

Reduce admin time by 95% and increase your audience to 8.5 million—*and that's just day one.*



# Introducing the EverWondr Network

Great marketing is built on the idea that sharing leads to bigger audiences. So it stands to reason, if your events calendar could share information you would reduce admin time and attract more attention, more visitors.

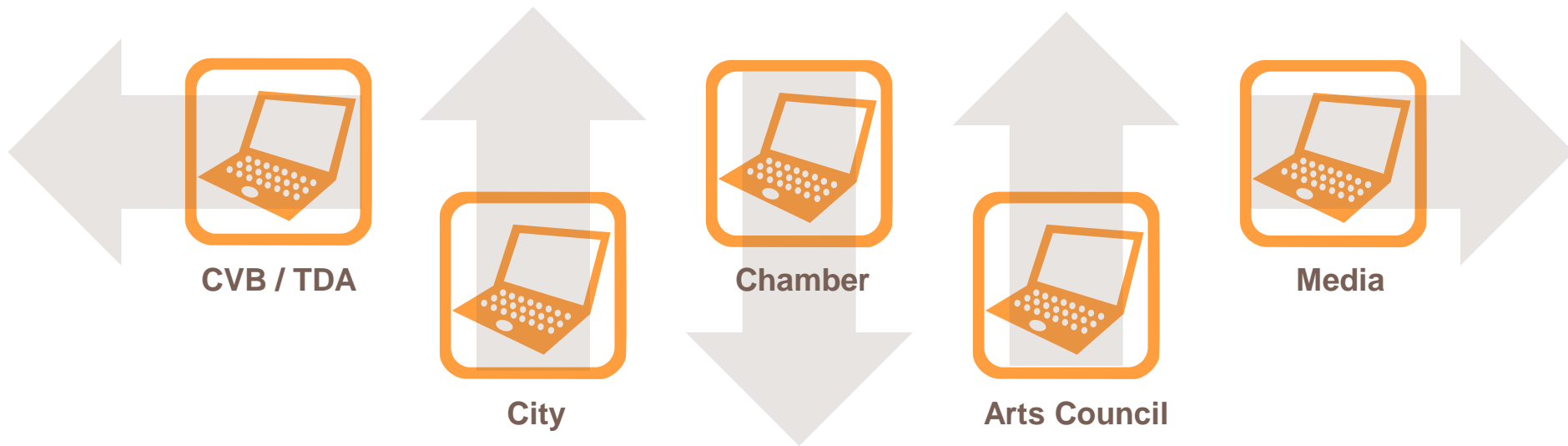
***Easily connect your regional calendars and audiences***

That's the premise behind the EverWondr Network. We work with local partners like CVBs, Arts Councils, Media, Attractions and Universities to connect their existing or new event calendars to one centralized database. Once connected, it becomes easier to load, share, find and promote what is happening in your area



## PROBLEM:

Most event calendars are set up independent of each other and do not share information



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## THAT MEANS:

- Admins spend days loading the same event into multiple calendars
- Any changes or edits to an event have to be done on a site-by-site basis
- There is no way to filter incomplete, duplicative or expired listings from other organizations' calendars
- Visitors get frustrated going site to site to find complete information
- There is no way to track overall performance or economic impact
- There is no way to export data for use in email or for release to local media
- Event listings have to be copy pasted into other communications, not automatic
- Posting to social media sites is a separate process, complicated and after the fact

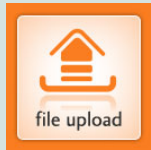
## SOLUTION:

EverWondr connects local calendars, so you can seamlessly share information

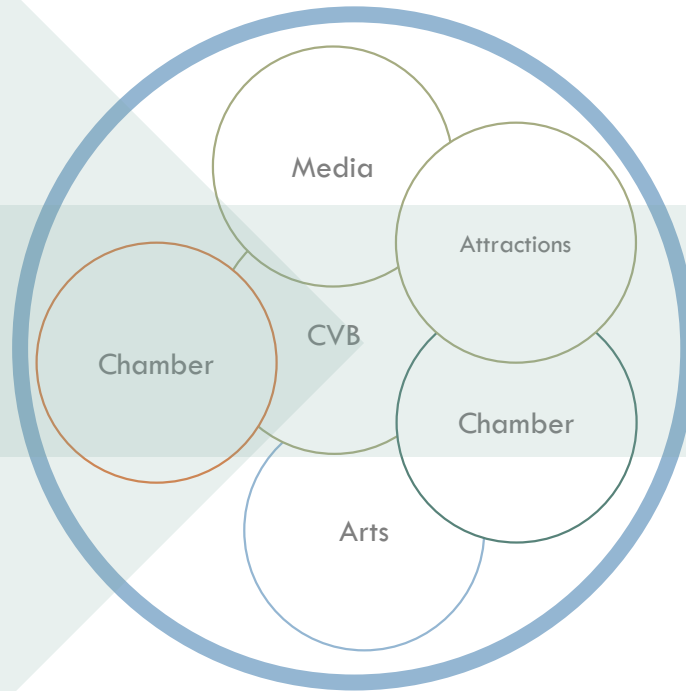


## SOLUTION:

EverWondr connects local calendars, so you can seamlessly share information



A universal upload form puts events into a central database



Filters pull out only the events you want to display on your site

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EverWondr connects local calendars, so you can seamlessly share information

