

# Instruction Create and modify events

Baar, 16. May 2018



Photo: Judith Schlosser

Issued by:

**Guidle AG**  
Schutzengelstrasse 57  
6340 Baar  
Phone 041 766 95 95  
E-Mail [support@guidle.com](mailto:support@guidle.com)



## Table of contents

<b>1. Access guide</b>	<b>3</b>
<b>2. Create / modify</b>	<b>3</b>
2.1. Rubric	5
2.2. Description / Offer	6
2.2.1. Title	6
2.2.2. Address	6
2.2.2.1. Public address book	7
2.2.2.2. Own address	7
2.2.3. Presale / Ticketing	8
2.2.4. Contact	8
2.2.5. Links	9
2.2.6. Description	10
2.2.7. Event dates	11
2.2.8. Pictures / Documents	12
2.3. Check list	13
2.4. Publish	14
2.5. Media Monitor	15



# 1. Access guidele

Log in to [www.guidle.com/en/login](http://www.guidle.com/en/login) or any other guidle portal.

# 2. Create / modify

To create a new ad, choose **Create ad** or **My ads** and then choose **Create**.

The screenshot shows the user's dashboard. The left sidebar contains navigation options: Services, Ads, Company, Account (Dashboard, My ads, My services, My account), Logout, Favourites, Contact, and Language (De, Fr, En). The main content area is titled 'WELCOME ILENIA' and includes a 'TIPS' section with two informational cards. Below this are two columns: 'MY ADS' and 'MY SERVICES'. The 'MY ADS' column shows 1 draft and 2 published ads, with a 'CREATE AD' button at the bottom. The 'MY SERVICES' column shows 2 gifted services and 0 my services, with a 'PURCHASE SERVICE' button at the bottom. A red arrow points from the 'My ads' menu item in the sidebar to the 'CREATE AD' button.

The screenshot shows the 'OVERVIEW' page for 'My ads'. The top navigation bar has tabs for 'OVERVIEW', 'CREATE', and 'ARCHIVE', with a red arrow pointing to 'CREATE'. The left sidebar is the same as in the previous screenshot, with a red arrow pointing to the 'Overview' menu item. The main content area features a search bar and a table of excursions. The table has columns for 'EXCURSIONS', 'City', 'Status', 'Modification', and 'Media Service'. One excursion is listed: 'Aare-Fähre Wolfwil - Wynau' in Wolfwil, with a status of 'fertigstellen' and a modification date of '2018-05-16' by 'Ilenia Di Berardo'. A filter sidebar is visible on the left, with options for CITY, DATE, CATEGORY, and STATUS, and a 'RESET FILTER' button.



To modify an existing ad, click **My Ads**, hover your mouse over the event you want to edit and click **Modify**.

You are guided through the same process when entering and modifying an offer.

The screenshot displays the 'My Ads' overview page on the Guide website. The page has a dark blue sidebar on the left with the 'guide' logo and navigation options like 'Account Dashboard', 'My ads', 'Overview', 'Create', 'Archive', 'My services', 'My account', 'Logout', 'Favourites', 'Contact', and 'De Fr En'. The main content area is titled 'OVERVIEW' and shows a table of 'EXCURSIONS'. The table has columns for 'City', 'Status', 'Modification', and 'Media Service'. A single row is visible for 'Aare-Fähre Wolfwil - Wynau' with the city 'Wolfwil', status 'A', modification date '2018-05-16', and user 'Ilenia Di Berardo'. Below the row name, there are links for 'Modify', 'Copy', 'View', 'Publish', and 'Delete'. A red arrow points to the 'Modify' link. The page also includes a search bar, filter options for 'CITY', 'DATE', 'CATEGORY', and 'STATUS', and a 'RESET FILTER' button. The footer shows '© 2018 Guide AG - Imprint'.



## 2.1. Rubric

The selection for the category is in the first entry point.

Here you can select the rubric event.

**Important:** It is necessary to select a rubric, as otherwise the offer cannot be assigned to a suitable characteristic and therefore will not be published.

