



**Ocean
Week
Canada**

Creating your Event Page

Manual | 2024



1.1 Registering for the Event Portal

Logging in

Once you register as one of our Event Hosts, you will be sent an email inviting you to create your Wordpress account. This will give you access to create your own event page that will then be posted to OceanWeek.ca

As part of this introduction, you will also receive the Ocean Week Canada Onboarding Package. Welcome!



Welcome to the Ocean Week Canada event host crew!

This is still the beta version of the Event Portal, which is a technical way of saying we're working out the kinks. If the appearance changes or things are moving around on you, don't stress. If something doesn't work or stops working, please let us know. You can reach out to me at meghan@colcoalition.ca with any issues or questions.

Attached you will find a full Ocean Week Canada Partner Onboarding Package, as well as an instruction manual outlining how to upload your event.

Important: Once you've logged in, you will be brought to your dashboard; you might recognize that you are in WordPress. If you're not familiar with WordPress, that's okay. On the left hand side, you will see the word **Events**. Click on that and you'll see a list of the events that have already been created. Now click, **Add New** at the top of the page and this will bring you to your event page. Fill out all the required information, and if you can't fill it out all in one sitting, click **Save Draft**. You can log back in anytime to finish. When you're done, click **Submit for Review**.

If you would like some inspiration, you can click on the list of existing events and you'll see what they look like on the Ocean Week Canada events page. Click back when you're done admiring and ready to add your own. Click **Add New** to create your own.

This is your login info:

Username: [Meg Callon](#)

Email: meghan@colcoalition.ca

Password: [KAJFHDKLASJDHFLKAJS](#)

Please reset your password once you are logged in. You can do this by clicking **Profile** on the left and scrolling to the bottom of the page where it says, **Set New Password**.

The login page can be found here: <https://oceanweekcan.ca/wp-login.php>

If you have any questions or concerns, please do not hesitate to reach out to me. You can also reply to this email.

Thank you for becoming a part of Ocean Week Canada 2022 and the Ocean Festival! We look forward to collaborating with you and promoting your event.