## THAT MEANS YOU CAN:

- Create a central database to feed all your calendars
- Upload events once and send them everywhere
- Get to the top of search engine results
- Increase your audience, day one
- Share and post to social sites with one click
- Build custom event emails in minutes
- Automatically generate event flyers for your front desk
- Quickly pull and share event listings with local media
- Make it easier for consumers to plan a visit
- Target your message at key decision points
- Track event performance to prove economic impact
- Share a single message across mass media

*(see APPENDIX A for details on each benefit)*



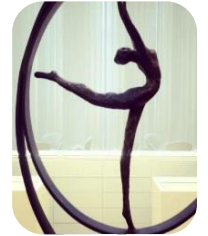
# Results to date



**Over 2,200**  
In-State Partners



**103.35%**  
More Time On Network  
Than Other Local Sites



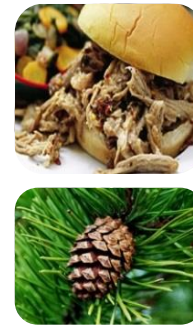
**15 Minutes**  
Average Network Visit



**8.5 Million**  
Visitors Annually



**12 Pages**  
Avg. Pages Per Visit



**40%**  
Traffic From  
Social Sharing

# How to Connect

Connecting your entire region takes only a few weeks. We help you with the transfer of events and directory information.

We even train your staff and local venues how to upload to the network and use it as a regional marketing tool.



# OPTION ONE: Free standing Calendar

Separate site, our template design



Use our beautifully designed calendar template and put your logo in the upper left corner.

Then choose a new URL and redirect the calendar link on your site. That's all it takes.

You will have a custom admin panel to manage events, venues and included advertising space.

A screenshot of the Explore Greensboro website's event calendar interface. At the top, there's a navigation bar with "EXPLORE GREENSBORO" and links for "EVENTS", "GALLERY", "COMMUNITY", "OFFERS", "ART MARKET", "VIDEO", and "BROCHURE". A "MY PLANNER" section includes "edit events" and "offers (5)". The main content area features a large event banner for "KINGDOM OF EARTH AT TRIAD STAGE" from February 10 to March 3. Below the banner are buttons for "BROWSE EVENTS", "HAPPENINGS", and "ADD AN EVENT". A search filter section on the left allows users to search by "Start Date", "End Date", "Attraction/Venue", and "Keyword". The main event list shows "UPCOMING" events, including "CHARLOTTE HAWKINS BROWN MUSEUM" and "A TASTE OF GREENSBORO GOURMET FOOD TOUR". Each event listing includes a thumbnail, title, description, and options to "VIEW EVENTS", "GET DIRECTIONS", "ADD TO PLANNER", and "GET TICKETS".

Find this example online at [www.ExploreGreensboro.com](http://www.ExploreGreensboro.com)

# OPTION TWO: Calendar Frame

Your site, our calendar frame design

HOME / EVENTS / SEE, DO, SHARE. / ABOUT DGI / BLOG / VIDEOS / GET LISTED / CONTACT / E-NEWS / FAVORITES Search...

SHOP DINE EXPLORE LIVE WORK INVEST f t v

(2 miles) < SATURDAY, JULY 20 > + Add Event

IT'S HOPPIN' FUN FEVER CATCH THE BUG! NewBridge Bank Park... Greensboro, NC 7:00 pm

IT'S HOPPIN' FUN FEVER CATCH THE BUG! NewBridge Bank Park... Greensboro, NC 7:00 pm

BIG, THE MUSICAL Weaver Academy The... Greensboro, NC 7:00 pm

Sunday, July 21

SPEAKING IN SPECIES (A NORTH CAROLINA PERSPECTIVE) Green Hill Center for N... Greensboro, NC 10:00 am

FREE PAPER SHREDDING EVERY SUNDAY 12 - 3 (WITH DONATION FOR ANIMALS) All Pets Considered St... Greensboro, NC 12:00 pm

A STORYTELLER'S EYE: THE WORK OF PHOTO JOURNALIST JERRY WOLFORD Greensboro Historical... Greensboro, NC 10:00 am

SUMMER FILM FESTIVAL: "THE SOUND OF MUSIC" Carolina Theatre Greensboro, NC 2:00 pm

6TH ANNUAL SUMMER FILM FESTIVAL! Carolina Theatre Greensboro, NC 2:00 pm

IT'S HOPPIN' FUN FEVER CATCH THE BUG! NewBridge Bank Park... Greensboro, NC 7:00 pm

HOME / EVENTS / SEE, DO, SHARE. / ABOUT DGI / BLOG / VIDEOS / GET LISTED / CONTACT / E-NEWS / FAVORITES Search...

