

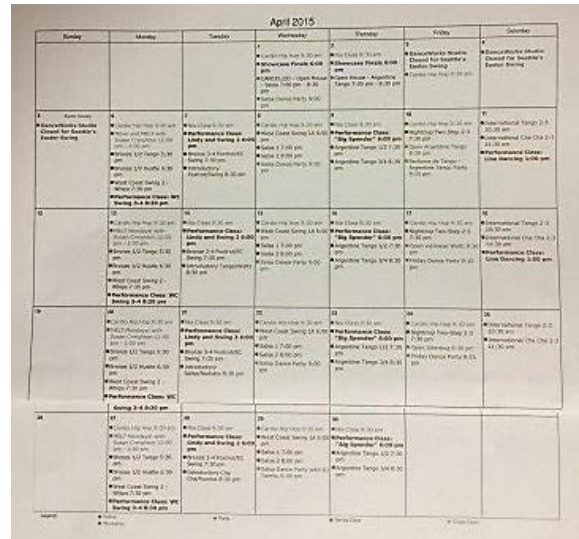
ACTION 6A

All Inclusive Calendar of Events & Happenings

Up until a few months ago, if a person wanted to know what was happening in Trigg County, the best place to find out was to go to WKDZ/WHVO website. Due to the diligent work on behalf of the staff at the Tourist Commission, Tourism's www.gocadiz.com website now offers the most inclusive list of events and happenings. Good Job!

RECOMMENDATION #1: It is now strongly recommended that the Tourist Commission consider using a desk type e-calendar that allows one to easily print out a monthly calendar enabling one to easily know what is going on all month long.

RECOMMENDATION #2: Once a printable calendar is available, a partnership with the local paper could be to include a printed copy of the monthly calendar in the newspaper each month. These online calendars could also be printed and used as placemats in restaurants, posted on public bulletin boards, and included in church bulletins.



Printable Online Calendars

ACTION: Download <https://www.calendarwiz.com/index.php> for a thirty day free trial.

On the following pages is a comparison between a listing type e-calendar and the more user/printer friendly desk/wall type calendar.

LISTING CALENDAR VERSES DESK/WALL TYPE CALENDAR

LISTING CALENDAR

The Cadiz-Trigg County Tourist Commission uses a listing calendar on their gocadiz.com website (as shown right). The calendar displays each date and the upcoming event below the previous in a listing type format. This works very well and allows one to add photos, information and details. The calendar is fairly simple to use allowing staff to update the calendar in-house as often as needed.

If one clicks on any of the dates, a window pops open and provides additional information such as details about the event, directions to the location, time, dates and more. The challenge comes when one tries to print the information which requires multiple sheets of paper and difficult to review at a glance.



Current tourism e-calendar is not very printer-friendly

DESK-TYPE OR WALL CALENDAR

Like the listing calendar, one can click on any of the entries and more detailed information about that particular event will pop up including, but not limited to, location, times, detailed description, photographs and a link to additional information if needed.

The advantage of the desk type calendar is that one can easily see at a glance what is happening each day as well as the entire month. And more importantly, has the ability to print out each month which could then be posted on one’s wall or refrigerator or inserted in one’s newspaper or in other publications.



Desk or Wall Type On-line Calendar

The recommended Online Calendar is Calendar Wiz found at calendarwiz.com (shown on the previous page) used by numerous tourist commissions including Murray Kentucky at tourmurray.com/. Other online calendars using calendarwiz.com are listed below. Each has customized their calendars to fit who they are and what they represent.

<http://danceworksstudio.com/calendar/>

<http://lajuntaevents.com/>

<http://living-yoga.org/events/our-class-calendar>

<http://www.myrtlebeachcycling.com/calendar/>

Please note: Calendar Wiz also has the capability to be viewed as a listing which works better when viewing on one's phone.

Having the capability to update the calendar in-house is very important as well as having the ability to drop in or take out banner information quickly without having to wait so that someone does not go to the website and find outdated information. Not only is the Calendar Wiz website calendar easy to alter, it also has the **capability for multiple people to input events on the calendar and allows one to customize the calendar to fit your brand and add your own color scheme!** Entries in the calendar can also be color-coded to differentiate between Outdoor Recreation, Tourism, Community happenings, City or County meetings, School events etc.

Key features include:

- Promote events and instant updates on website
- Customize colors and logos to match your brand.
- Simple copy & paste Javascript snippets or add by URL
- Social media, reminder and e-mail a friend buttons
- Add images, PDF's or documents to your events
- Free e-mail support.

And calendarwiz.com just released a new RSVP feature that will allow someone to invite a person to an event and request a response (Accept, Maybe, Decline).

NOTE: The cost to install and use the Calendar Wiz program is less than \$200 per year and one can download the program for a 30-day free trial which is highly recommended.

See APPENDIX F for more on Calendar Wiz.