



Orange360

All year round.

**Industry Event Calendar
User Manual**

Industry Events Calendar tool

In July 2021, Orange360 identified the need to have a comprehensive event resource for itself and members. The purpose of the tool was to better understand the activities across the Orange360 region across the variety of community sectors.

- Benefits for Orange360
 - Identify Accommodation pinch points
 - Aid Event date selection
 - Form backgrounds Social and Marketing Campaigns
 - Increase consumer information; forward facing events
- Benefit for Members
 - Identify events coming to town for new business
 - Market segmentations identified to allow members to develop targeted business offerings and campaigns
 - Better understand the out of town trade to allow for Human Resourcing

How it works

- Collated Calendar accessible to Members via Member Portal
- ATDW Listings auto pull through and populate into the article listings
- Manual entry events complement ATDW listings to give a more complete picture. These can be entered:
 - Front facing website entry;
<https://www.orange360.com.au/Events/Register-an-Event>
 - Event collection points EG Councils, VIC submitted via back end Members Portal or direct email to hannah@orange360.com.au

Accessing

Member Portal – Log in to Membership area; <https://www.orange360.com.au/Members>

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PLAN YOUR TRIP THINGS TO DO EVENTS **Orange360** WINE FOOD VILLAGES

Home - Members

Members

- Members Home
- Register Now
- Member Login

COVID-19 RESPONSE Winter Fire Festival 2021 Event EOI TDO Ltd Audited Financial Reports Working with Orange360

TDO Ltd Annual Report 2019/20 Orange360 Members Forum June 2021 Partnership Prospectus

Orange360 is a joint regional tourism initiative between Orange City Council, Blayney Shire Council and Cabonne Council.

Once Logged in > Click 'Industry Event Calendar'

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Home - Members

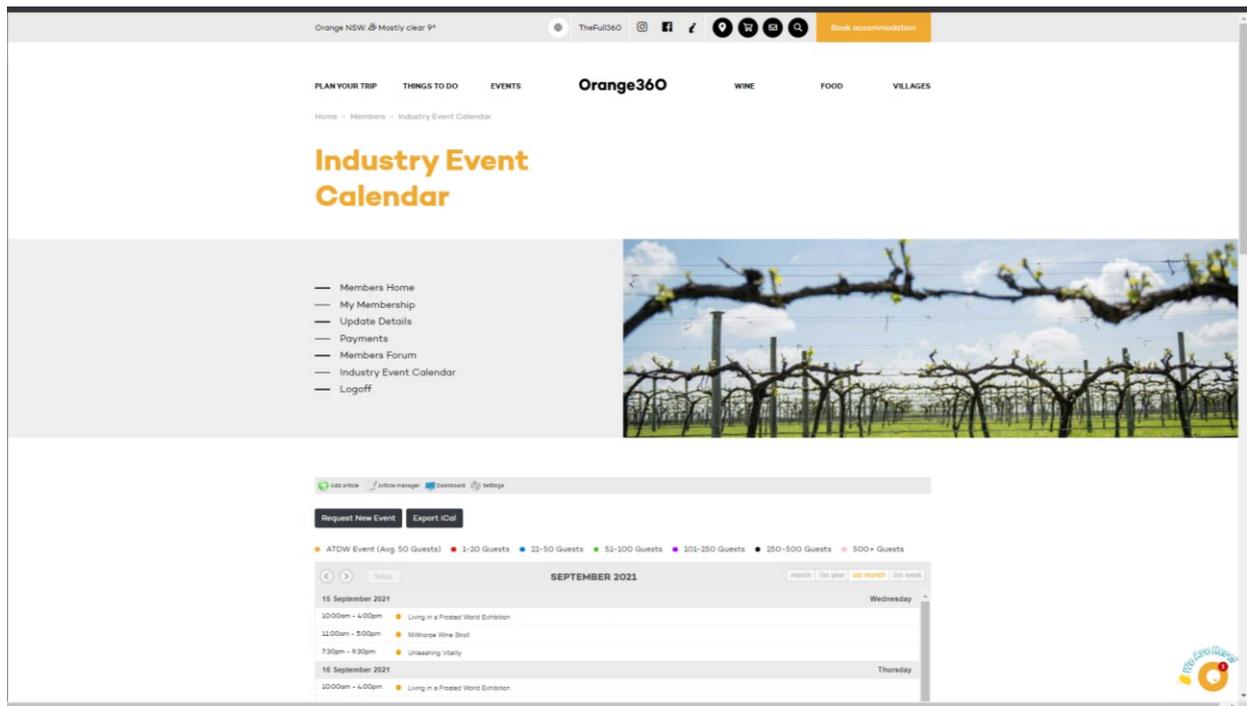
Members

- Members Home
- My Membership
- Update Details
- Payments
- Members Forum
- **Industry Event Calendar**
- Logoff

COVID-19 RESPONSE Winter Fire Festival 2021 Event EOI TDO Ltd Audited Financial Reports Social Media Guidelines

Working with Orange360 TDO Ltd Annual Report 2019/20 Orange360 Members Forum June 2021 Partnership Prospectus

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Viewing:

Use view tabs to select between:

- Month – calendar view; will limit to 5 listings per day
- List year – shows each event on each given day as an infinite scroll
- List month (default) – shows each event on each given day within the month as an infinite scroll
- List week – shows each event on each given day within the week as an infinite scroll

Interpreting

Events which draw direct from ATDW at this stage can not be adjusted to have an attendee estimate. This is a design feature we are looking to address. We have applied an average of 50 attendees per event. They will appear in the Orange360 corporate colour on the key.

