



HOW TO REGISTER AN EVENT FOR MELBOURNE FRINGE

MELBOURNE
FRINGE
FESTIVAL
FRINGE

Melbourne Fringe Festival

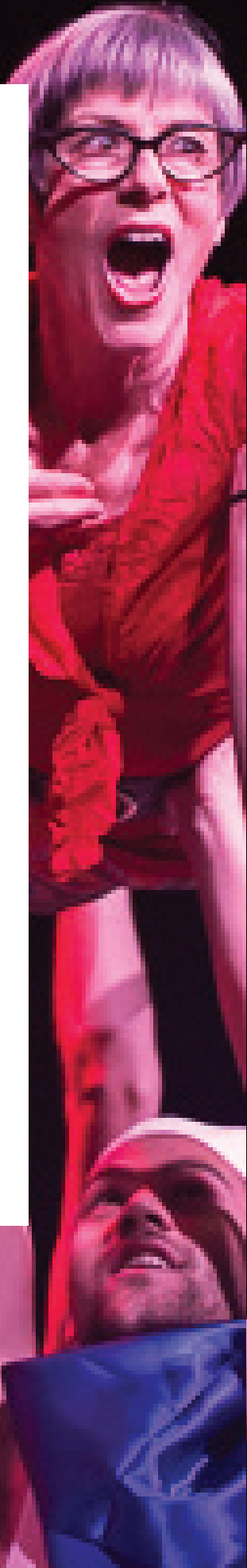
14 September – 1 October 2017
melbournefringe.com.au

Photo credit: Gregory Lorenzutti

WELCOME TO MELBOURNE FRINGE

Hey Fringe friend. Are you ready for this? Let's get you registered for the 2017 Festival.

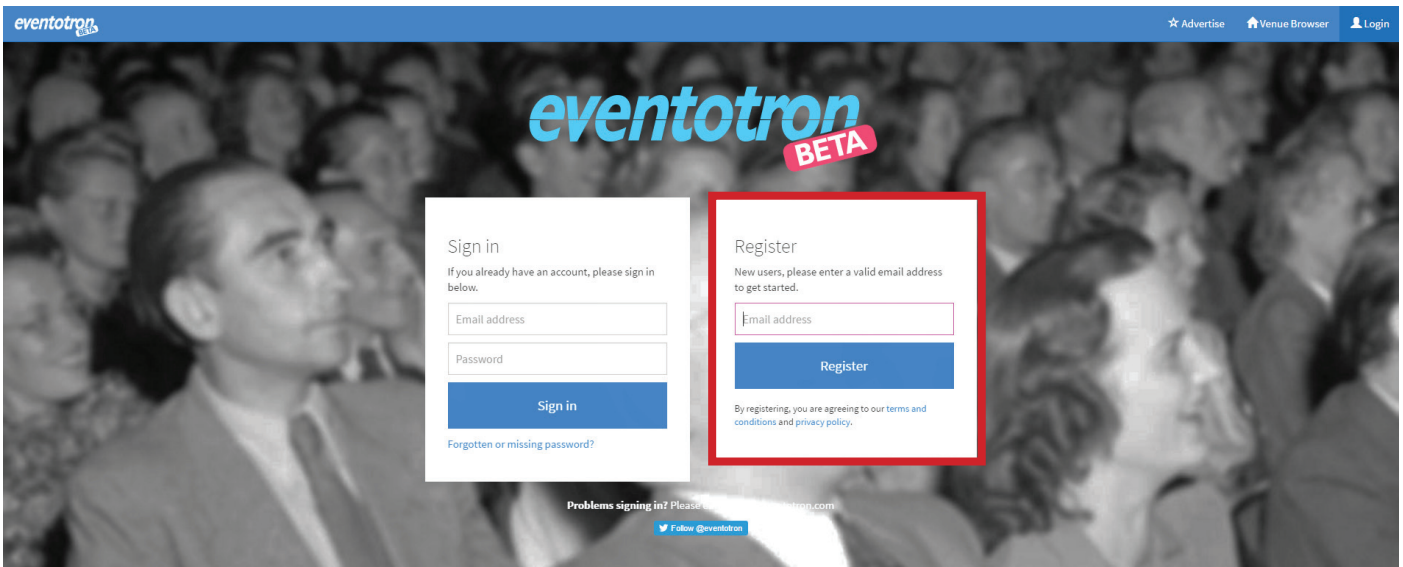
First things first, if you're still feeling a bit confused after reading this guide, give us a bell on 9660 9600 or email artists@melbournefringe.com.au. You'll want to ask for Tom, Tom or Xanthe. That's right, there are two Toms.



