



Gallery

How-to Guide





About EverWondr

info@everwondr.com • 336.509.0529 or 704.724.8193 • www.everwondnetwork.com

ADDING A GALLERY (see: [Figure One](#))

Your local events site includes a free Gallery section where you can share your art with the world. Once uploaded, your Portfolio will be shared instantly with more than 100 local arts and culture sites within the growing EverWondr Network. It's a great way to build awareness as an artist, and even drive traffic to your studio or website.

To add your Portfolio to our online Gallery for free, just follow the step-by-step instructions on screen, or use these tips as your guide.

Visit your local events site and click 'Sign In' at the top right of your screen. If you do not have an account, you will have to register to add a portfolio.

Select click Gallery from the main navigation menu (across the top center of your screen). In the left-hand column, scroll down until you see 'Add Your Portfolio.'

Step 1: About See Figure One (see: [Figure One](#))

Enter your Gallery Title.

This can be your name, or the name of your Studio.

Enter your Email Address.

Enter your Phone Number.

Enter your Website Address.

Upload your Artist Photo (JPG only, less than 1 MB, less than 600 pixels wide).

If you don't upload an artist image, the site will use a default icon instead.

You can change it at any time in My Planner.

Click Continue.



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Figure One

NEW PORTFOLIO

ABOUT **DETAILS** **PORTFOLIO** **REFERENCES** **REVIEW & POST**

GENERAL INFORMATION

GALLERY TITLE
Vern Schlahgenhoeffer

EMAIL ADDRESS
vern@thewanderingartist.com

PHONE
800-503-2915

WEBSITE ADDRESS
www.thewanderingartist.com

ARTIST PHOTO
 Add Photo

Fill in the information in the fields provided



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Step 2: Details (see: Figure Two)

Enter an artist's description or statement in Tell us about yourself (300 words).

Select the categories you are Available For (check all that apply).

Click Continue.

Figure Two

The screenshot shows the 'NEW PORTFOLIO' interface with a navigation bar containing 'ABOUT', 'DETAILS', 'PORTFOLIO', 'REFERENCES', and 'REVIEW & POST'. The 'DETAILS' step is active. It features a text area titled 'TELL US ABOUT YOURSELF (UP TO 300 WORDS)' with the text 'My vision as an artist started at a very young age . . .' and a '289 words left' counter. Below is an 'AVAILABILITY (CHECK ALL THAT APPLY)' section with a note 'You must select at least one item.' and a list of categories: Commissioned works, Consultations, Contract (checked), Hire, Internship, Lessons (checked), Mentorship, Performances (checked), and Speaking Engagements.



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Step 3: Portfolio (see: Figure Three)

Click the Plus Sign to Add your first Item.

Choose a File Type to upload.

You can select a Photo (JPG), Video (YouTube or Vimeo hosted link), Audio (MP3) or Document (PDF). For Video and Audio, you can also add a Display Image as Cover Art.

Enter a Title, Description and Category for your item.

Repeat until all Items are loaded, then click Continue. You may load up to 24.

Figure Three

The screenshot shows the 'NEW PORTFOLIO' interface. At the top, there is a navigation bar with tabs for 'ABOUT', 'DETAILS', 'PORTFOLIO', 'REFERENCES', and 'REVIEW & POST'. Below this is the 'PORTFOLIO ITEMS' section, which contains a list of items. Each item has a thumbnail image, a title, a description, and a category dropdown menu. The first item is titled 'Girl With A Pearl Camera' with a description 'A painting inspired by the way we capture images now.' and a category of 'Housewares'. The second item is titled 'Sand Art' with a description 'A video of my artistic process.' and a category of 'Housewares'. At the bottom left, there is a '+ Add Item' button. A red menu is open over this button, listing 'ADD PHOTO', 'ADD VIDEO', 'ADD AUDIO', and 'ADD DOCUMENT'. At the bottom right, there is a dashed box labeled 'Add Display Image' and a text prompt 'Add your next portfolio item'.



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Step 4: References (see: Figure Four)

If you like, you can post a referral or endorsement of your work.

Click Add Referral to upload an Image, Name and Comment.