- 1. RUBRIC
- 2. DESCRIPTION
- 3. CHECK LIST
- 4. PUBLISH
- 5. MEDIA MONITOR

To which rubric belongs your offer? ■

- Rubric
  - Exhibition
  - Children's holidays (without parents)
  - Courses & training
  - Event location
  - Events
  - Holiday apartments & Group Accommodation
  - Nachrichten
  - Proposals for excursions & tourism
  - Real estate
  - Small Ad
  - Special food offers
  - Sports places
  - Vacancies
  - Volunteering
  - Volunteering
  - Webcams
- Rubric of portraits
  - Baths
  - Cinemas
  - Club
  - Education & Schools
  - Farm shop
  - Hotellerie
  - Museums
  - People engaged in Arts & culture
  - Public administration
  - Restaurants
  - Portrait
- [Internal offer, without publication](#)

Cancel Proceed

Then click on Proceed.



## 2.2. Description / offer

The Description window appears.

<b>1. RUBRIC</b>	<b>Offer</b> ⓘ	<b>Back</b> <b>Proceed</b>
<b>2. DESCRIPTION</b>	Title: Aare-Fähre Wolfwil - Wynau Rubric: Events Status: Draft	
3. CHECK LIST	<b>Title</b> ⓘ	
4. PUBLISH	* Title <input type="text" value="Aare-Fähre Wolfwil - Wynau"/>	
5. MEDIA MONITOR	<b>Venue</b> ⓘ	
	<b>Ticketing</b> ⓘ	
	<b>Contact</b> ⓘ	
	<b>Links</b> ⓘ	
	<b>Description</b> ⓘ	
	<b>Event dates</b> ⓘ	
	<b>Pictures / Documents</b> ⓘ	
	<b>ID</b> ⓘ	
	ID 558288171	
	<b>Cancel</b> <b>Back</b> <b>Proceed</b>	

### 2.2.1. Title

Enter the title of the event; a maximum of 70 characters is allowed.

Event date or location should not be entered in the title – the listed fields above are provided for this purpose.

<b>Title</b> ⓘ	* Title <input type="text" value="Test Events"/>
----------------	--

### 2.2.2. Address

Where will the event take place?

You can search for an existing address from the public address book or enter your own address.



### 2.2.2.1. Public address book

The use of a public address offers various advantages:

- Less data entry effort.
- Correct address data, including geocoding for display on Google Maps.
- For queries of the type "Show me all events that take place in the Kongresshaus Zürich", your event will only be listed if it is linked to the corresponding address.

---

Venue 


6300 Zug - Zytturm - Kolinplatz




### 2.2.2.2. Own address


If your desired venue is not in the public address book, you can create your own address and add it to your personal address book if required.

---

Venue 

  
[+ Record your own address](#) [Cancel](#)

---

Venue 

Venue  [Assign existing address](#)

Location additional


Street and no.

ZIP / city

Directions (up to 255 characters)

Include in address book

[Lokalisieren auf Karte](#)

 [Additional description of the address](#)

---

You can also define the exact location on the map and select other features such as accessibility.



### 2.2.3. Presale / ticketing

You may give details of the presale. If there is no presale, you can leave the two fields empty.

---

**Ticketing**

Ticketing

URL ticketing

Only for online ticket sales

---

### 2.2.4. Contact

You can enter your contact details here. These can be saved in your guide contact book. By saving the contact address in your personal contact book, the address can be retrieved later and does not always have to be entered from the beginning.

---

**Contact**

No contact details

Company

Company additional

Name

Function

Additional address line

Street and no.

ZIP / city

Country

E-mail


Phone 1

Phone 2

Fax

Include in contact book

[Take over from contact book](#)



---





## 2.2.5. Links

Enter the URL of the event or organizer's homepage here.

**Important:** only one URL may be entered. Enter the URL that points to your video file, not the URL to the web page where your video is embedded.