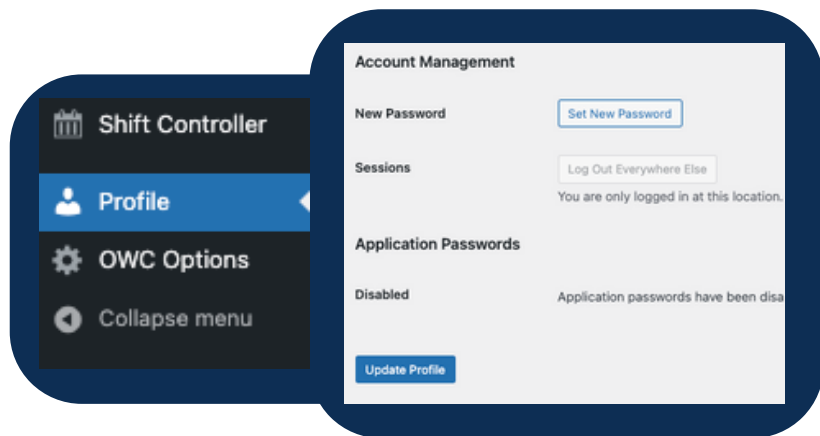
Meg

1.2

Setting up your Event Page

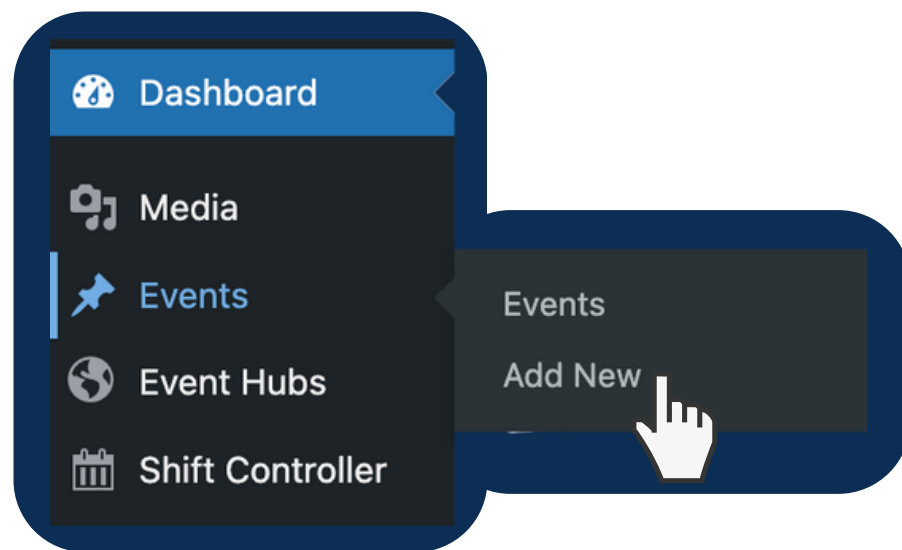
Setting up

Once you click the link to login, you can login using the password and username provided. Please reset your password once you are logged in. You can do this by clicking Profile on the left and scrolling to the bottom of the page where it says, Set New Password.



When you have logged in to your account, you're going to be sent to the Dashboard.

From there, find the Events tab on the left hand side and click on Add New.



1.3

Navigating your Event Page

Filling out the Form

Your event page is formatted like a form. As you scroll down the page, you will be prompted to fill in your event information. Please provide as much information about your event as possible.

Some fields will have a red asterisk. These ones are mandatory to fill out. Others may not be mandatory, but we recommend filling them out to provide event-goers with all necessary event details!



The screenshot shows a form with two sections. The first section is titled 'Visibility *' and contains a dropdown menu with the text 'Open to the Public | Ouvert au public'. The second section is titled 'Event Hub' and contains the text: 'Does your event fall within one of these regional hubs? If so, please select it. If not, you can leave this blank.' followed by '---' and 'Votre événement fait-il partie de l'un de ces hubs régionaux ? Si oui, veuillez le sélectionner. Sinon, vous pouvez laisser cette section vide.' Below this text is another dropdown menu with the text 'Select'.