LOG IN

1. Head to our registration site www.eventotron.com
2. Enter your email address in the new users section
3. Click 'Register'

You will then be emailed a password – use this password to sign in (you can change the password later if you like). Make sure to check your junk/spam mail if you don't receive it.



The screenshot shows the eventotron.com website interface. At the top, there is a blue navigation bar with the eventotron logo on the left and links for 'Advertise', 'Venue Browser', and 'Login' on the right. The main content area features a large background image of a crowd of people. In the center, there are two white forms. The 'Sign in' form on the left has fields for 'Email address' and 'Password', a 'Sign in' button, and a link for 'Forgotten or missing password?'. The 'Register' form on the right has an 'Email address' field, a 'Register' button, and a note: 'By registering, you are agreeing to our terms and conditions and privacy policy.' The 'Register' form is highlighted with a red border. At the bottom of the page, there is a link for 'Problems signing in? Please contact us at help@eventotron.com' and a social media link 'Follow @eventotron'.

COMPLETE YOUR PROFILE

Once you have logged in, click on 'Complete your Profile' on the red banner, and fill out the necessary information.

When you finish, click 'save'.

eventotron [CLICK HERE](#) [Address Book](#) [grittheatre@gmail.com](#)

Incomplete Profile. Please complete your profile before creating any shows or venues.

Getting started [Create a new event](#)

We've made this short video to explain the first steps in using Eventotron for event producers. It explains how to enter your show into Eventotron and then how to apply to festivals and venues.

eventotron BETA

1. Create an event
2. Apply to a festival
3. Find a venue

There are two ways to get started:

1. Set up an event and apply to festivals. Just click 'Create a new event' and get started. Once you've added some information about your show, you can click "Add a festival" and apply to take part. Once you have applied, the festival will be able to review your show info, press and media website and technical requirements. Once your show has been accepted, you'll be emailed and asked to fill in any additional info the festival needs.

eventotron [Address Book](#) [grittheatre@gmail.com](#)

Incomplete Profile. Please complete your profile before creating any shows or venues.

My Contacts No contacts found

Contact: [Change Password](#)

General [History](#)

FILL THIS IN

CHANGE YOUR PASSWORD

Title

First Name

Last Name

Email

Mobile

Share Mobile Yes No
Show your mobile number to other users

Phone

Address (Line 1)

CREATE YOUR EVENT

Now go to the top of the page and hover over 'Find my stuff', then click 'Create a New Event'. Enter your event/show name, and choose Melbourne Fringe as the festival.

HOVER OVER THIS

The screenshot shows the eventtotogo website interface. At the top, there is a search bar with the text 'Find my stuff...'. Below the search bar, there are three tabs: 'Filter by Festival', 'Events', and 'Venues'. The 'Filter by Festival' tab is selected, and it shows a dropdown menu with 'All festivals' selected. Below the dropdown menu, there are three buttons: 'Create a new event', 'Create a new venue', and 'Change Password'. A blue arrow points to the 'Create a new event' button with the text 'CREATE A NEW EVENT HERE'. The 'Events' and 'Venues' tabs show 'No shows found' and 'No venues found' respectively. The 'Companies' tab shows 'No companies found'. Below the search bar, there is a 'My Contacts' section with a search bar and 'No contacts found'. The 'Contact: Tom Noble' section is visible, with a 'General' tab selected and a 'Change Password' button.

CREATE A NEW EVENT HERE

The screenshot shows the 'Create new event' modal form. The form has a title 'Create new event' and a close button 'X'. It contains three main sections: 'Event title' with a text input field containing 'Super Amazing Show'; 'Join a festival' with a dropdown menu showing 'Melbourne Fringe 2017' and a note: 'Only open access festivals or festivals you administer appear here. You can apply to other curated or lottery festivals later.'; and 'Add an editor' with a text input field for 'Email address' and a note: 'Optional: If you would like some-one else to be able to edit this event, add their email address here.' At the bottom of the form, there are two buttons: 'Cancel' (red) and 'Create Event' (blue). The page number '317' is visible in the top left corner of the modal.



WHAT'S NEXT?

LOGGED IN?
COMPLETED YOUR PROFILE?
CREATED YOUR EVENT?

