



Creative Arts East Promoter Guide

This guide will help you use Eventotron – our online system for browsing events from our brochures, making bookings, and managing your venue information.

We have also created a handy video tutorial for you to follow if you prefer.

[Click here to watch our Eventotron Video Tutorial](#)

Contents

What is Eventotron used for?	2
Getting Set Up & Logging In	2
Navigating the Dashboard.....	3
How to Browse Events and Create Booking Requests.....	4
Making a Booking:	4
Requesting a Film/Show Off-Brochure:	4
Booking Confirmations, Contracts & History	5
Viewing Your Booking History.....	5
Editing Venue Details	6
Need Help?.....	6

What is Eventotron used for?

Eventotron is a platform primarily designed to connect professional artists with festivals around the world. While it's widely used on an international scale, touring schemes like Creative Arts East also use it to manage live performance events on a more local level, and more recently, cinema screenings.

As a first-time user, it's important to follow the step-by-step instructions provided below. If you explore beyond these steps, you might come across other parts of the platform, such as festivals looking for artist applications or artists promoting their own shows for large festivals to consider. While this can be interesting, it may be overwhelming at first and isn't relevant to you right now.

By following our instructions, you will be able to:

- Update details about your venue (like photos, parking info, and facilities) which can be viewed by visitors to the Creative Arts East website
- Browse our current season of films, workshops and performances
- Request to book any of these events at your venue
- View and sign contracts/agreements online
- Access helpful resources such as guides, templates and more

Getting Set Up & Logging In

Creative Arts East will create your Eventotron account for you. We'll use the information you gave us when signing up as a CAE member to fill in your venue profile. You'll get an email from donotreply@eventotron.com telling you that your venue has been added.

Tip: Please keep your login details somewhere safe!

You have two ways to access Eventotron:

- Go directly to: www.eventotron.com/login
- Visit [Creative Arts East's website](#) and login by clicking on the '**Promoter**' button on our homepage, then click '**Create a Booking**'.

Once you reach the Eventotron login page:

- Look for the section that says "**Existing Users**"
- Enter your **email address** and **password** (from your welcome email)
- Click **Login**

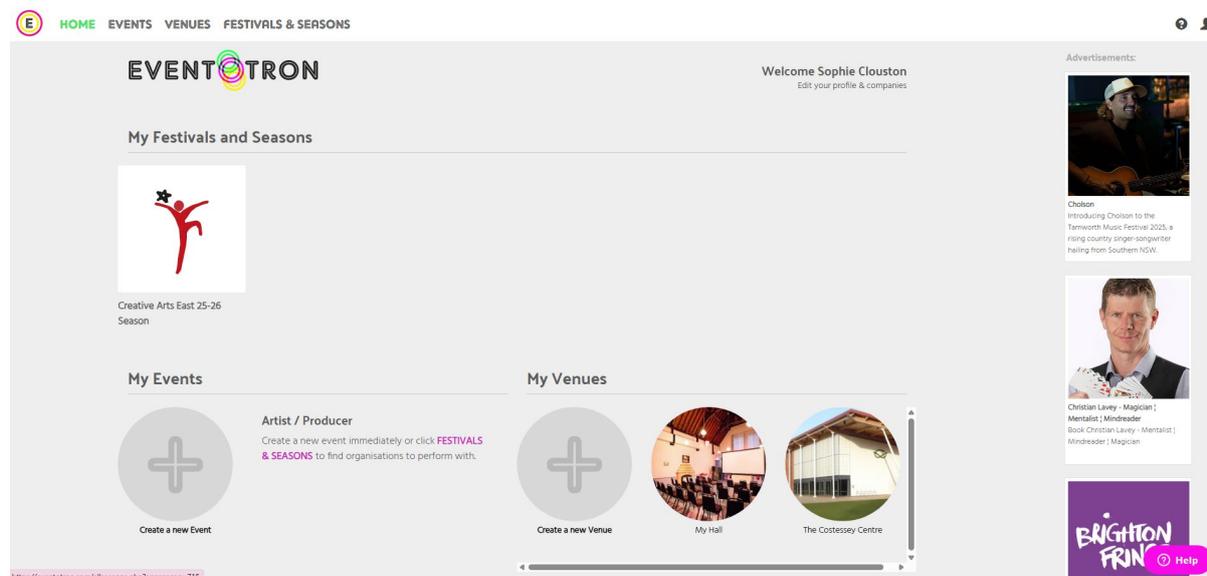
If you forget your password, there is a "Forgotten or missing password" link on the login page.