### Links

URL Homepage

URL Video

---

The following formats are supported:

- flv (Flash video)
- .mp4, .mov, .f4v (coded according to standard H.264 codec)
- .webm (VP8 / WebM; is only played in browsers with HTML5 support)
- .ogv (Ogg Theora; is only played in browsers with HTML5 support)
- youtube link (z.B. [www.youtube.com/watch?v=eU0wAwFWj4A](http://www.youtube.com/watch?v=eU0wAwFWj4A))
- vimeo link (z.B. <http://vimeo.com/46604447>)



## 2.2.6. Description

Within this step you can enter a short summary of your event in the short description. In the long description you can then add the complete detailed description of the event.

These two texts are not always visible together, therefore it is important that the most important text contents, which can be seen in the short description, also appear in the long description.

Additionally, you can also enter information on costs and prices, for example, if you have admission prices.

You can add additional language versions by clicking on [Multilingual offer](#).

---

**Description** ⓘ

\* Short description (up to 255 characters)

Die Geschichte der Fähre ist alt. Sie wird seit vier Generationen von derselben Familie betrieben, da weiss der, Fährmaa, so manche Geschichte zu erzählen. Der ruhige Flussabschnitt wird schon seit je zur Überfahrt genutzt.

\* Detailed description (up to 6'000 characters)

Die Geschichte der Fähre ist alt. Sie wird seit vier Generationen von derselben Familie betrieben, da weiss der, Fährmaa, so manche Geschichte zu erzählen. Der ruhige Flussabschnitt zwischen den einst gefährlichen Schnellen wird schon seit je zur Überfahrt genutzt: Kelten, Römer, Pilger, Handelsreisende, Bauern mit Tieren und Karren und später auch Arbeiter haben sich hier mit der Fähre von einem Ufer zum anderen übersetzen lassen. Heute ist die Seilfähre vor allem bei Spaziergängern und Velofahrern beliebt. Die Wege auf beiden Seiten der Aare führen der naturbelassenen Aare entlang und sind idyllisch. Für einen mühelosen Rundgang können Spaziergänger über den Steg, der rund einen Kilometer Richtung Aarwangen entfernt ist, und dann mit der Fähre wieder die Seite wechseln. Tipp: Gartenwirtschaft Fähre mit Koiteich und Kinderspielplatz, das Tüpfelchen auf dem i eines schönen stimmigen Ausflugs!

Costs / rates

Erwachsene CHF 3.00 pro Fahrt,  
Kinder, CHF 2.00 pro Fahrt  
Velo und Hunde: CHF 1.00 pro Fahrt

Multilingual offer

---



### 2.2.7. Event dates

You can enter the event data here and transfer it by choosing Add. Then the view of the captured data is adjusted, and you can add more data if available.

**Event dates** ■

Captured dates  [Modify](#) | [Delete](#)  
[Delete all dates](#)

---

Add date **Date**   **to**    
Wochentag  Daily  Every  MO  TU  WE  TU  FR  SA  SU  
**Time**  **to**

---

Additional time information



**Event dates** ■

**Captured dates**  [Modify](#) | [Delete](#)  
[Delete all dates](#)

---

Add date **Date**   **to**    
Wochentag  Daily  Every  MO  TU  WE  TU  FR  SA  SU  
**Time**  **to**

---

Additional time information






## 2.2.8. Pictures / documents

Here you can add pictures or PDF files if necessary.

---

**Pictures / Documents** 1

[Get from photo album](#)  
[Get from file folder](#)

1.		<input type="text" value="Fährhaus"/>	<input checked="" type="checkbox"/> Add to the album	<a href="#">Delete</a>
2.		<input type="text" value="Title of the picture / document"/>	<input checked="" type="checkbox"/> Add to the album	<a href="#">Delete</a>
3.		<input type="text" value="Title of the picture / document"/>	<input checked="" type="checkbox"/> Add to the album	<a href="#">Delete</a>
4.	<input type="text" value="Path and file name"/>	<input type="button" value="Browse"/>	<input style="border: 2px solid red;" type="text" value="Title"/>	<input type="checkbox"/>
5.	<input type="text" value="Path and file name"/>	<input type="button" value="Browse"/>	<input type="text" value="Title of the picture / document"/>	<input type="checkbox"/>
6.	<input type="text" value="Path and file name"/>	<input type="button" value="Browse"/>	<input type="text" value="Title of the picture / document"/>	<input type="checkbox"/>

[Upload more pictures / files](#)

---

**ID** 1

ID 558288171

---

Click **Browse** and select the desired file. You can give the file another name. Then click on **Upload**. The file is now added to the offer.