NOW THE FUN BEGINS*

*and slightly more admin

REGISTER YOUR EVENT

EVENT REGISTRATION PAGE

You'll land on this page. Use the tabs on the side to navigate through your registration.

Ignore these, we just need you to fill out the sections on the left hand side.

The screenshot shows the event registration page for Melbourne Fringe 2017. The page is titled "Event: Super Amazing Show" and is part of the Melbourne Fringe 2017 event. The left sidebar contains a navigation menu with the following items: "32%", "Payments \$224.00", "Documents", "STEP 1 - Producer Details", "STEP 2 - Event Details", "STEP 3 - Publicity", "STEP 4 - Demographics", "STEP 5 - Artist Development", "STEP 6 - Access", "STEP 7 - Add On's", "STEP 8 - Finance, Legal, and T&Cs", and "Find a venue". The main content area features the "MELBOURNE FRINGE" logo and a description of the festival. The right sidebar displays a "Tweets" section with two tweets from Melbourne Fringe. A blue arrow points to the top right corner of the page, and a red box highlights the social media sharing icons in the top right corner of the page.

REGISTER YOUR EVENT

NAVIGATION PANE

eventotron.com Find my stuff...

Event: Super Amazing Show

Melbourne Fringe 2017 + Add a festival

MELBOURNE FRINGE

32%

Payments \$225.00

Documents
Useful documents and reference materials will appear here.

Statement by Supplier form
Emojis

STEP 1 - Producer Details

STEP 2 - Event Details

STEP 3 - Publicity

STEP 4 - Demographics

STEP 5 - Artist Development

STEP 6 - Access

STEP 7 - Add Ons

STEP 8 - Finance, Legal, and T&Cs

Find a venue

There is an overall progress meter here – once this reaches 100% you're ready to finalise your registration and pay your registration fee.

Payments is where you'll see any payments you need to make to complete your rego.

Documents is where you'll find some useful pdfs and forms to use throughout your registration.

Add Ons You can purchase any advertising here. Hot tip: if you add these to your registration and pay before regos close you'll get a mad discount.

Each section shows your progress in grey. Once you have entered in all the required information in a particular section you will see a green tick.

REGISTER YOUR EVENT

THE FIRST STEP IS ALWAYS THE HARDEST

Start at **STEP 1 – Producer Details** and answer all of the questions. Make sure you read through everything, as there is plenty of information that's important for your registration.

Questions in red are required before you can complete your registration, but you can save each section as you go and come back later if you need. Just remember to press the 'Save' button at the bottom of the page before you exit.

Now, make your way through steps 1–8, saving as you go. If you don't know the answer to a question yet, you can come back and fill it out later.

The screenshot shows the 'eventotag' registration interface. On the left is a sidebar with a progress bar at 43% and a list of steps: STEP 1 - Producer (highlighted), STEP 2 - Event Details, STEP 3 - Publicity, STEP 4 - Demographics, STEP 5 - Artist Development, STEP 6 - Access, STEP 7 - Add On, and STEP 8 - Finance, Legal, and T&Cs. The main content area is titled 'STEP 1 - PRODUCER DETAILS' and includes a 'PLEASE NOTE' section about registration closing dates. Below that is a 'Registration Fees' table:

Registration Fees	
Non-ticketed Event (e.g. Free); One-off Ticketed Event	\$275
Non-ticketed Event (e.g. Free); One-off Ticketed Event (Early Bird)	\$225
2-3 Ticketed Sessions	\$355
2-3 Ticketed Sessions (Early Bird)	\$305
4+ Ticketed Sessions	\$425
4+ Ticketed Sessions (Early Bird)	\$375

At the bottom, there is a 'Producer/Main Admin Contact' field with a dropdown menu set to 'Please Choose'. A red-bordered box highlights this field and contains the following text:

The producer will be the first point of contact between Melbourne Fringe and your show/event. The producer is responsible for passing on information to other members of your team and MUST check their email regularly as this will be the primary form of contact. The producer is the only person authorized to make changes once registrations have closed and all changes must be submitted in writing. Please ensure you let us know immediately if your contact details change. The producer will also sign the Melbourne Fringe Festival Contract.

Below the form is a blue 'Save' button.



Press this guy if you need to break for a toasted sandwich.

REGISTER YOUR EVENT

ADDING YOUR VENUE

Once you've completed the information in steps 1-8, it's time to add your venue by clicking the **Find a venue** button.