Repeat until all Referrals are loaded, then click Continue.

You may load up to 10.

Figure Four

The screenshot shows the 'NEW PORTFOLIO' interface. At the top, there is a navigation bar with tabs for 'ABOUT', 'DETAILS', 'PORTFOLIO', 'REFERENCES', and 'REVIEW & POST'. The 'REFERENCES' tab is selected. Below the navigation bar, the 'REFERENCES' section is displayed. It includes a heading 'REFERENCES' and a sub-heading 'Add a reference for your work here. You can add an image or logo for the person or organization referring you, plus a name and brief comment. Choose ADD REFERRAL to get started.' There is a '+ Add Referral' button on the left. The main content area shows a referral entry for 'Paul Wooster' with a photo of a man and a comment: 'This cat is crazy skilled. I love working with Vern—makes the artistic process fun.' A '55 words left' indicator is visible at the bottom right of the comment box.

Step 5: Review

This page displays your Portfolio as it will look on the site. It is not yet live. Review your Portfolio to make sure all content is correct.

To edit a particular section, click the red Edit next to the content you would like to change.

When done, click Save.



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Editing Your Gallery Portfolio (see: Figure Five)

Editing your Portfolio on your local events site is easy, and designed to save you time in the future. To edit your Portfolio, to purchase Upgrades, or to add or delete references, you'll visit the My Planner section of your local events site. Just follow the step-by-step instructions on screen, or use these tips as your guide.

Go to 'Sign In' at top right. Sign in.

To edit your Portfolio, click 'My Planner' at the top right.

In the center of the screen, click the Uploads tab.

In the pull-down menu, select Gallery. All available Portfolios will display.

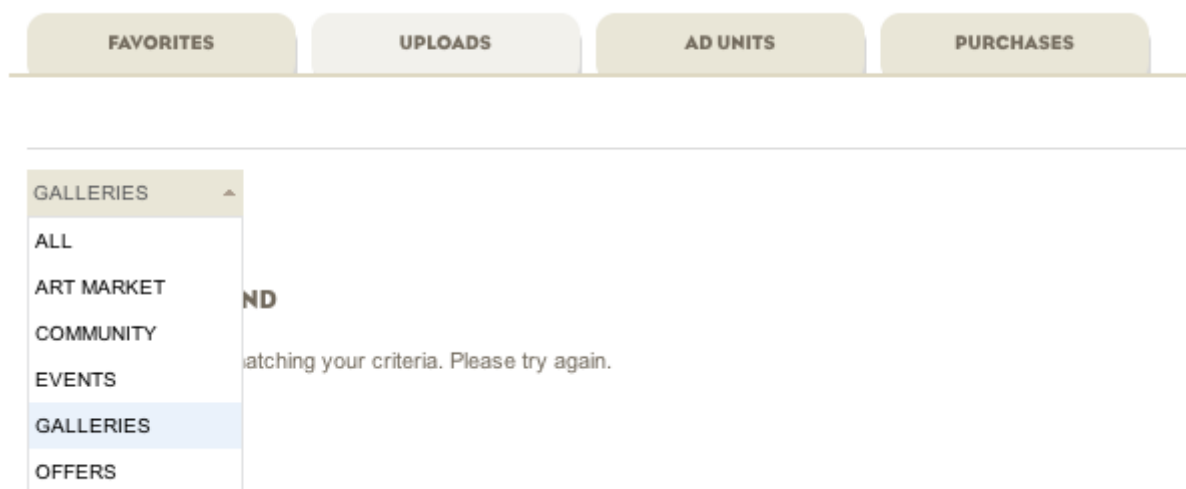
Select the Portfolio you would like to edit, and click 'Edit' at the right.

To delete your Portfolio, click Remove.

To purchase optional advertising and promotional space on your local events site, click Promote.

When done, click 'Save.'

Figure Five





Contact Us

info@everwondr.com • everwondrnetwork.com • everwondrmedia.com

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SHARE: (see: Figure Seven)

The share section allows you to start sharing information about your event.