If you want to use the file more often, you can add it to your personal album by checking the box after entering the file name, see yellow marking on screenshot.

**Tip:** Your event will be more attractive to visitors with a picture.

After you have uploaded your files, you can click **Proceed** again.



## 2.3. Check list

The **Check list** window appears.

Here you must select one or more suitable categories to assign.

**Important:** Selecting a category is mandatory for the publication of an event. If no category is set, the publication can not be succeeded.

**1. RUBRIC**  
**2. DESCRIPTION**  
**3. CHECK LIST**  
Category  
Target groups  
Access for disabled people  
Benefits  
**4. PUBLISH**  
**5. MEDIA MONITOR**

**Check list**

Back Proceed

Title: Test Events  
Rubric: Events  
Status: Draft

Search for more categories:

Search categories

**Events** ✓

- Art & design
- Classical concert
- Community calendar
- Concert folk music
- Concert Pop / Rock / Jazz
- Concerts others
- Congresses & conferences
- Cooking, Food & Taste
- Customs, Folklore & Celebrations
- Disposal & removal
- Economy
- Fair & market ✓
- Museums & Attractions
- Party
- Religion & Spirituality
- Sightseeing & city tour
- Society
- Sports
- Stage
- This and that

**Selected attributes**

Main categories

- Annual fair / autumn fair / spring fair

Cancel Back Proceed

Depending on which category you choose, additional lines appear in the navigation on the left.

You can click through the check list by clicking **Proceed** and insert the necessary information in the next windows, but these further points are no longer mandatory fields.



## 2.4. Publish

After completing the checklist, you will be taken to the **Publish** step.

Here you can check your event again using the **preview mode** and then save it as a draft or release it for publication.

If your ad should not get published until a certain date, you can enter the specific date under **Publish from**.

The last day of the event date is automatically used as the **Publish to** date. We recommend that you do not change this setting.

- 1. RUBRIC
- 2. DESCRIPTION
- 3. CHECK LIST
- 4. PUBLISH
- 5. MEDIA MONITOR

### Publish


Title: Test Events  
Rubric: Events  
Status: Draft

[Back](#) [Publish](#)

[Copy](#)  
[Delete \(irrevocable\)](#)  
[Publish to check](#)  
[Save draft](#)

You can now check your offer again.


Short preview record




**Test Events**  
Die Geschichte der Fähre ist alt. Sie wird seit vier Generationen von derselben Familie betrieben, da weiss der, Fährimaa, so manche Geschichte zu erzählen. Der ruhige Flussabschnitt wird schon seit je zur Überfahrt genutzt.

>> [Preview detail offer](#)

**Publish**

**Publish from:**  immediately (within 1 minute)  dd/mm/yyyy 

**Publish until:**  19.05.2018  dd/mm/yyyy 

[Cancel](#) [Save draft](#) [Back](#) [Publish](#)



## 2.5. Media monitor

In this step, you can see to which media your event is being sent. You can also buy services for the broader distribution of your event.