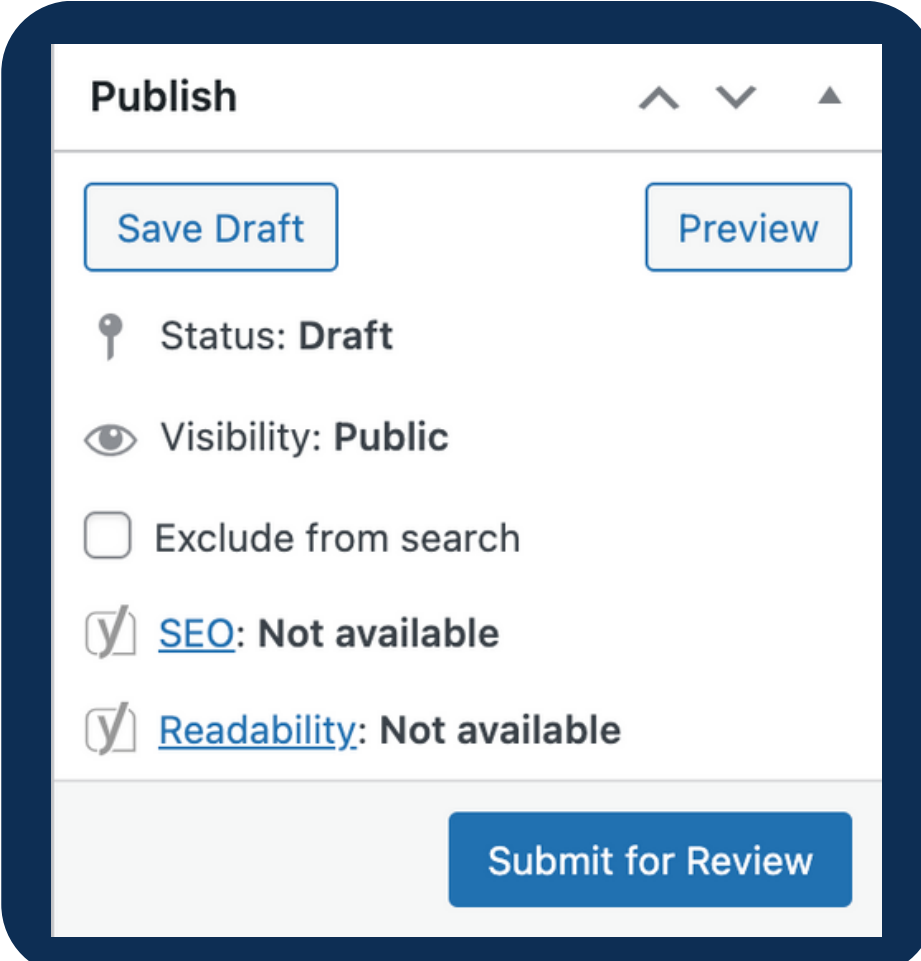
1.4

Publishing your Event

Saving your Draft

On the right hand corner is the Publish box. This is where you will Submit for Review once you have completed your event page. If there are any fields you do not have the answer for, you also have the option to Save Draft here.

There is also a Preview button. This will show you what your page will look like once it is published. We strongly encourage you to use it often so you can check on how your page is looking.



The image shows a 'Publish' control panel with the following elements:

- Save Draft** (button)
- Preview** (button)
- Status: Draft** (indicated by a key icon)
- Visibility: Public** (indicated by an eye icon)
- Exclude from search**
- SEO: Not available**
- Readability: Not available**
- Submit for Review** (button)

1.5

Publishing your Event

When you Preview your draft, your event page will look like this.

The screenshot shows a website interface for Ocean Week Canada. At the top left is the Ocean Week Canada logo. A navigation menu at the top right includes links for ABOUT, IMPACT, GRANTS, ARTIST HUB, COMMUNICATIONS, CONTACT, EN, and FR. Below this, a secondary menu highlights HOME, LEARNING HUB, and EVENTS. A breadcrumb trail shows '< Events'. The main content area features a large image of a person cleaning a park. To the right of the image is the event title 'Ocean Wise Shoreline Cleanup – Toronto'. Below the title, the date and location are listed: 'July 8th 10:00 AM - 12:00 PM TORONTO, ONTARIO'. A paragraph of text describes the event: 'During Ocean Week, Ocean Wise is hosting a Shoreline Cleanup in Toronto! This event is open to anyone who wants to make a positive impact on our ocean and have fun while doing it.' Below this is another paragraph: 'Ocean Wise is hosting a series of shoreline cleanups this summer in Vancouver, Toronto, and Montreal and we want YOU to join us. Join us for this cleanup in Toronto or register your own: [Ocean Wise Shoreline Cleanup – Ocean Wise](#)'. Two buttons are visible: 'REGISTER' and 'VIEW ON MAP'. A 'Details' section lists: Address: Cherry Beach, City Of Toronto, ON, Canada; Cost: Free; Format: In-Person; Category: Community Science, Interactive Event, Outdoors, Shoreline Cleanup; Region: Great Lakes and St. Lawrence; Audience: Kids & Families, Adults; Accessibility: English. A 'Gallery' section contains a smaller version of the cleanup image.

Ocean Week Canada

ABOUT IMPACT GRANTS ARTIST HUB COMMUNICATIONS CONTACT EN FR

HOME LEARNING HUB EVENTS

< Events

Ocean Wise Shoreline Cleanup – Toronto

July 8th 10:00 AM - 12:00 PM
TORONTO, ONTARIO

During Ocean Week, Ocean Wise is hosting a Shoreline Cleanup in Toronto! This event is open to anyone who wants to make a positive impact on our ocean and have fun while doing it.