MELBOURNE
FRINGE

32%

Payments \$225.00

Documents
Useful documents and reference materials will appear here.

- Statement by Supplier form
- Emojis

STEP 1 - Producer Details

STEP 2 - Event Details

STEP 3 - Publicity

STEP 4 - Demographics

STEP 5 - Artist Development ✓

STEP 6 - Access

STEP 7 - Add Ons ✓

STEP 8 - Finance, Legal, and T&Cs

🏠 Find a venue

Click here to add your venue or find a venue that meets your needs, and then contact them directly

PUBLIC SERVICE ANNOUNCEMENT: Before adding a venue to your registration you **MUST** have confirmed your booking with the venue management outside of Eventotron. Please ensure you have done this before adding them on Eventotron. Applying to a venue through Eventotron is not enough to secure yourself a venue. Once you have an agreement with your venue you can add them to your registration in Eventotron.

REGISTER YOUR EVENT

ADDING YOUR VENUE

Already have a venue?

Type it here and click on it to add it to your registration.



Venue search

Don't have a venue?

Use this search (and the filters below) to find something that suits your needs.

The Artists Services Team are also here to help you find a venue for your work, so don't hesitate to get in touch.



Capacity:

Space type	Facilities	Technical
<input checked="" type="checkbox"/> Music	<input type="checkbox"/> Catering	<input type="checkbox"/> Piano
<input type="checkbox"/> Theatre	<input type="checkbox"/> Public / On-street Parking	<input type="checkbox"/> PA
<input type="checkbox"/> Gallery	<input type="checkbox"/> Bar area separate from the performance space	<input type="checkbox"/> Technician
<input type="checkbox"/> Hall	<input type="checkbox"/> Cafe	<input checked="" type="checkbox"/> Basic lighting

REGISTER YOUR EVENT

ADDING YOUR VENUE


Once you have found your venue, click **More Info**, then click **Submit to [venue name]** to add them to your registration. You can add multiple venues if necessary – e.g. if you are holding an accessible session of your event in another venue.

[Choose Facilities](#) [Go](#)

Showing 1 to

NMTH - Parlour Room

Cnr Queensberry and Errol Street North Melbourne
Seated Capacity: 26
Standing Capacity:



[More info](#)

NMTH - Parlour Room

Seated capacity: 26

Standing capacity:

Hire Notes: This is a Fringe Hub venue. You must submit an Expression of Interest to be considered for this venue.

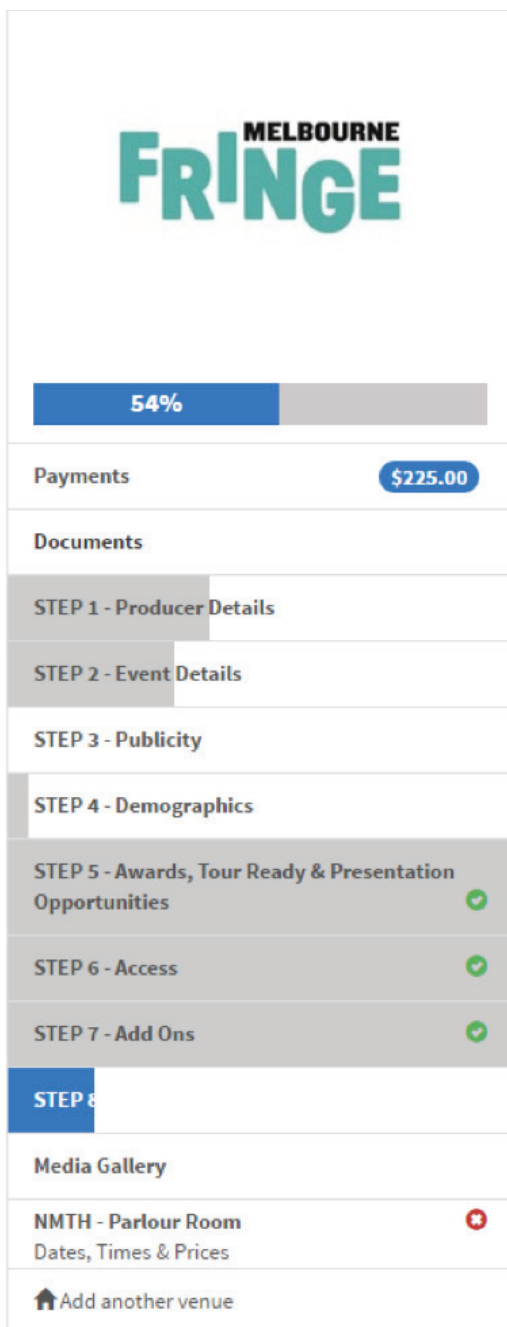
Hire Charges: \$110 per night.

