Step by Step Guide

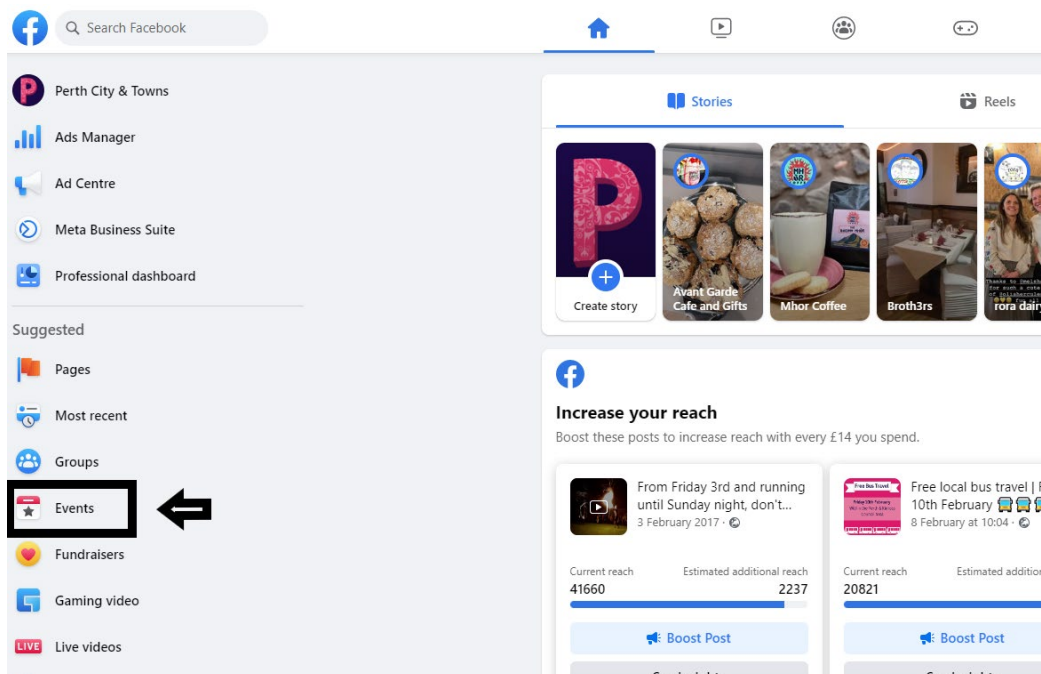How To List Your Event With Perth City & Towns

Perth City & Towns is the promotional arm of Perth & Kinross Council, supporting the tourism, retail and hospitality sector.  As well as social media channels including Facebook, Instagram and YouTube, the brand has an extensive website which attracts circa 30,000 page views each month, with peaks of 100,000 at busy times such as Christmas.

Our What's On page is open to all Perth & Kinross based businesses and is currently managed via a Facebook plug-in. If you would like to list your event on our channels all you have to do is set up a Facebook event, add us a co-host and email us to let us know to look out for it.

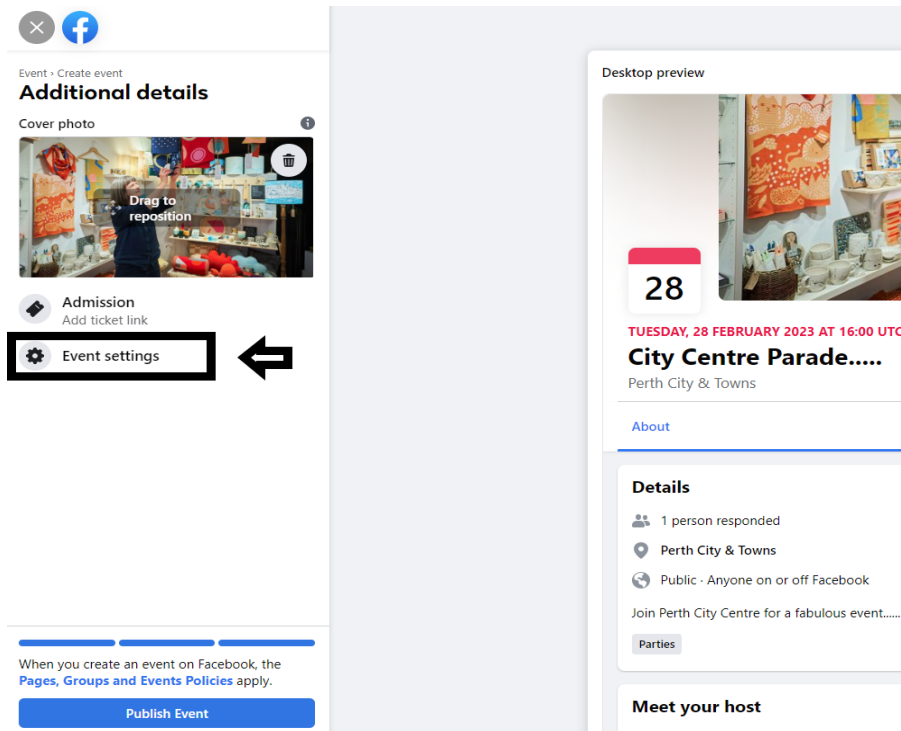The following step-by-step guide is here to help. Should you have any issues please contact social@perthcity.co.uk.