Ocean Wise is hosting a series of shoreline cleanups this summer in Vancouver, Toronto, and Montreal and we want YOU to join us. Join us for this cleanup in Toronto or register your own: [Ocean Wise Shoreline Cleanup – Ocean Wise](#)

REGISTER

VIEW ON MAP

Details

Address:
Cherry Beach, City Of Toronto, ON, Canada

Cost: Free

Format: In-Person

Category: Community Science, Interactive Event, Outdoors, Shoreline Cleanup

Region: Great Lakes and St. Lawrence

Audience: Kids & Families, Adults

Accessibility: English

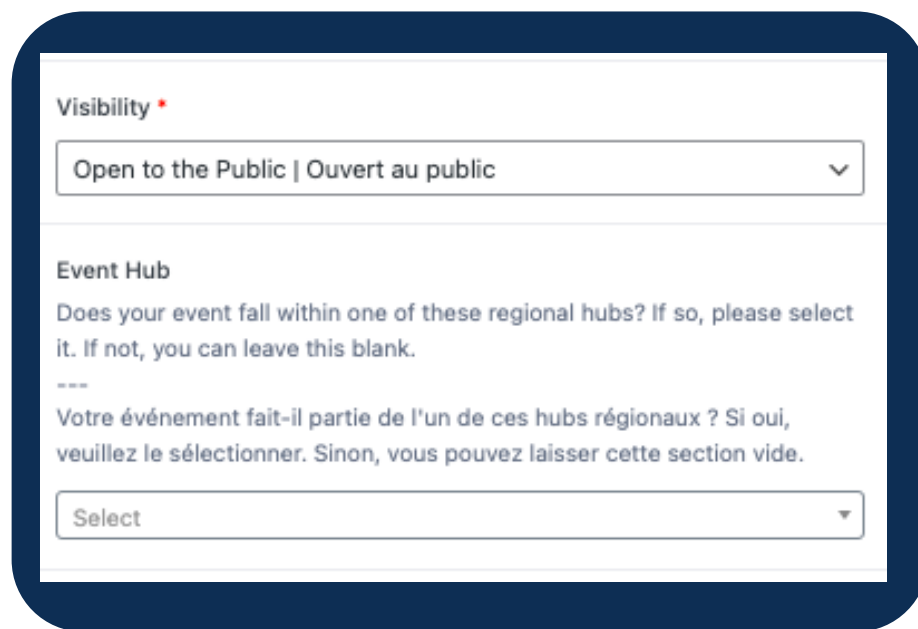
Gallery

2.1

Filling out the Form

Visibility

Is your event public or private?
Choose one. If you chose 'private', your event will only be visible if users turn on the 'private' filter on the OWC event page. (it is unlikely that you will be creating a private event)



The screenshot shows a form with two sections. The first section is titled "Visibility" with a red asterisk. It contains a dropdown menu with the text "Open to the Public | Ouvert au public" and a downward arrow. The second section is titled "Event Hub". It contains the text: "Does your event fall within one of these regional hubs? If so, please select it. If not, you can leave this blank." followed by three dashes and the French translation: "Votre événement fait-il partie de l'un de ces hubs régionaux ? Si oui, veuillez le sélectionner. Sinon, vous pouvez laisser cette section vide." Below this text is a dropdown menu with the text "Select" and a downward arrow.

Event Hub

Ocean Week Canada has regional hubs in certain provinces and cities. Click on the drop down menu and select the province or city where your event is taking place. If your area is not included, leave this blank.

2.2

Filling out the Form

Start Dates, End Dates & Event Times

One-day events

Select the date your event is taking place under Start Date and include the time. Under End Date, select the same date with a later time.

Select Show Event Times to make your times visible on the event page. Once you check off this box, another field, Timezone will appear. Select the appropriate one for the event.

With Show Event Times ON

June 15th 11:00 AM - 4:00 PM

With Show Event Times OFF

June 15th

2.3

Filling out the Form

Start Dates, End Dates & Event Times

Multiple-day events

Select the date your event is taking place under Start Date. Under End Date, select the date your event ends on.

Select Show Event Times if your event starts and ends at the same time each day, then select the appropriate Timezone. If your event starts or ends at different times, we recommend you add the precise times in the description.