SHOP DINE EXPLORE LIVE WORK INVEST f t v

(2 miles) < MONDAY, JULY 22 > + Add Event

Monday, July 22

FITNESS BY THE FOUNTAIN: ZUMBA ... at Center City Park 6:00 pm

SGB CHILDREN'S DANCE CAMPS at The School of Greensboro Ballet 9:00 am

ARTQUEST SUMMER CAMP: TURTL... at ArtQuest 8:30 am

POTTERY & CERAMICS at Center for Visual Artists 9:30 am

SNAPS AND CLAPS: "SHELL BE CO... at Greensboro Children's Museum 10:00 am

SUMMER FILM FESTIVAL: HITCHO... at Carolina Theatre 7:30 pm

6TH ANNUAL SUMMER FILM FESTIV... at Carolina Theatre 2:00 pm

Find this example online at [www.DowntownGreensboro.net/events](http://www.DowntownGreensboro.net/events)



Pull event data directly into your site with our calendar frame design. You can default to a box view or listing view to display your content. All listings are filtered only to the content you want to display on your site. Customize background colors to match your site exactly.

# OPTION THREE: API Custom Data Feed

## Your site, your custom design



Use our upload form to load your event content.

We will send the data back to you as an API feed.

You can choose the events you want to post. Or you can have your feed posted automatically.

Your calendar design remains the same.

Where great things happen  
**DURHAM**  
NORTH CAROLINA

Official Visitor Information Site For Durham, NC

Select Language English

VISITORS MEETING PLANNERS TOUR OPERATORS NEWCOMERS FILM MEDIA & CONSULTANTS

Enter keyword(s) SEARCH

### DURHAM EVENT CALENDAR

Search Again

January 2013

S	M	T	W	T	F	S
		1	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		

More Results

RSS Feeds

Quick Searches:  
Today  
This Weekend  
Upcoming Month:  
Annual Events  
Family  
History Related  
Museums  
Nightlife  
Visual & Performing Arts

Advanced Search Options

In the Spotlight

Annual Durham MLK/Black History Month Parade  
February 2, 2013, W.D.  
Pearson Elementary (parade starting point),  
3501 Fayetteville St.

Sort Reverse Chronologically | See Ongoing Events

Search Results

Instructions for Putting a Durham Event Calendar Sign-Up Shortcut on Your Website

Share Durham events with your website visitors

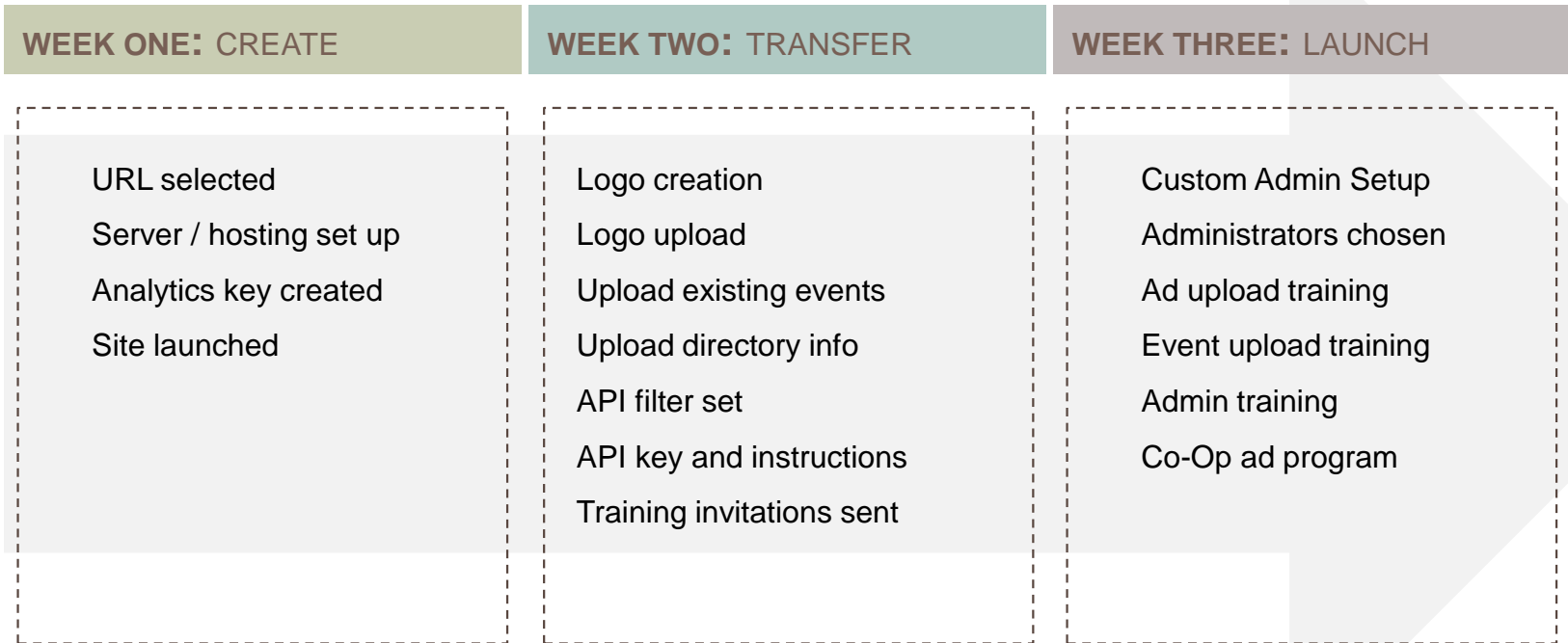
**DURHAM**  
Where great things happen  
COMMUNITY  
EVENT CALENDAR