Share to Social Site with one click

Connect your Facebook, Twitter and Google plus accounts and instantly share your event

Share your QR code

Download the custom QR code to use on your print materials. Each QR code is unique to the event

Send an Email

Send a custom email about your event. We have taken the information you entered at upload and made an event email for you. Customize with your own masthead and footer and send directly to your contact list for a fee of only \$49.

PROMOTE: (see: Figure Eight)

The promote section allows you to start promoting your event.

To review advertising options, called Upgrades, read the instructions on your screen to decide how to continue. (Your available Upgrade options will be based on the content you've uploaded so far.)

For events, you can feature your event, which puts it at the top of the event listing in your region for \$100 a week. You can also put your event in the Header Scroll at the top of the events section for \$300 a week.

Each upgrade is explained in detail, and includes a screen shot of what the placement looks like. Click the image to see it full size.

Upgrades are priced by the week. To see the cost of a particular Upgrade, select the number of weeks you'd like it to run. Then, use the calendar to choose the date you'd like it to start. The price will calculate automatically.

For a complete list of advertising options, or to ask specific questions, contact advertising@EverWondr.com.

To purchase an upgrade, select the number of weeks and start date, then click Add to Cart.

You can add an upgrade at any time by visiting My Planner. Simply click on Uploads and select the content you want to promote.

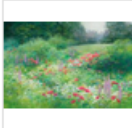


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Figure Seven

EVENT → **MADE TO MEASURE**




MADE TO MEASURE
The Toe River Arts Council hosts "Made to Measure" an exhibition of paintings by the Blue Ridge Fine Arts Guild (BRAG). These smaller paintings will depict spaces, places and faces of Western North Carolina's beautiful landscapes, communities, people, and animals. BRAG members use a variety of techniques and mediums. Some of the exhibiting artists from top to bottom: Gaylene Petcu, John...

Share ▾

SHARE

SHARE YOUR CONTENT


SEND AN EMAIL



We have created a dynamic email from the content you uploaded for this event. You can add a custom masthead and footer and send it to your list for only \$49. If you don't like the images or content, simply edit your event and the design with update as well.

PREVIEW ▸ **CREATE AND SEND** ▸

SHARE YOUR QR CODE



Use this QR code to promote your content. Put it on your social media pages, print it in your ads or simply send it to your friends in an email. It will link all audiences directly back to this page.

SMALL VERSION ▸ **LARGE VERSION** ▸

Use the pulldown to select an area to review

Send a custom email to your contact list built from the information you loaded about your event.

Download a QR code to use on your printed materials. This code is unique to the event you just uploaded.




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Figure Eight

EVENT MADE TO MEASURE



MADE TO MEASURE
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Promote

Use the pulldown to select an area to review

PROMOTE YOUR EVENT

EVENT HEADER LISTING <ul style="list-style-type: none">Gives you maximum visibility in the top scrollIncreases click-throughs to your full event listing and ticket pageDrives awareness and visibility that leads to sell-out crowds	Weeks i.e. 2 Start Date mm/dd/yyyy	\$ 0.00
EVENT FEATURED LISTING <ul style="list-style-type: none">Lists your event at or near the top of search resultsShowcases your event in the Featured pull-down menuLess expensive and more targeted than a poster or print ad	Weeks i.e. 2 Start Date mm/dd/yyyy	\$ 0.00

ADD TO CART

Upgrade your event listing to get seen more by our 8.5 million annual visitors.



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ANALYZE: (see: Figure Nine)

The analyze section allows you to look over the results of your event posting.

Visitor Analysis

This area will tell you how many people saw your event (impressions) and actually clicked on the listing (views). It will also let you know the proximity of that audience. How many viewers were in your city or more than a hundred miles away.

Audience Interests

This area will tell you more about the audience and the other types of events they viewed. Uses this information to partner with other organizations in your area and cross-market yourself.