With Show Event Times ON

June 15th 11:00 AM - June 29th 4:00 PM

With Show Event Times OFF

June 15th - June 29th

2.4

Filling out the Form

Province & City or Town

Fill in the province your event takes place in. If your event is virtual, select "Virtual". If your event is In-Person, fill out the city or town it takes place in the field below.

Event Format

Select if the event is In-Person or Virtual, or if it is a Hybrid event, check off both.



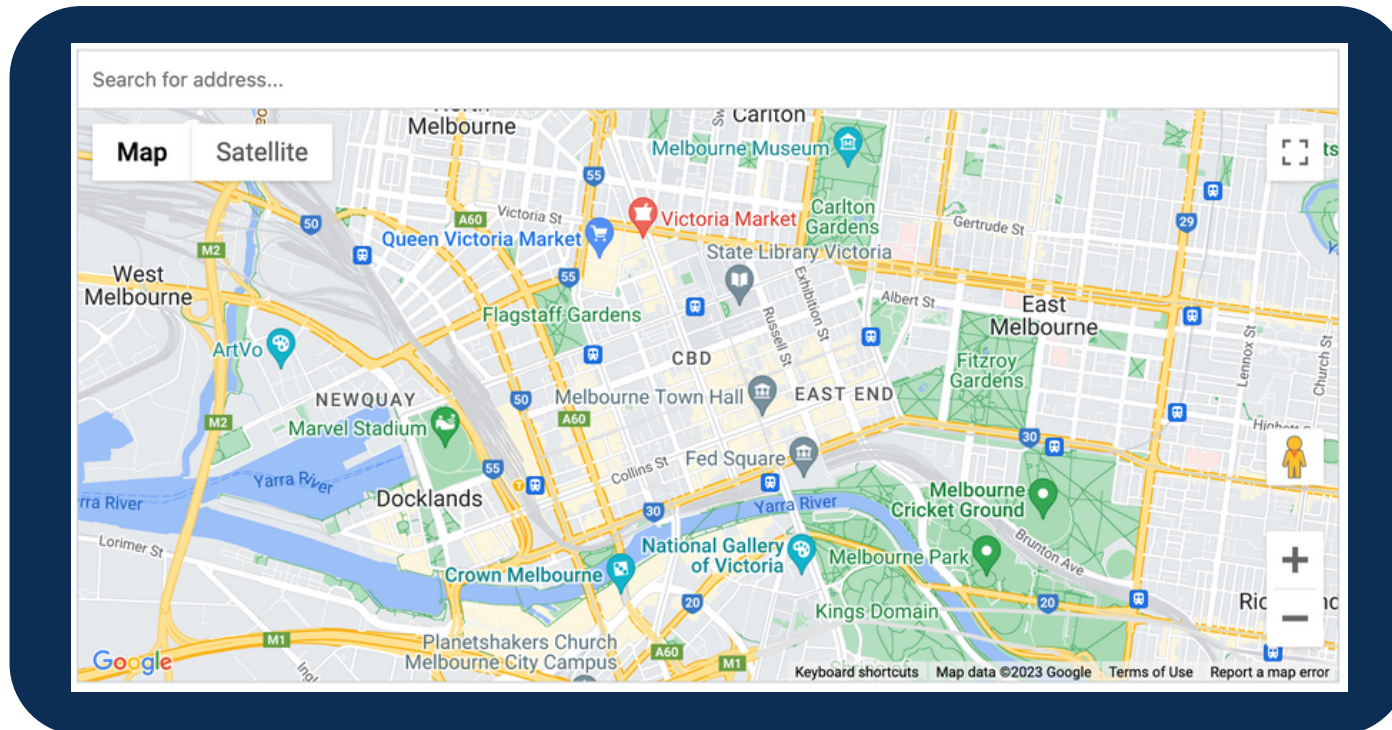
The screenshot shows a form with two sections. The first section is titled 'City or Town | Ville ou municipalité' and contains the instruction 'Let us know what city or town your event is being held.' followed by a horizontal line and the French instruction 'Indiquez-nous la ville ou la municipalité où se déroule votre événement.' Below this is a text input field. The second section is titled 'Event Format | Format de l'événement *' and contains two radio button options: 'In-Person | En personne' and 'Virtual | Virtuel'.