**January 8 - 13, 2013**  
**Jekyll & Hyde** **BUY TICKETS**  
American Idol star and Tony Award nominee Constantine Maroulis joins with Grammy Award nominee and R&B superstar Deborah Cox to inject new life into the classic tale of good and evil, Jekyll & Hyde. After four thrilling, chilling years on Broadway and multiple world-wide tours, this dark and dangerous love story returns in a stunning new pre-Broadway production directed by Tony Award nominee Jeff Calhoun. Tickets \$35-\$100.  
T-Th 7:30pm; F 8pm; Sa 2pm & 8pm; Su 1pm & 8:30pm.  
Durham Performing Arts Center, 123 Vivian St., Durham, NC 27701  
(919) 688-3722

**January 11 - 12, 2013**  
**End of the World After-party (Improv)**  
Presented by Bravest Face Improv. Tickets \$12, \$8 students & seniors.  
January 11 - 12, 2013  
8pm.  
Common Ground Theatre, 4815B Hillsborough Rd, Durham, NC 27705  
improvelations@earthlink.net

Find this example online at [www.durham-nc.com](http://www.durham-nc.com)

# Approval to launch in 3 weeks



## COST INCLUDES:

### **NETWORK SETUP**

URL Setup  
Server/Hosting Setup  
Launch Branded Site  
Data Transfer  
API Filter Setup  
Back-End Admin Setup  
Staff/Venue Training

### **NETWORK LICENSE**

Server and Hosting	Instant Social Sharing
Ongoing Maintenance	Dynamic QR Codes
Help Desk Support	Google Analytics
Technical Upgrades	Branded Mobile Site
Custom Admin Panel	Co-Op Ad Discounts
Registered Users List	Free Media (\$12,000 value)
CSV Data Exports	API Feed to Mobile Apps

# EverWondr Network Host Group Plan

Your Host Group has negotiated a special package for your county to join the EverWondr Network. This plan includes all the premiums and benefits of service at a discount of up to 80 percent per partner.

**Your cost per year is \$600 for each partner we connect in your county**



# SocialWondr Suite

SocialWondr is a suite of promotional tools available as add-ons to your EverWondr Network service. The prices below represent a cost to provide these tools to your entire region.



## **WondrMail:**

Generate and send custom event emails in minutes, with direct links and QR codes back to your postings



## **WondrList:**

Generate a pre-designed PDF flyer of event listings to distribute to local hotels, attractions and visitor centers



## **WondrWire:**

Generate event listings in standard Word format to send out to local media to publish, also includes QR codes

# HOST PACKAGE

HOST PLAN	<b>3-YEAR AGREEMENT</b> \$800 / year	<b>PER PARTNER</b>
	<b>5-YEAR AGREEMENT</b> \$600 / year	<b>PER PARTNER</b>
SOCIAL WONDR SUITE (optional)	ADD \$850 / year	<b>SINGLE PARTNER RATE</b>
	<b>WondrList</b> Create custom event flyers	<b>UNLIMITED USE</b>
	<b>WondrWire</b> Pull events and share with local media (reverse publishing)	<b>UNLIMITED USE</b>
	<b>WondrMail</b> Create event custom event emails and newsletters in minutes	<b>6 PUSHES</b>

THANK YOU

# References

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