Opt-in Contacts

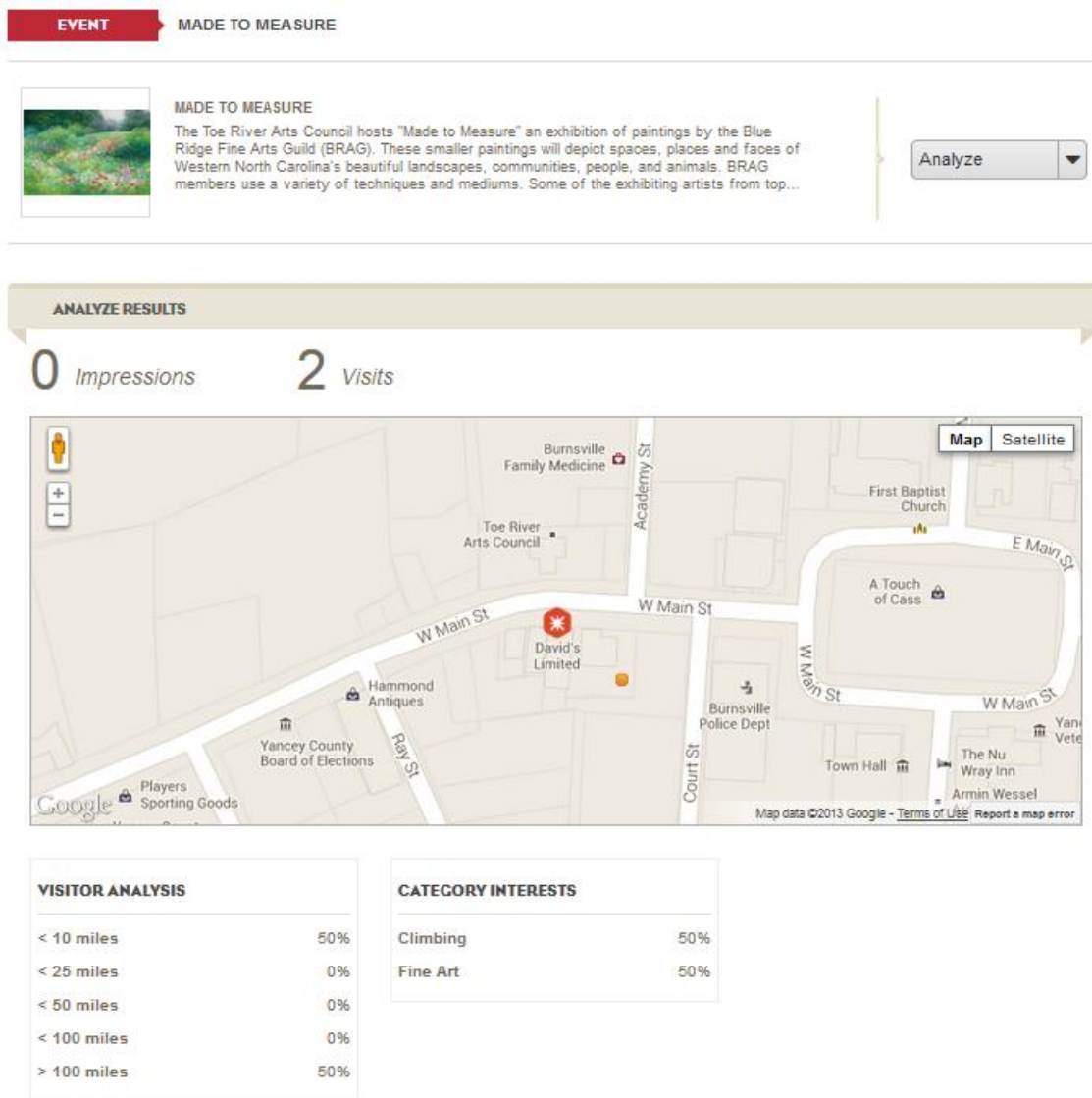
On each event detail page, users have the option to opt-in to email communications from your venue. Any contacts you get can be downloaded from this area of the site.



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Figure Nine



Use the pulldown to select an area to review

Impressions will tell you how many times your events was displayed throughout the network.

Views will tell you how many times a user clicked on your event.

Visitor analysis will tell you where the people who viewed your event live compared to your venue address.

Category interests will tell you the other types of events your audience looked at.

There will be a final section under the map to download any opt-in contacts interested in your future events.