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Add Perth City & Towns to a New Event

1. **Create a new event**: From your business page news feed, select Events from the menu on the left-hand side and continue with the event process as normal.
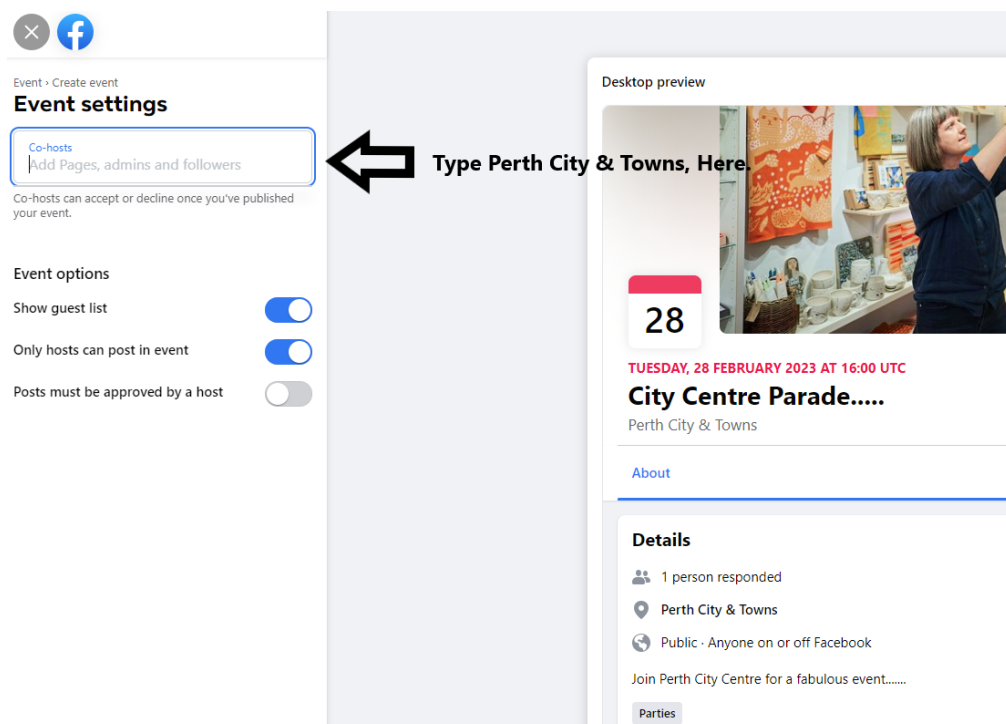


For those new to Facebook Events, please visit Create A Facebook Event. This step-by-step guide from Meta will assist you in completing this first stage. We strongly recommend you follow this guidance if you are not familiar in setting up an In-Person or Online Event.

**2. Click Event Settings**: Once you have added in the Event details, name, dates, times, and description, you can add additional details. This is where you add a Co-host. Click on Event Settings.



**3. Add A Co-Host:** Add Perth City & Towns as shown below. Please ensure you type this name exactly. The co-host will show as pending until it is accepted at our end.

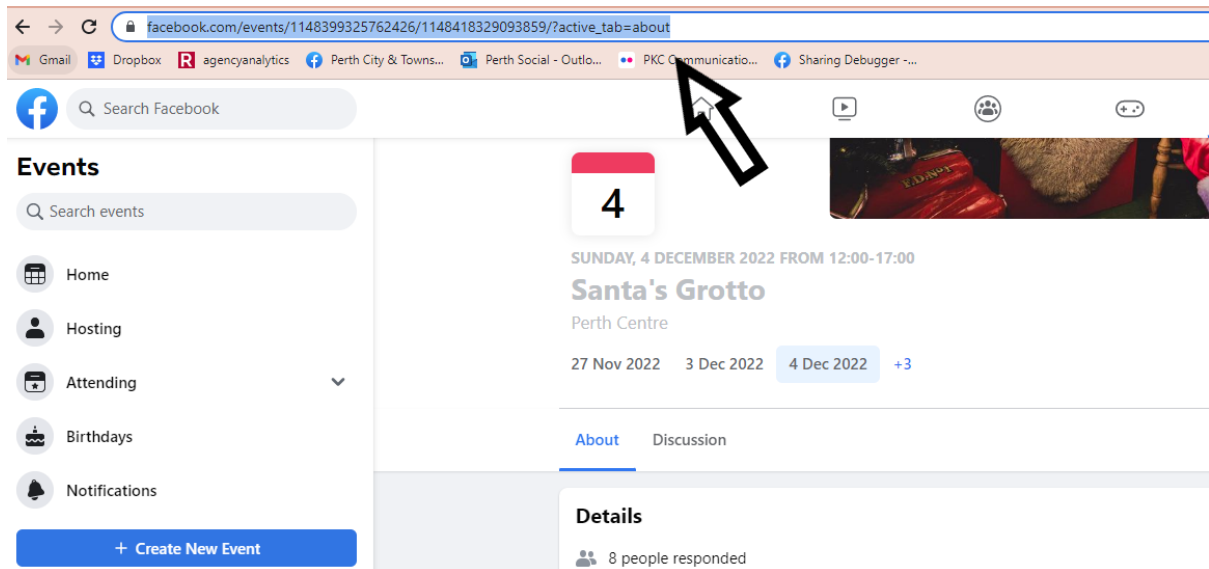**4. Publish your Event.** Click save and publish your event.



**5. View Upcoming Events.** In the events section, navigate to "Hosting". This will show your upcoming events. Click into the events that list us as a pending Co-Host. We recommend you do this immediately after publishing to ensure none are missed.
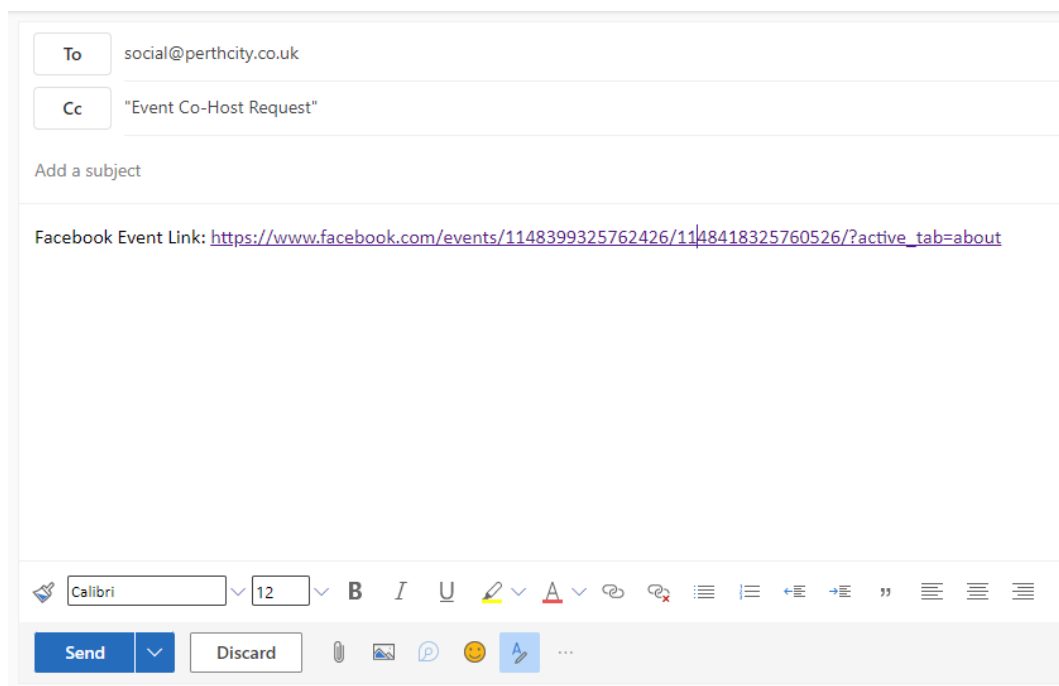
6. **Copy the Event Link**: Place your cursor in the browser bar and highlight the URL Link as shown below.  Press Ctrl+C or right click your mouse and select "Copy" to copy this link.