Manually applied events will have an attendees estimate, with the following key to apply:

ATDW Listing (Avg 50)

51-100 Green

500 + Pink

1-20 Red

101 – 250 Purple

21-50 Blue

251-500 Black

This key will show as dots on list views and boxed outlines in the calendar month view (see below)

Hover over the event so see more detail, which will inform you of where the event is conducted, what sport and group type are attending, experience information which can assist with targeted campaigning.

[Add article](#)
[Article manager](#)
[Dashboard](#)
[Settings](#)

[Request New Event](#)
[Export iCal](#)

● ATDW Event (Avg. 50 Guests)
 ● 1-20 Guests
 ● 21-50 Guests
 ● 51-100 Guests
 ● 101-250 Guests
 ● 250-500 Guests
 ● 500+ Guests

← → Today **OCTOBER 2021** month list year list month list week

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	1	2
10a Living in a Frosted World Exhib 11a Millhorse Wine Stall 7:30p Unleashing Vitality	11a Millhorse Wine Stall 7:30p Unleashing Vitality	11a Millhorse Wine Stall 7:30p Unleashing Vitality	11a Millhorse Wine Stall 7:30p Unleashing Vitality	11a Millhorse Wine Stall 7:30p Unleashing Vitality	9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 11a Winemaker Confidential 5p Orange Wine Festival Night Mar 7:30p Unleashing Vitality	8a Hahn City of Orange Golf Champ 10a Signature @ The Peasley St Gall 11a Stockman's Ridge High Tea 11a Crisp Semillon and Oysters Am 11a Millhorse Wine Stall -5 more
3	4	5	6	7	8	9
8a Hahn City of Orange Golf Champ 11a Crisp Semillon and Oysters Am 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 11a Winemaker Confidential -4 more	8a Hahn City of Orange Golf Champ 9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 11a Winemaker Confidential 7:30p Unleashing Vitality	8a Duntryleague Annual Veterans T 9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 7:30p Unleashing Vitality	8a Duntryleague Annual Veterans T 9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 7:30p Unleashing Vitality	8a Duntryleague Annual Veterans T 9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 7:30p Unleashing Vitality	7a Painting in the Vines 9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 11a Exclusive Vineyard Walk and U -2 more	8:30a Orange Farmers Market 9a Signature @ The Peasley St Gall 11a Wine Festival - Orange Farm 10a Signature @ The Peasley St Gall 11a Millhorse Wine Stall -4 more
10	11	12	13	14	15	16
11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 11a Winemaker Confidential 12p Live V Local Sunday #2 7:30p Unleashing Vitality	9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 7:30p Unleashing Vitality	9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 7:30p Unleashing Vitality	9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 11a Orange is Cool Wine Show Wi 7:30p Unleashing Vitality	9a Signature @ The Peasley St Gall 11a Millhorse Wine Stall 5:30p Sunset Tour and Taste @ Ca 7:30p Unleashing Vitality	9a Signature @ The Peasley St Gall 10a enWNEd Art Exhibition 11a Orange is Cool Wine Show Wi 8p Live @ Agricolt - Jordan Thome 8p Slow Wine Co vs France -8 more	10a Soree Lane Ramble 10a enWNEd Art Exhibition 10a Signature @ The Peasley St Gall 11a Orange is Cool Wine Show Wi 11a Winemaker Confidential -8 more
17	18	19	20	21	22	23
8:30a Brayney Rotary Market 10a enWNEd Art Exhibition 11a Orange is Cool Wine Show Wi 11a Winemaker Confidential 11a Orange Regional Discovery Cjr 11a Winemaker Confidential -2 more	11a Orange is Cool Wine Show Wi 11a Orange Regional Discovery Cjr 11a Winemaker Confidential	11a Orange is Cool Wine Show Wi 11a Orange Regional Discovery Cjr	11a Orange is Cool Wine Show Wi 11a Orange Regional Discovery Cjr	8:30a Australian National Field Day 11a Orange is Cool Wine Show Wi 11a Orange Regional Discovery Cjr	8:30a Australian National Field Day 10a enWNEd Art Exhibition 11a Book A Barfire 11a Orange is Cool Wine Show Wi 11a Sp & Graze -3 more	8:30a Australian National Field Day 10a enWNEd Art Exhibition 11a Book A Barfire 11a Open Garden at Brangayne 11a Orange is Cool Wine Show Wi 11a Sp & Graze -7 more
24	25	26	27	28	29	30
8a Community Market and Sustain 10a Picnic at Hill Park, Swinging Bl 11a Book A Barfire 11a Orange is Cool Wine Show Wi 11a Sp & Graze 11a Sp & Graze 11a Winemaker Confidential -6 more	11a Orange is Cool Wine Show Wi 11a Sp & Graze 11a Open Garden at Brangayne 11a Orange Regional Discovery Cjr 5:30p Sunset Tour and Taste @ Ca 11a Winemaker Confidential	11a Orange is Cool Wine Show Wi 11a Open Garden at Brangayne 11a Orange Regional Discovery Cjr	11a Orange is Cool Wine Show Wi 11a Open Garden at Brangayne 11a Orange Regional Discovery Cjr	11a Orange is Cool Wine Show Wi 11a Open Garden at Brangayne 11a Orange Regional Discovery Cjr	10a enWNEd Art Exhibition 11a Book A Barfire 11a Orange is Cool Wine Show Wi 11a Sp & Graze 11a Open Garden at Brangayne 11a Orange Regional Discovery Cjr -2 more	10a enWNEd Art Exhibition 11a Book A Barfire 11a Orange is Cool Wine Show Wi 11a Sp & Graze 11a Open Garden at Brangayne 11a Orange Regional Discovery Cjr -2 more
31	1	2	3	4	5	6
10a enWNEd Art Exhibition 11a Book A Barfire 11a Sp & Graze 11a Winemaker Confidential	11a Sp & Graze				11a Sp & Graze	11a Sp & Graze