2.5 Filling out the Form

Location

If your event is In-Person, use the map to search for the address where your event is taking place.

If your event takes place at a large location with multiple buildings or a large surface area, choose a spot to act as a Check-in point.



2.6

Filling out the Form

Audience

Is your event geared towards Kids & Families or Adults?
Select which apply.

Audience | Public *

Please check all that apply.

Veillez cocher toutes les cases qui s'appliquent.

- Kids & Families | Enfants et familles
- Adults | Adultes

Categories

Categories act as filters on our website to help participants find the right events for them. Please select all that apply from this list. If your event is Virtual, you do not need to select "Indoors" or "Outdoors".

- Community Science | Science communautaire
- Presentation | Présentation
- Interactive Event | Événement interactif
- Outdoors | À l'extérieur
- Indoors | À l'intérieur
- Shoreline Cleanup | Nettoyage de littoral
- Presentation/Film Screening | Présentation / Projection de film
- Story-telling / Book Launch | Récit ou lancement de livre
- Arts-Based / Music | Artistique ou musicale
- Recreational Activity | Activité récréative
- Education & Interpretative Exploration | Éducation et exploration inter
- Other | Autre

Region

Please select the region where your event takes place. If your event is Virtual, select "Canada Wide"

Accessibility

Please select which of accessibilities apply to your event.

If your event is Virtual, you do not need to select "Wheelchair Accessible" or "Pet Friendly".

Region | Région *

Please select the region that corresponds to your event. If your event is virtual and does not correspond to a specific region, choose 'Canada Wide'.

Veillez sélectionner la région qui correspond à votre événement. Si votre événement est virtuel et qu'il ne correspond pas à une région spécifique, sélectionner « Pancanadien ».

- Pacific | Pacifique
- Northwest Territories/Yukon | les Territoires du Nord-Ouest/le Yukon
- Prairies | Prairies
- Inuit Nunangat | Nunangat inuit
- Northern Quebec and Ontario | Nord du Québec et Ontario
- Great Lakes and St. Lawrence | Grands Lacs et Saint-Laurent
- Atlantic Canada | Provinces de l'Atlantique
- Canada Wide | Pancanadien

Accessibility | Accessibilité *

Please choose the language and accessibility of your event. If your event is virtual you do not need to consider 'Wheelchair Accessible' or 'Pet Friendly'.

Veillez choisir la langue et l'accessibilité de votre événement. Si votre événement est virtuel, vous n'avez pas besoin de considérer « Accessible aux fauteuils roulants » ou « Accessible aux animaux ».

- Closed Captioning | Sous-titres pour malentendants
- Wheelchair Accessible | Accessible en fauteuil roulant
- Pet Friendly | Accessible aux animaux
- English | Anglais
- French | Français

2.8

Filling out the Form

Cost

There are four options in the drop down menu to choose from.

Free : If your event does not require payment

\$: If your event is less than \$15

\$\$: If your event is between \$15-35

\$\$\$: If your event is over \$35

By Donation

If you are accepting entry by donation, check off this box.

Cost | Coût *

If your event is free to access select 'Free'.

If your event has a cost please indicate the cost:

\$ - for less than \$15

\$\$ - for between \$15 to \$35

\$\$\$ - for more than \$35

Si l'accès à votre événement est gratuit, sélectionnez « Gratuit ».

Si votre événement a un coût, veuillez cocher l'icône correspondant au montant :

\$: pour un coût de moins de 15 \$

\$\$: pour un coût entre 15 et 35 dollars

\$\$\$: pour un coût dépassant les 35 dollars

Free | Gratuit



By Donation | Par don

If you are accepting entry by donation at your event please click this check box.