[Tech spec](#)

[Submit to NMTH - Parlour Room](#)

REGISTER YOUR EVENT

ADDING YOUR VENUE



MELBOURNE
FRINGE

54%

Payments \$225.00

Documents

STEP 1 - Producer Details

STEP 2 - Event Details

STEP 3 - Publicity

STEP 4 - Demographics

STEP 5 - Awards, Tour Ready & Presentation Opportunities ✓

STEP 6 - Access ✓

STEP 7 - Add Ons ✓

STEP 8

Media Gallery

NMTH - Parlour Room ✗
Dates, Times & Prices

🏠 Add another venue

Your venue will now need to approve your application before you can continue.

Once your application is approved by your venue you can add your session dates/times, and specify ticket prices. To do this, click on the name of your venue, which will now appear at the bottom of the side panel.

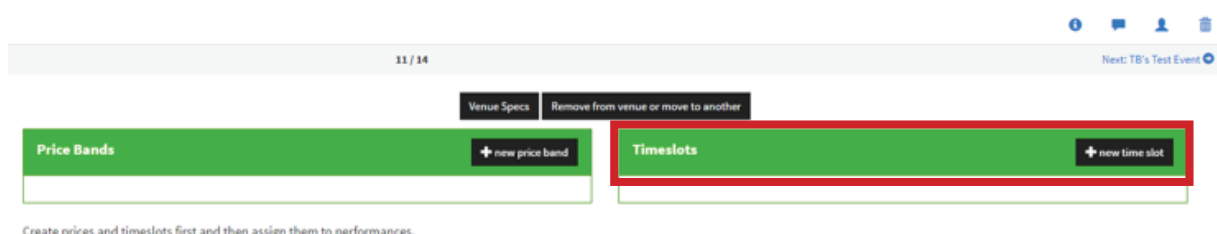


Click here

REGISTER YOUR EVENT

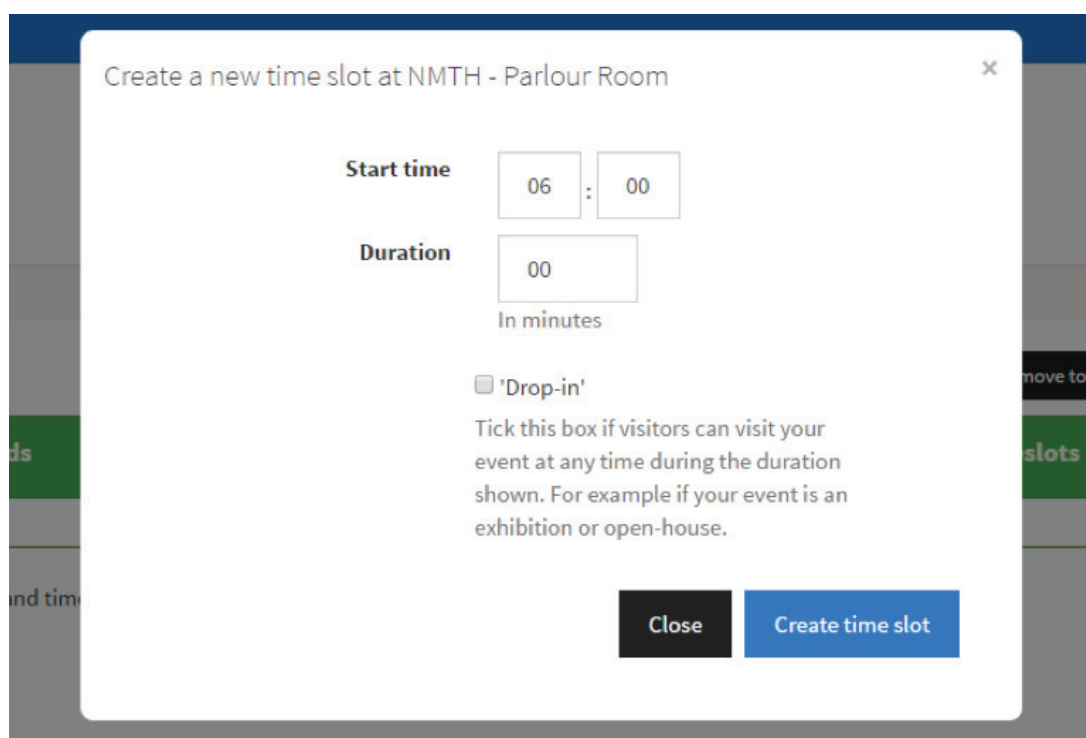
ADDING YOUR TIME SLOTS

You're almost there. Now it's time to think about time. Click 'new time slot', and enter the start time and duration of your show.