Adding an event

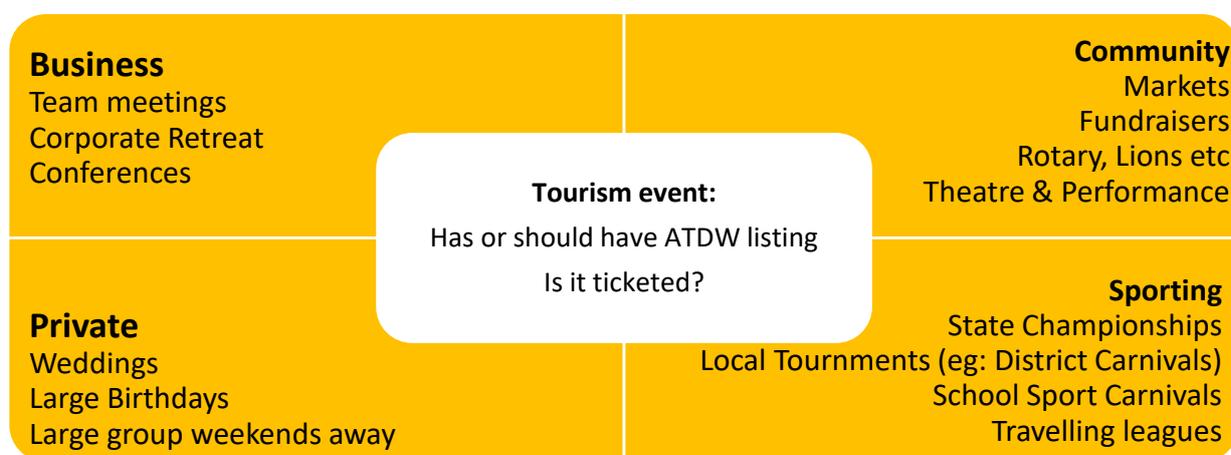
As already highlighted, events pull through from ATDW. This remains the preference for any event listing to ensure it is also public facing on our website and therefore visible to visitors and event goers.

For Orange360 members, continuing to list their event via ATDW is important. Orange360 also has the ability to list one off events via their ATDW profile at a cost. Further information on our fee for service offerings can be obtained via **Libby Daniewska; Member Support Services 0434 415 903 or libby@orange360.com.au**

The calendar however has other benefits to our members and increasing customer experiences in our region. Examples include increased transport serviceability at peak times and town planning for common services.

Adding an event captures the following in both website form and members portal admin entry only:

- Event Name
- Event quick description
- Attendee estimate – drop down select
- Events dates
 - Reoccurring (eg markets)
- Further details; who is coming, from where
- Event Host
- Location (Suburb) – drop down select
- Contact Name
- Email
- Phone
- Website
- Category – drop down select



Registering an event via our Website; <https://www.orange360.com.au/Events/Register-an-Event>

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PLAN YOUR TRIP THINGS TO DO EVENTS **Orange360** WINE FOOD VILLAGES

Register an Event

Home - Events - Register an Event

Orange360 utilises ATDW listings for the promotion of events by it's members. Not on ATDW? Here you can submit any events you may be organising in the Orange360 region (Orange, Blayney and Cabonne LGA's).

Having a central database of all events in the region helps the community and local business' stay informed on what's coming up and helps others planning events when looking to choose dates to avoid major clashes. Simply submit the details of your event below and they will be reviewed for inclusion in our members' only calendar as soon as possible.

If you are seeking to promote an event, please indicate this within the summary box below and a member of our team will contact with regards to services we provide and their respective costs.

Event Title

Category

Event Participants

Start Date End Date

Event Location

Summary

If you have a query for the Orange Visitor Centre, please respond to this chat. We're online and available to talk!

Orange Visitor Centre 4 minutes ago

Once the form is completed in full and submitted it will be reviewed by our Communications Manager, then:

