this is what the customers will view in your LIVE space profile. Please pay attention to required (*) fields.

Note: you can change or delete information later in the Meeting Room Manager module.

The screenshot shows a web form titled "Welcome to eVenues" with a progress bar at the top indicating five steps: 1. Venue (highlighted), 2. Room, 3. Availability, 4. Rental Rates, and 5. Confirmation. The form contains the following fields and options:

- Welcome to eVenues**
Please tell us about your venue (business). Room info and pictures are in Step 2. Be thorough; what you write goes into your space profile.
(Required fields marked with *)
- * Venue Name:
- * Address:
- * City:
- * State:
- * Zip:
- Website: (Optional)
- * Primary Contact Name: * Primary Phone:
- * Emergency Contact: * Emergency Phone:
- WiFi: ☒ Yes ☐ No
- Parking:
- Attachments (e.g. Marketing doc, file) (Optional):
- Rental Agreement: ☒ Use Standard Rental Agreement or ☐ Upload your own
-

Figure 3: Venue information profile form

TIPS

- **Primary & Emergency Contact information:** the local day office or venue manager's name should be used for the primary contact. The emergency contact should be an after-hours manager, security officer or custodian who controls the main entrance\exit for the space.
- **Parking:** be as thorough as possible when describing a hard-to-find space. Provide convenient street & paid parking. Also, offer help in locating unloading docks and over lit areas for after-hours meetings.

- **Attachments:** Use this area to upload any additional marketing docs about the venue\space such as: room specs, local service providers, etc. If your space is a kitchen, for example, you might include additional appliance information or instructions.
- **Rental Agreement:** eVenues provides a standard rental agreement during customer checkout or you can upload your own rental agreement. PLEASE take a moment to review the standard rental agreement provided by eVenues and including any special terms, liabilities or cancellation policies beyond what is covered in the eVenues [Terms of Service](#).

Note: Please email team@evenues.com if you would like a copy of our standard Rental Agreement in Word.doc format to modify.

Step 2: Your Room or Space

Step 2 collects information about your rooms or spaces. This is a unique step because you can create multiple rooms in this single screen by clicking the 'Add another room' button below (off this page). Once again, be as thorough as possible when adding information into the fields because this what customers will view.

Tell Us About Your Room or Space
(Required Fields marked with *)

*Space/Room: Click to collapse/expand

Configuration:
(select all that apply)

☐ Boardroom ☐ Classroom ☐ Groupings ☐ Shaped ☐ Workspace ☒ Open ☐ Theatre

*Maximum Capacity:

*Please classify your space:

☐ Meeting Room (Conference room, boardroom)
☒ Event Space (Bar/Lounge, theatre, party hall, open space)
☐ Classroom (Training room, workshop space)
☐ Desk Space (Temporary office space, shared office space)

*Description:
(e.g. room dimensions, amenities, catering, equipment, services)

Wide open space - 400 x 400 with 50ft ceilings. Glass windows span entire two walls. Wood floors. Built-in kitchen. Great for company meeting or product launch party.

Add Amenities (e.g. LCD Projector, Laptop, AV equipment, etc.)

Amenity name	Flat Rate \$
Cleaning deposit	250

[Add Another](#)


Image:

[delete](#)

Figure 4: Room information form

TIPS

- **Configuration:** The current configuration doesn't include room\space dimensions. Please include room\space dimensions below in the description box to help customers learn more about actual configuration of the space.
- **Classification:** This is required for properly classifying your venue for simpler customer searching purposes on the homepage.
- **Description:** eVenues supports up to 1000 characters in the description box. Be sure to include room dimensions. Consider using marketing information from an existing brochure to include here.
- **Amenities:** A new feature we just added, now you can add amenities that can be sold using a flat rate with your room. Examples might be tables\chairs, projectors, flat-rate box lunches, cleaning fee, etc.
- **Photo Upload:** eVenues supports uploading up to FOUR photos for each space you profile. Be sure to use actual photos for each space; for example, don't use a meeting room photo for a training room as customers need to see the actual space. This will prevent wasted time for site visits. Note: Upload your best photo first so it becomes the default large photo.

Step 3: Availability

Step 3 helps you set up the availability for each of your rooms or spaces.