   You **must** send this link to us in order that we can accept the co-host request. In the past Facebook has notified co-hosts with regards to requests but this function is no longer reliable.



7. Compose a new email to social@perthcity.co.uk and paste the event Link within the body of the email. Please add "Co-Host Request" to the subject line.

## 8. What Happens Now?

Once your request has been reviewed and accepted, your event will appear on the Perth City & Towns events section on our website. The event will also appear in our news feed to our followers on Facebook and may be used in our e-newsletter to 20,000 people.

# Add Perth City & Towns to an Existing Event

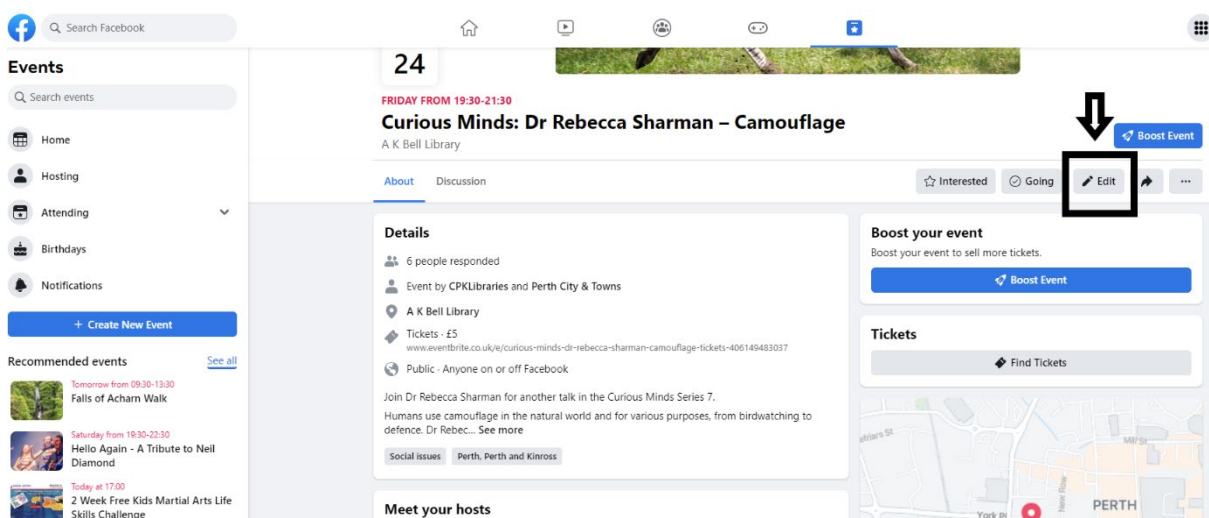If you have already created your facebook event and would like to add us as a Co-Host retrospectively, please follow the steps below.
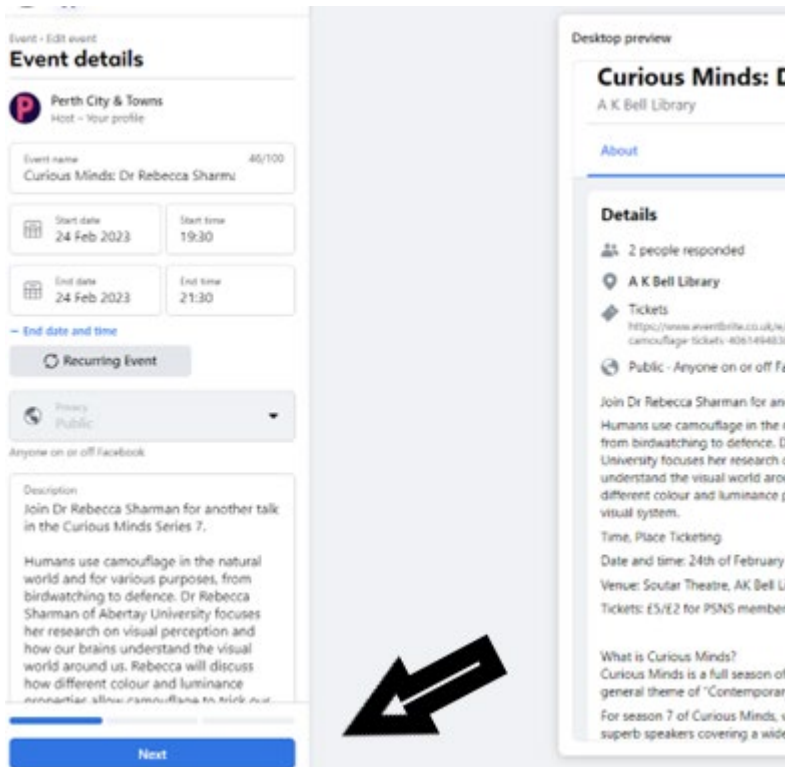
1. **View Upcoming Events.** Find the event you would like to add us to. In the Events section, navigate to "Hosting". This will show your upcoming event / events.

