

A GUIDE TO PROMOTE YOUR GREAT EVENTS ON EXPERIENCECASAGRANDE.COM



CASA
GRANDE



Developed in partnership with

ITIDIGITAL
travel software solutions

EXPERIENCECASAGRANDE.COM IS PARTNERING WITH ITI DIGITAL TO PROMOTE YOUR EVENTS

If you regularly host events, be sure to create them online or submit them to the newest events calendar for further visibility and promotion!

Publish your events on Eventbrite or any other platform that is discoverable by Google. The events will automatically be aggregated! Alternatively, you can manually add your event to the Experience Casa Grande Events Calendar by visiting experiencecasagrande.com



[FREE]

Submit on our website's events calendar.



[FREE]

Post to Eventbrite. For non-ticketed events, it's free or up to 25 tickets, it's free.

Search



[FREE]

Ensure your website and calendar follow SEO best practices for your event to be listed on Google Search.

WHY IS THIS IMPORTANT?

- The answer is simple – to draw more participants or customers. Drive more foot traffic to your business or an event you're hosting in the community.
- Not only do most people use the event websites to connect with their friends and family, but artists and venues that frequently organize events use these platforms, too. Combined, you have a massive marketing force.



THE NEW EXPERIENCECASAGRANDE.COM CALENDAR OF EVENTS

Restaurants - live music, virtual show, or celebrating a new menu?

Shopping - a trunk show or an annual sale?

Accommodations - a romantic getaway or discounted weekend?

Attractions - special art gallery virtual tour, the launch of a new exhibition?

Your visitor-friendly event will be promoted on the **Experience Casa Grande Events Calendar**, reaching a new audience in a fun and interactive way.

Go to the Experience Casa Grande Events Calendar by visiting
experiencecasagrande.com

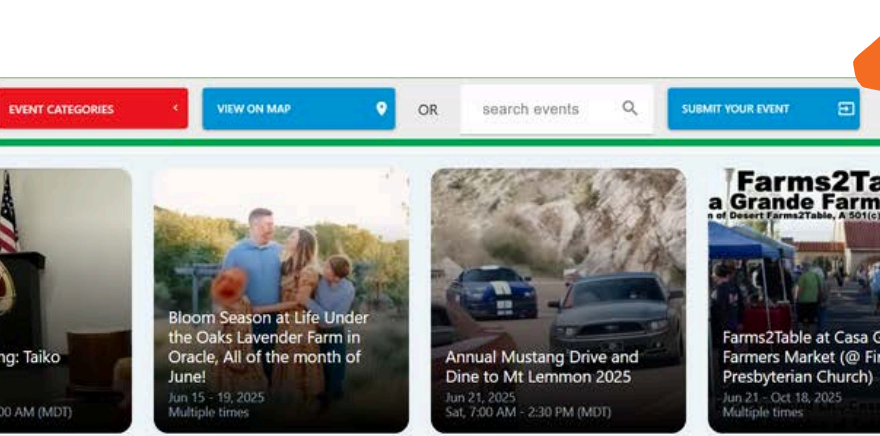
The screenshot shows the top navigation bar of the Experience Casa Grande Events Calendar website. It includes buttons for "FILTER BY DATE", "EVENT CATEGORIES", "VIEW ON MAP", and a search bar with the placeholder text "search events". To the right is a "SUBMIT YOUR EVENT" button. Below the navigation bar, a grid of event cards is displayed. The visible event cards include:

- Summer Reading: Taiko Drumming**: Jun 14, 2025, Sat, 10:00 AM - 11:00 AM (MDT). Image shows a woman playing a taiko drum.
- Bloom Season at Life Under the Oaks Lavender Farm in Oracle, All of the month of June!**: Jun 15 - 19, 2025, Multiple times. Image shows a family in a field.
- Annual Mustang Drive and Dine to Mt Lemmon 2025**: Jun 21, 2025, Sat, 7:00 AM - 2:30 PM (MDT). Image shows two Ford Mustangs on a road.
- Farms2Table a Farmers Market**: Jun 21 - Oct 18, 2025, Multiple times. Image shows a market stall.
- Trick or Tri at Merrill Ranch**: Oct 18, 2025. Image shows a Halloween-themed graphic with pumpkins and ghosts.
- Dance in the Desert**: Nov 7 - 9, 2025, Fri, 6:00 PM - Sun, 3:00 PM (MST). Image shows a circular logo with a sun and the text "DESERT FRIENDS OF MUSIC".
- BLDG-12 ROCKS the Gallopin Goose**: Nov 15, 2025, Sat, 3:00 PM - 7:00 PM (MST). Image shows a book cover for "The Great Gallopin Goose".
- 2025 Greatest event**: Nov 19, 2025, Wed, 5:00 PM - 7:00 PM. Image shows a graphic with the text "Greater".

HOW TO PROMOTE YOUR EVENTS

OPTION 1: SUBMIT YOUR EVENT ON THE [EXPERIENCECASAGRANDE.COM](https://experiencecasagrande.com) PAGE ONLINE FORM

Manually submit your event for promotion on the experiencecasagrande.com Events calendar by **filling out the form** on the Experience Casa Grande Events Page. We recommend that you submit your events as soon as possible, allowing more promotional and visibility time.