The screenshot shows a web interface for event registration. At the top, there's a progress indicator '11 / 14' and a breadcrumb 'Next: TB's Test Event'. Below this, there are two main sections: 'Price Bands' and 'Timeslots'. The 'Timeslots' section is highlighted with a red border. It contains a '+ new time slot' button. Above these sections, there are buttons for 'Venue Specs' and 'Remove from venue or move to another'. Below the 'Timeslots' section, there is a small instruction: 'Create prices and timeslots first and then assign them to performances.'

You can add multiple session times by simply clicking 'new time slot' again, e.g. if you're doing a matinee, or if your show is an hour earlier on a Sunday. You can also indicate if your event has strict sessions or if audiences can drop in at anytime during opening hours (e.g. for exhibitions, durational performances, or installations).



The screenshot shows a dialog box titled 'Create a new time slot at NMTH - Parlour Room'. It has a close button (X) in the top right corner. The form contains the following fields and options:

- Start time:** A time picker showing '06 : 00'.
- Duration:** A text input field containing '00', with the label 'In minutes' below it.
- 'Drop-in':** A checkbox that is currently unchecked. Below it is a description: 'Tick this box if visitors can visit your event at any time during the duration shown. For example if your event is an exhibition or open-house.'

At the bottom of the dialog, there are two buttons: 'Close' (black) and 'Create time slot' (blue).

REGISTER YOUR EVENT

ADDING YOUR PRICES

Once you have entered your time slots, you can input your ticket prices by clicking 'new price band'.



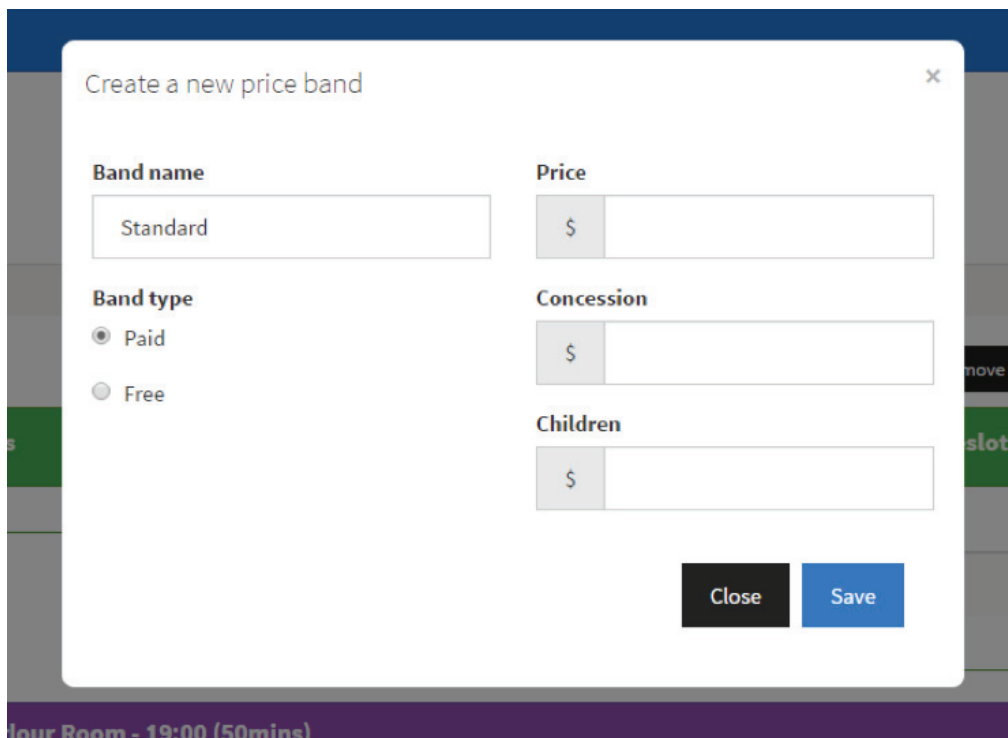
11 / 14 Next: TB's Test Event

Venue Specs Remove from venue or move to another

Price Bands + new price band Timeslots + new time slot

Create prices and timeslots first and then assign them to performances.