2. **Select the Event**: From here select the event you wish to add us to by clicking into the event. This will open the event.
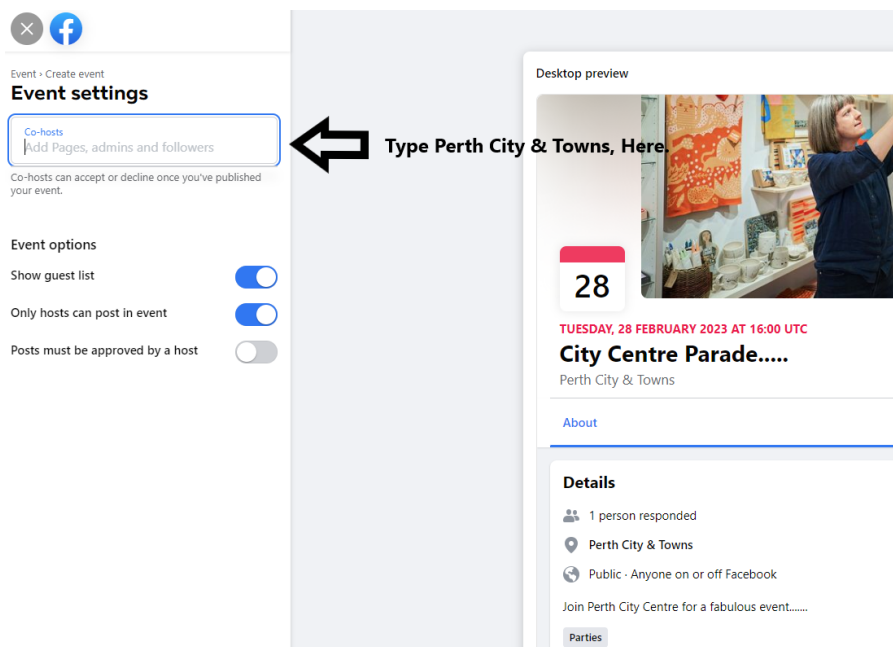


3. **Edit Your Event:** Once opened, edit your event by clicking the pencil icon with "Edit".

4. **Click The Next Button:** Your Event details will appear on the left-hand side. Click next button twice until you get to the "Additional Details" section.



5. **Click Event Settings:** Add Perth City & Towns as a Co-Host and click save.



Follow steps 6 to 8 as per section above for creating new event.