Si vous acceptez l'inscription par don lors de votre événement, veuillez cocher cette case.

By Donation | Par don

2.9

Filling out the Form

Link to Register

If you would like people to RSVP to your event, paste a link in the field.



This is how the registration link appears on a published event page.

Description Box

Please provide a description of your event. Examples of information to include:

- What should people know before attending/registering?
- Who is hosting the event?
- What activities do you have planned?
- Is capacity limited?

It is a good idea to provide as much information as possible.

If you did not add a link to Register for your event, the Description is a good place to include your contact information, so participants could directly email you with any questions.

2.10

Filling out the Form

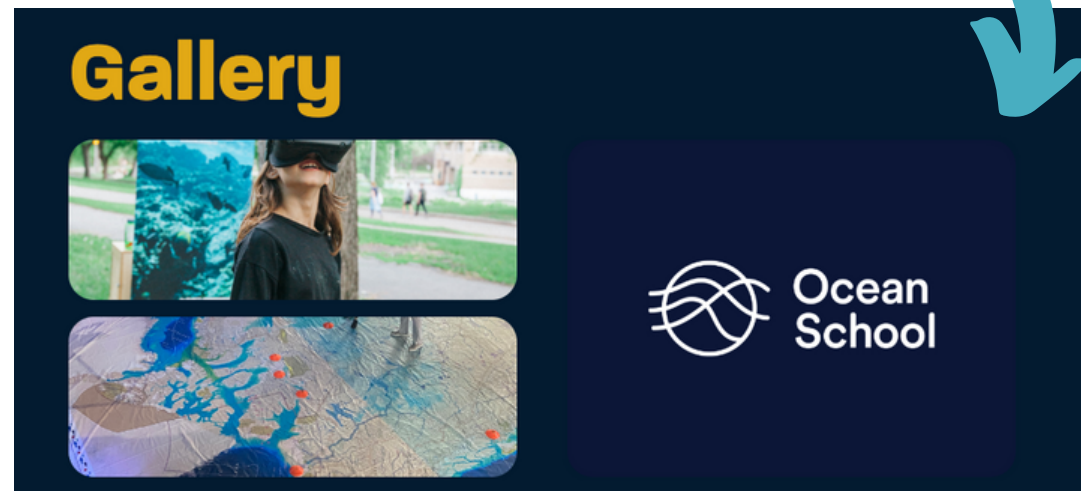
Image Gallery

You must provide at least 1 image, however we recommend uploading 2-3 to give participants a good idea of what to expect.



This is how the first image ('featured image') appears on a published event page.

And this is how other images appear



Hosts & Partners

In these two fields, please include who is hosting the event and if there are any notable partners, include them as well.

This will not appear on the event page, so if you would like participants to know this information, be sure to include it to the Description.

Host | Organisateur

Put the name of your organization and any other event hosts in this field. Indiquez l'organisation (ou les organisations) responsable de l'événement.

Other Partners | Partenaires

Include the name of any partner organizations or sponsors in this field. Indiquez les partenaires de l'événement.

Yoast SEO

Underneath the form you will find a tab titled Yoast SEO. This tab is where you can optimize your page to make it easier to find on Google, as well as create the previews for Google and social media. This is optional, but may help the public find your event more easily when searching online.

Google preview example:



The screenshot displays the Yoast SEO settings for a page. At the top, there are four tabs: 'SEO' (selected), 'Readability', 'Schema', and 'Social'. Below the tabs is a 'Focus keyphrase' field with a question mark icon and a 'Get related keyphrases' button. Underneath is a 'Google preview' section with 'Preview as:' options for 'Mobile result' (selected) and 'Desktop result'. The preview shows a search result for 'Ocean Week Canada' with the URL 'oceanweekcan.ca' and a blue title '- Ocean Week Canada'. Below the title is a snippet: 'Jul 7, 2023 – Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.'

2.13

Publish your Event

Submit for review

Now, submit your event for review as described in section 1.4

That's it! Our team will now review your event and publish it on oceanweek.ca once it has been approved.

Event page example