You can add price bands for Previews, Cheap Tuesdays and Standard Tickets. Cheap Tuesday prices should ONLY be used on Tuesdays. If you are putting on a ticketed (i.e. paid event) DO NOT select the FREE price band type. It is important that you agree on your session dates and times with your venue before you enter them.



Create a new price band ×

Band name

Price

Band type

Paid

Free

Concession

Children

Close Save

hour Room - 19:00 (50mins)

REGISTER YOUR EVENT

ADDING YOUR PRICES

Once you have created your timeslots and price bands, use the radial buttons to select your dates and which price should be applied to which date.

Venue Specs Remove from venue or move to another

Price Bands

 + new price band

Price	Conc	Children	Name	
\$15			Preview	<input type="checkbox"/> <input type="checkbox"/>
\$15			Cheap Tuesday	<input type="checkbox"/> <input type="checkbox"/>
\$17	\$15.00	\$12.00	Standard	<input type="checkbox"/> <input type="checkbox"/>

Timeslots

 + new time slot

Start	Duration	
19:30	60 mins	<input type="checkbox"/> <input type="checkbox"/>

HERD OF CATS - TEST - 19:30 (60mins)

Please match each event date to a price band.

Changes Saved

	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	
<input checked="" type="radio"/> \$15	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \$15	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> \$17(\$15)	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
<input type="radio"/> No event	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Save

Concessions can include: full-time students, pensioners, welfare benefit recipients, etc.

Inside Charges: this is the amount that Melbourne Fringe takes per ticket sold. Remember to factor this in when setting your ticket prices.

- > Tickets under \$15: \$3 inside charge
- > Tickets \$15-\$25: \$3.50 inside charge
- > Tickets \$25+: \$4 inside charge

Promo codes: Our box office manager will get in touch with you closer to festival time with info on how to offer promo codes and discounts to particular groups of people. You can add these later so don't worry about that for now.

REGISTER YOUR EVENT

PROOFING & APPROVAL STEP

In **STEP 10**, you'll be able to see a preview of how your event will look in our printed Festival Guide.

This step is not for the faint-hearted. Make sure to pay close attention to this, and look out for any typos, as this is exactly how the listing will appear in our guide.

Category



Title of event – 45 characters goes up here

Show subtitle – 70 characters me neus si rem excetur repelbu sim conse

Event listing marketing blurb – 50 words seque inullautae voluptat re si acestorem licipsamet ad et volut aut is minctota volese omnihilles es ea cullatatur as sendae ma doluptaturia cuscil velorum vidipsum harclundae quam fugit porro omnis non repudam, nonecta tionecto con num faceste nosam doluptae consequae volorporem In nus bita.

Credit 1
First Last, First Last

Credit 2
First Last, First Last

emoji

VENUE	Fringe Hub: Arts House - Underground	TICKETS	Full \$25.00, Concession \$20.00, Group 4+ \$20.00
ADDRESS	521 Queensberry St, North Melbourne	NOTE	Preview 26 Sept
TIME	8:00 PM, Sun 7:00 PM (60 Mins)		

T W T F S S M T W T F S S M T W T F S S
12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 1

REGISTER YOUR EVENT

FINALISING YOUR REGISTRATION

When you have filled out all of the required information, added your venue, times and dates, and got your venue to approve your event, you're ready to finalise and pay.