- 1. RUBRIC
- 2. DESCRIPTION
- 3. CHECK LIST
- 4. PUBLISH
- 5. MEDIA MONITOR

### Media Presence Back Proceed

Title: Test Events  
Rubric: Events  
Status: Draft

Copy  
Delete (irrevocable)  
Publish to check  
Save draft

**We send your offer to the following media:**

guide: Veranstaltungen	Webseite	<a href="#">Link</a>
portal724.ch: Events	Webseite	<a href="#">Link</a>

**With Media Service medium you reach also the following media** Buy service

Aargau Tourismus: Events	Webseite	<a href="#">Link</a>
BEST WESTERN Hotel Stückli Basel: Events Alle	Touch-Screen	
Eventkalender: Home	Webseite	<a href="#">Link</a>
help.ch: Eventkalender	Webseite	<a href="#">Link</a>
Jura Trois-Lacs Drei-Seen-Land - Solothurn: Veranstaltungskalender	Webseite	<a href="#">Link</a>
Kanton Solothurn Tourismus: Veranstaltungen	Webseite	<a href="#">Link</a>
mycity: Events	Webseite	<a href="#">Link</a>
Schweiz Tourismus (MySwitzerland.com): Veranstaltungen	Webseite	<a href="#">Link</a>
Swiss Events	App	
swisskalender.ch: Home	Webseite	<a href="#">Link</a>
umoov.org: Karte	Webseite	<a href="#">Link</a>
www.sogenda.ch: Veranstaltungen	Webseite	<a href="#">Link</a>

**With Media Service large you will reach also the following media:** Buy service

Aargau Tourismus: Events	Webseite	<a href="#">Link</a>
aargauerzeitung.ch: Veranstaltungskalender	Webseite	<a href="#">Link</a>
Annabelle: Redaktion.	Print	<a href="#">Link</a>
badenertagblatt.ch: Veranstaltungen	Webseite	<a href="#">Link</a>
bazid.ch: Veranstaltungskalender.	Webseite	<a href="#">Link</a>
bazonline.ch (nur bei Eventbooster-Login)Agenda	Webseite	<a href="#">Link</a>
BEST WESTERN Hotel Stückli Basel: Events Alle	Touch-Screen	
bzbasel.ch Basel: Veranstaltungen	Webseite	<a href="#">Link</a>
bzbasel.ch Basellandschaftliche Zeitung: Veranstaltungen	Webseite	<a href="#">Link</a>
Eventkalender: Home	Webseite	<a href="#">Link</a>
events.ch (nur bei Eventbooster-Login) : Events	Webseite	<a href="#">Link</a>
GastroJournal: Redaktion.	Print	<a href="#">Link</a>
Gemeinde Wolfwil SO	Webseite	<a href="#">Link</a>
grenchnertagblatt.ch: Veranstaltungskalender	Webseite	<a href="#">Link</a>
help.ch: Eventkalender	Webseite	<a href="#">Link</a>
Jura Trois-Lacs Drei-Seen-Land - Solothurn: Veranstaltungskalender	Webseite	<a href="#">Link</a>
Kanton Solothurn Tourismus: Veranstaltungen	Webseite	<a href="#">Link</a>
kolt.ch: Agenda	Webseite	<a href="#">Link</a>
Kolt: Redaktion.	Print	<a href="#">Link</a>
Limmattaler Zeitung: Veranstaltungskalender	Webseite   Print	<a href="#">Link</a>
mo4u.ch: Veranstaltungen.	Webseite	<a href="#">Link</a>
mycity: Events	Webseite	<a href="#">Link</a>
oiltourismus.ch: Veranstaltungskalender	Webseite	<a href="#">Link</a>
oiltnerstagblatt.ch: Veranstaltungskalender	Webseite	<a href="#">Link</a>
Radio 32: Redaktion.	Radio	<a href="#">Link</a>
Radio Energy Bern: Redaktion.	Radio	<a href="#">Link</a>
Schweiz Tourismus (MySwitzerland.com): Veranstaltungen	Webseite	<a href="#">Link</a>
Solothurn.ch: Veranstaltungskalender	Webseite	<a href="#">Link</a>
solothurnerzeitung.ch: Veranstaltungskalender	Webseite	<a href="#">Link</a>
Spotmagazin: Redaktion.	Print	<a href="#">Link</a>

Do you have any questions? The guidele support team will be pleased to help you.  
support@guidle.com | 041 766 95 95