The screenshot displays the 'Main availability dialog' for a venue named 'MetroDome'. At the top, a progress bar shows five steps: 1. Venue, 2. Room, 3. Availability (highlighted), 4. Rental Rates, and 5. Confirmation. The dialog title is 'Availability'. Below the title, instructions state: 'Select the general availability of each weekday for your space. By checking "Available for rent" your space will be listed for rental during that time. You will set your rental rates in the next step.' A 'Click to collapse/expand' link is present. The main content area features a table with columns 'Start Time' and 'End Time', and a checkbox 'Available for rent' for each day of the week (Monday through Sunday). Below the table, there are two checkboxes: 'Specify two sets of hours for each day' (unchecked) and 'Specify a Start/End date' (checked). At the bottom, there are input fields for 'Start Date' and 'End Date'. A red error message 'Start Date is required!' is displayed below the 'Start Date' field. A note at the bottom reads: 'Note: Make sure "Available for rent" is checked for each weekly day you would like to include during your activated Start/End date.'

Figure 5: Main availability dialog

Configuring availability is one of the most powerful features of eVenues. With just a few clicks, you can configure and publish your room availability to the Web for immediate booking. Or, with just one click, you can take the room offline (by unchecking the 'Available to rent' button).

TIPS

- **Migrating your availability to the Web:** we realize it's daunting to lose control of your reservations and move your booking to the Web. You can either use eVenues 100% of the time to list and manage your bookings or just use eVenues some of the time when it hasn't been rented. Most importantly, because the Meeting Room Manager is directly tied to our marketplace, you can remove time from the eVenues Marketplace instantly by dragging and dropping time on the calendar.
- **Two sets of hours:** Use this feature to create 2 blocks of time for 1 day.
- **Setting availability:** Start easy. Pick 1 or 2 days a week or an evening to test the availability schedule and Meeting Room Manager.
- **Start\End Date:** The new Start\End time enables venues to create "campaigns" for renting rooms at particular times. They can activate the Start\End time and tell eVenues to activate their spaces for rental at particular times. eVenues will send you a notification within 24 hours of the expiring listing to remind you.
- **Managing multiple rooms:** if you have set up multiple rooms, you can set availability to multiple rooms in this one panel. The rooms can be collapsed and expanded.

Step 4: Rental Rates

Step 4 helps you price your rooms or spaces.

1 Venue 2 Room 3 Availability 4 Rental Rates 5 Confirmation

SpaceRoom Rates
Price your room for either hourly or daily rental. Rates will be applied at checkout.

Click to collapse/expand

MetroDome

☒ Same price for all days ☐ Price by day

Hourly Rate \$ 0 /hour

Daily Rate \$ 0 /day

☐ Set a minimum rental time

☐ Activate a Coupon Code

Previous Next

Figure 6: Pricing dialog

Today, eVenues supports configuring same price for all days. When using 'Same price for all days' option, you can price each of your spaces either by the hour or day. For hourly rental, you can also indicate a minimum hour requirement, such as minimum order acceptance to be 3 hours.

In addition, eVenues supports activating a Coupon Code. The Coupon Code feature is a new mechanism for venues to discount their hourly or daily room rate and have it reflected in the eVenues customer checkout experience.

When determining the discount amount, consider your current business situation.

For example, if you are an existing business that wants their internal employees (or members) to book available meeting room time from the eVenues public marketplace and not get charged, you need to set the discount equal to the full-hourly rate. This way, internal employees won't be charged by the hour at time of checkout for the room.

- In this case, you would set the discount rate at, say, **\$125.00**.
- You would then name the code: **"Mem01"** for Member code 01, as you might create multiple Member discount offerings.

Or, you might just want to run a promotion for booking your space. You could offer a 10% discount off \$125.00.

- In this case, you could set the discount rate at \$12.50.
- You would then name the code: **"Pub01"** for Public code 01, as you might create multiple Public discount offerings.