The screenshot shows the top navigation bar of the Experience Casa Grande website. It includes links for 'EVENT CATEGORIES', 'VIEW ON MAP', a search bar, and a 'SUBMIT YOUR EVENT' button. Below the navigation bar, there is a grid of event cards. An orange arrow points from the 'SUBMIT YOUR EVENT' button to the event submission form.

Click "Submit Your Event" and fill out the form.

Please fill in your event info

Complete all required fields marked with an * to submit your event for approval

Title *

Host *

Location / Venue Name

Location / Address * (or check Virtual Events)

Start typing the physical address and select from a verified Google Maps address below

☐ Virtual Event ☐ Hybrid Event

Event Organizer Email Address

Event URL for more information (if applicable)

Allow 48 hours for our staff to review and approve your event.

OPTION 2: CREATE YOUR EVENT ON EVENTBRITE



You can get an event live on Eventbrite for free in just 3 simple steps. Eventbrite is a free event promotion platform. To list an event is free, and for ticketed events, they will charge a % fee for ticket sales.

Once you create your account on the Edit page (Event Details, Create Tickets, and Additional Account Settings), simply choose **"Create an Event"** to start setting up your events. We also have robust customization options so you can get the most out of your event listing.

Go to your Page, then click the Create an Event icon at the top of your page's timeline. Once in Eventbrite, the event will automatically be delivered to our events calendar dashboard for approval. You do not need to submit it manually to our staff.



Step 1: Event Details

1. Add a title, and set the date and time.
2. Set the venue location.
3. Add an event image.
4. Share details and other important information about your event.
5. Add information about the event organizer.



Step 2: Create Tickets (Skip this step if you don't want to offer tickets)

1. Create free or paid tickets.
2. Set the price for paid tickets.
3. Set the total capacity for the venue.
4. Add a donation ticket to collect donations.



Step 3: Additional Details

1. Mark your page as public or private.
2. Choose an event type and topic.
3. Show the number of tickets remaining (if you'd like).
4. "Save" and "Preview" your draft event, or publish using "Make Event Live".

[For more information and video tutorial.](#)

OPTION 3: SET UP EVENTS ON OTHER KNOWN PLATFORMS, OR OPTIMIZE YOUR WEBSITE EVENT LISTINGS WITH SEO BEST PRACTICES

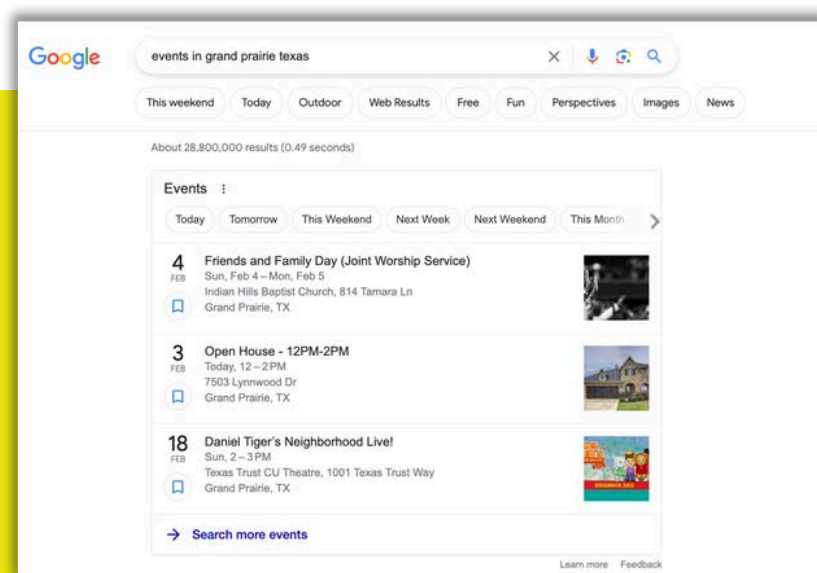
Search

If you produce any type of event, you can help people discover your events with the event search experience on Google. Have a concert or hosting a workshop? Event markup allows people to discover your event when they search for "concerts this weekend" or "workshops near me." People can also discover your event when they search for venues, such as sports stadiums or a local pub.

Aside from allowing your event to be pulled into the Events Calendar, SEO on your business website helps bring quality organic traffic.

HOW TO PREPARE YOUR EVENTS FOR GOOGLE LISTINGS?

- Ensure events on your business website are set **with unique URLs** so that Google can "find" them and display them to a broader audience.
- Add **as many details to your event listings as possible**, such as address, ticket information, links, categories, etc.
- If you use a CMS (for example, WordPress) and you don't have access to your HTML, check with your CMS to see if there's a plugin that can add structured data to your site for you. Alternatively, you can use the [Data Highlighter](#) to tell Google about your events without editing the HTML of your site.





QUESTIONS?

Casa Grande Chamber of
Commerce & Tourism Office
Phone: 520-836-2125
experiencecasagrande.com

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