MELBOURNE FRINGE

100% - Click to Finalise

Payments **\$375.00**

Documents

STEP 1 - Producer Details ✓

STEP 6 - Access ✓

STEP 2 - Event Details ✓

STEP 8 - Official Stuff ✓

Media Gallery

⚠ Office Use

STEP 7 - Add Ons

STEP 3 - Publicity ✓

STEP 4 - Demographics ✓

STEP 5 - Awards, Tour Ready & Presentation Opportunities ✓

TB Test venue 2000 ✓
Dates, Times & Prices

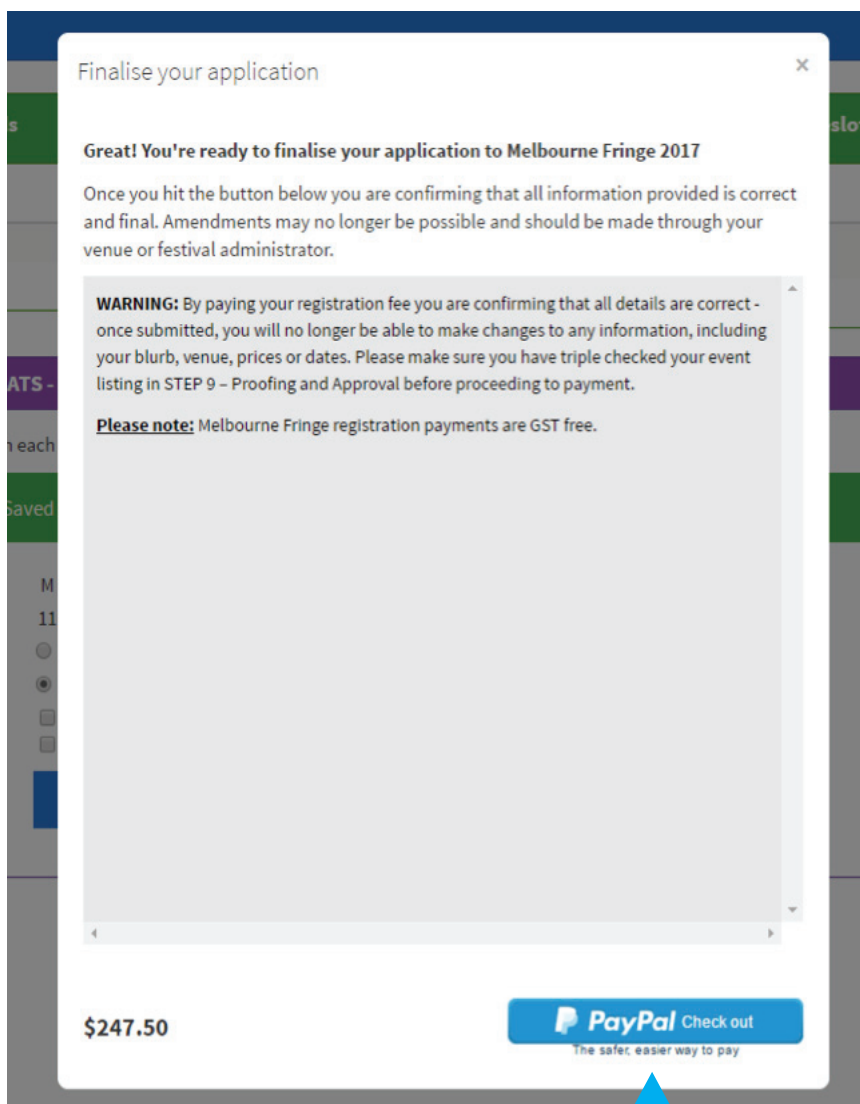
🏠 Add another venue



Click on this orange button to finalise your registration.

REGISTER YOUR EVENT

FINALISING YOUR REGISTRATION



The screenshot shows a dialog box titled "Finalise your application" with a close button (X) in the top right corner. The main text reads: "Great! You're ready to finalise your application to Melbourne Fringe 2017". Below this, it states: "Once you hit the button below you are confirming that all information provided is correct and final. Amendments may no longer be possible and should be made through your venue or festival administrator." A warning box contains the text: "WARNING: By paying your registration fee you are confirming that all details are correct - once submitted, you will no longer be able to make changes to any information, including your blurb, venue, prices or dates. Please make sure you have triple checked your event listing in STEP 9 - Proofing and Approval before proceeding to payment." Below the warning, a "Please note:" section states: "Melbourne Fringe registration payments are GST free." At the bottom left of the dialog, the amount "\$247.50" is displayed. At the bottom right, there is a blue button with the PayPal logo and the text "PayPal Check out" and "The safer, easier way to pay" below it. A blue triangle points to this button.

Now click here to proceed to payment.

NOTE: By paying your registration fee you are confirming that all details are correct - once submitted, you will no longer be able to make changes.



ARE WE DONE?

Congratulations! You've registered for the 2017 Melbourne Fringe Festival. Welcome aboard, it's going to be a fun ride.

Got questions? Need help?

Don't hesitate to contact Artist Services on 03 9660 9600 or artists@melbournefringe.com.au