Tips for Writing a Successful Event Listing

1. **Include all of the basics, plus a little extra**
Along with the who, what, where, when and why, give your audience an understanding of what makes your event unique. What’s special? What can you offer that no other site can? What are people going to miss from not coming? What other key information is there?

Specificity is important. Instead of:

“Visit Ohio Village, where kids can get a behind the scenes look at the site and enjoy hands-on activities.”

Aim for:

“Visit Ohio Village, our 19th century town, where kids can talk to village residents, meet shopkeepers and learn their trades, take part in old-fashioned games like hoop and stick, and experience home life in the 1890s.”

2. **The title**
Along with the image, the event title needs to be compelling and short. For example, “From Exhibit Panels to Panelists: Personal Reflections from three Modern Activists Featured in Ohio Women Vote: 100 Years of Change” is a lot to read and understand, whereas an event title being “100 Years of Ohio Women’s Activism” is shorter but still gets the same point across.

3. **The image**
On an event site like the Ohio Open Doors Calendar, the image is the first impression a potential attendee will get of your event. Whether it is your flyer, logo or a snap of last year’s event—having a good image is crucial to your event standing out from the crowd.

For the Ohio Open Doors Calendar images we are requesting photos that are 1440x445 for the banner and 500x500 for the thumbnail.
Example Events listings:

Moon Landing 50th Anniversary Celebration
Sat., July 20 • 6:30–11 p.m.
Ohio History Center, Columbus

Join us for a special evening commemorating the 50th anniversary of the historic Apollo 11 moon landing.

7–8:30 p.m. A conversation with Dr. Kathy Sullivan, first American woman to walk in space, followed by footage of the Apollo 11 lunar module landing.
8:30–10:30 p.m. Explore the museum and enjoy space-themed activities, including a rocket-launch with COSI.
10:30–11 p.m. Watch Neil Armstrong’s first walk on the moon 50 years to the minute after it happened.

Christmas in Zoar
Sat., Dec. 7 • 11 a.m.–7 p.m.
Zoar Village, Zoar

Experience the charm and joys of an old-fashioned Christmas in historic Zoar Village, featuring musical entertainment, a craft show, museum tours, private home tours and visits with Santa, Belsnickel and Kristkind. Attend a Saturday evening candlelight church service in the 1853 Zoar meeting house and a tree-lighting ceremony in the Historic Zoar garden. $10/ages 13+, Free/age 12 & under. More info at historiczoarvillage.com.