Navigating the Dashboard

After you log in, you'll see three main headings at the top of the page: **Events**, **Venues**, and **Festival and Seasons**. We advise **you don't** navigate by these headings and instead use the icons on the main page which are outlined below:

- **My Festivals and Seasons**
View available shows or films here and submit requests for bookings.
- **My Venues**
Update your venue profile here. If you host events at more than one location, you can also add a second venue — please speak to a member of our team to arrange this.
- **My Events**
Not relevant for Promoters — you can ignore this section.
- **Latest Festivals and Seasons**
Not relevant for Promoters — you can ignore this section.

Here is an example of what the dashboard looks like:



How to Browse Events and Create Booking Requests

On the dashboard, click the Creative Arts East icon under **My Festivals and Seasons**

On the next page, click the **Promoter Bookings** button (on the left-hand side)

You will now see the full list of events which are available to book

Scroll to view the event or use the filters to help your search:

- **View All:** See everything available, what you've booked, and pending requests
- **Event Format:** Choose between films or live performances
- **Genre:** Choose from popular film types (e.g. drama, comedy)
- **Date/s:** Useful to see what's available on specific dates (only applies to live)
- **Title:** Type in the name of a film or show, if you know it

Making a Booking:

To make a booking, click on the event title you're interested in

Scroll to view extra information about that show or film e.g. what it is, how long it lasts, who it's suitable for etc.

When you're ready to make a booking request, scroll to the top of the page and find the black '**Booking Request**' button.

Fill in your event details (venue, date, time, etc.) Then, double check your information is correct and submit the booking by clicking '**Request Booking**'.

You'll get an automated email from Eventotron, confirming your request has been sent.

Note: Please allow 3–5 working days for us to review your request. If there's a problem, we'll get in touch with you to discuss this.

Requesting a Film/Show Off-Brochure:

You can request a film or show that isn't in the brochure.

On the event page, click **Request a Film or Show**

Tell us the title of the event and if it's a film, please include the year the film was made or any relevant links/trailers.

We'll review your request and let you know if it's possible

Please note: Special requests aren't guaranteed and may take longer to confirm.

Booking Confirmations, Contracts & History

Once we approve your booking, you'll receive a **confirmation email** from donotreply@eventotron.com highlighting a new document that requires your attention.

To view or sign your contract/agreement, you have two options:

Option 1: Sign the document online

1. Log in to your Eventotron account
2. Click on your Venue icon - This will be on the right-hand side of your dashboard.
3. Click on the 'Creative Arts East Season' icon.
4. Scroll to view all contracts linked to your venue - If a signature is needed, you'll see a red message telling you.

Option 2: Confirm by email

If you'd prefer not to sign online:

1. Open the attachment in confirmation email
2. To find the attachment, scroll down and look for a small blue link that says '**Download**'.
3. Click that link to open the contract.
4. Once you've read the contract and are happy with it, simply send an email to siobhan@creativeartseast.co.uk saying that you've seen it and agree to the terms.

Once your contract or agreement is finalised, you can then begin marketing your event and selling tickets.

Viewing Your Booking History

1. Go to the **My Venues** section on your dashboard.
 2. Click the icon for the venue where your event is booked.
 3. Select the **Creative Arts East Season** tab.
 - On the **Intro** tab, you can see details for each event.
 - Scroll down to the **Contracts** section for full booking information.
 4. For a quick overview of all events at your venue, click the **Events at Your Venue** tab on the left.
 - This view shows a summary of all events you've programmed.
 - It does not include detailed information - only icons representing each event.
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Editing Venue Details

To edit your venue details, navigate to the My Venues section of your dashboard and click on the icon for the venue you are editing.

On the left-hand menu, you'll see a list of tabs, including Photos, Facilities, Technical, Access, and more.

Click on any of these tabs to add or update relevant information.

Top tip: Adding detailed information makes your venue more appealing and accessible.

- Technical details help artists understand your space.
 - Access information supports audiences in planning their visit.
 - Photos give both artists and audiences a clear sense of your venue's atmosphere.
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Need Help?

If you get lost while navigating Eventotron, just click 'Home' - this will return you to your dashboard.

If anything doesn't make sense, or you'd like someone to talk you through it:

Email us at: info@creativeartseast.co.uk or call us on 01953 713390 – we're happy to help.