The screenshot shows the 'EDIT: Space/Room Rates' interface. At the top, it says 'Price your room for either hourly or daily rental. Rates will be applied at checkout.' Below this is a section titled 'First Room/Space' with a 'Click to collapse/expand' link. Underneath, there are two radio buttons: 'Same price for all days' (selected) and 'Price by day'. Below these are two input fields: 'Hourly Rate' with a value of '\$ 125 /hour' and 'Daily Rate' with a value of '\$ 800 /day'. There is a checkbox for 'Set a minimum rental time' which is unchecked. Below that is a checked checkbox for 'Activate a Coupon Code'. A text label says 'Use a Coupon Code to discount your space to prospective customers or existing membership customers.' Below this is a 'Discount' field with a value of '\$ 125' and a note '(Applied hourly per every hour rented)'. At the bottom, there is a 'Coupon Code' field with the value '76543' and a 'Submit' button. A note below the field says '(Must be 5 characters)'.

Figure 1: Activating the Coupon Code

TIPS

- **Coupon Code:** The Coupon Code is designed so venue employees or members and prospective customers can access and book available time through the main eVenues Calendar online.

Step 5: Confirmation

The final step – Step 5 – confirms your data entries and asks for your acceptance to the Listing Agreement (not shown below).

If you need to edit any of the data, you can click on the 'Edit' buttons.

The screenshot displays the final confirmation screen for venue registration. At the top, there are five numbered steps: 1 Venue, 2 Room, 3 Availability, 4 Rental Rates, and 5 Confirmation (highlighted in yellow). The main content area is divided into three sections, each with an 'Edit' button:


- Venue Details:**
 - Location Name: The Dome
 - Address: 321 Pike
 - City: Seattle
 - State: Washington
 - Zip: 98010
 - Primary Contact #: 4259854790
 - Primary Contact Name: David Jennings
 - Emergency Contact #: 2065551212
 - Emergency Contact Name: Nic Peterson
- Space\Room:**
 - Name: MetroDome
 - Maximum Capacity: 400
 - Hourly Rate: \$100/hour
 - Daily Rate: \$800/day
 - Description: Giant great room - 100 x 100 - for large gatherings. Room comes "as is" unless you request a special configuration. If so, we charge you extra. Catering can be brought in. See amenities for additional parts & labor.
 - Image(s): 
- Availability Details:**

Figure 7: Final confirmation screen

TIPS

- **Listing Agreement:** the listing agreement is a standard agreement that clarifies the role of eVenues as *not* a broker, but more of an agent introducing prospective space seekers with available meeting spaces. You can read this agreement online at <http://www.evenues.com/agreement.aspx> before accepting.

Approval (or Rejection)

Once you have submitted your Space Profile, you will receive an email confirmation from eVenues indicating that your venue is being reviewed. eVenues will typically approve your venue within 2 hours.

If your venue does not fit out venue profile, you will receive a rejection notification, as well.

Space Profile

Once you have been approved, your space profile will be LIVE on the eVenues.com website. It will look similar to the example below. Note: there is a tab for Map\Parking, Space Details, and Reviews. The availability schedule is below and represents the time that you set up in Step 3.

The screenshot displays the eVenues.com Space Profile interface. At the top, there are four tabs: Overview, Map / Parking, Space Details, and Reviews. The Overview tab is active, showing a main image of a meeting room, a smaller image of the venue, and a star rating of 4.7 with 3 reviews. Below the images, the venue name is "Your Venue Here", followed by the address "2311 Broad Street, Seattle, WA 98121" and a placeholder URL "http://www.YourWebsite.com". To the right, the pricing is shown as "\$40 / HOUR" and "\$300 / DAY", with a capacity of 25 and WiFi available. A description field is also present. Below the main content, there are three steps for booking: Step 1: Select a Date, Step 2: Choose Time(s), and Step 3: Book Reservation. Step 1 shows a calendar for August 2009 with the 12th selected. Step 2 shows a list of time slots for Wednesday, August 12, 2009, with "Select" buttons next to each slot. Step 3 features a prominent "Checkout" button.

Figure 8: Final space profile output

TIPS

- **Meeting Room Manager Role:** it's important to assign someone on your team the task of managing the calendar and maintaining valid availability. If you do not, you run the risk of double-booking the time.

Meeting Room Manager

Immediately following completing the space profile wizard, eVenues will navigate you to the Meeting Room Manager (below). The Meeting Room Manager is a built-in resource scheduling tool to help you track Marketplace reservations.

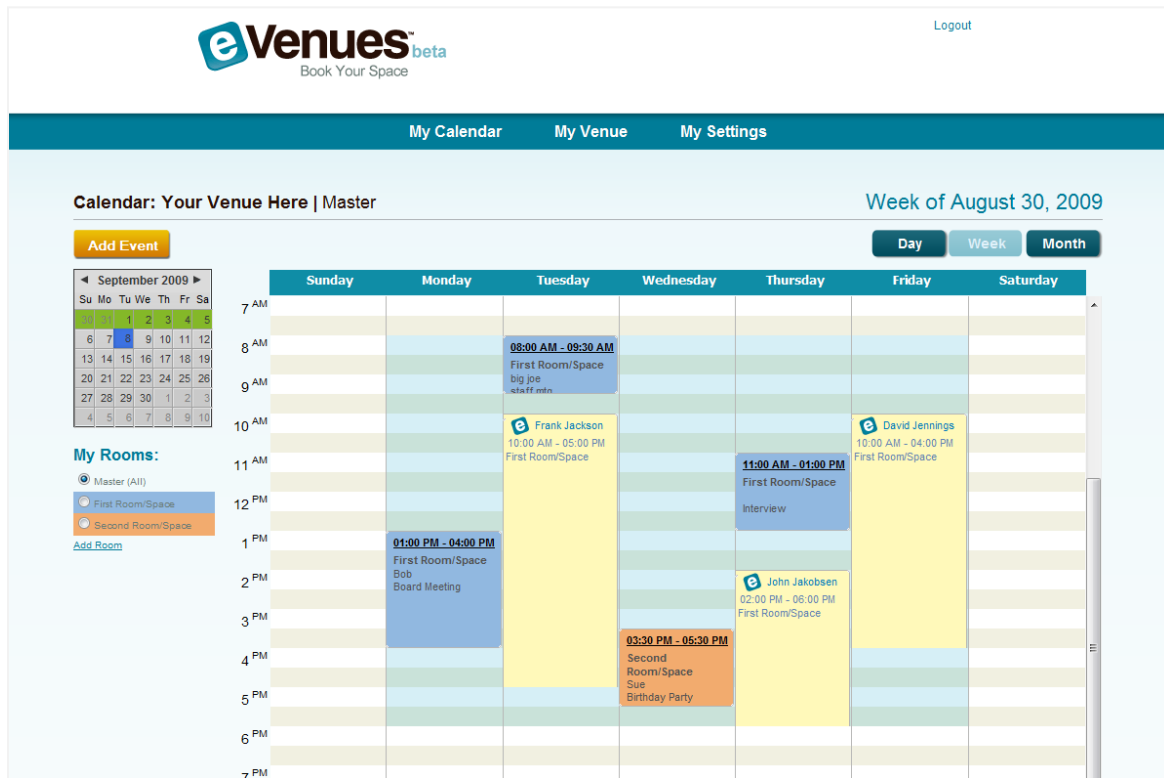


Figure 9: Meeting room manager console

The Meeting Room Manager can display both eVenues reservations, as well as private internal appointments. When a customer has completed checkout and booked your space, two things happen:

1. You will receive an electronic confirmation via email of the booking.
2. Your calendar will display the reservation in yellow.

Based on how many rooms you have configured in the system, appointments are colored based on the rooms they map to.

To create a private appointment on the calendar (or, to remove time off the schedule or public Marketplace), either click on the 'Add Event' orange button up top or just drag a block of time and appointment form will be shown. Complete that form and click 'Save.'

You can configure additional rooms by clicking on the 'Add Room' button on the left.

TIPS

- **Create new reviews for your venue:** under the My Venue\Reviews menu item, click on Get Reviewed. This simple tool will invite past or former customers to submit a review of your space for customers to read on the public Marketplace.
- **Add a Link Banner to your website:** under the My Venue\Inventory menu item, click on Link Banner. By adding the link banner HTML code to your website, customers can see your availability and book your times directly. eVenues handles all the billing and will pay you at the beginning of each month.
- **Payment info:** Don't forget to verify your account info panel and payment preferences. eVenues cannot accept a reservation until your payment information is submitted.

Feedback

If you have any further questions or feature suggestions, please don't hesitate contacting us at team@evenues.com.

Happy Renting!

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