

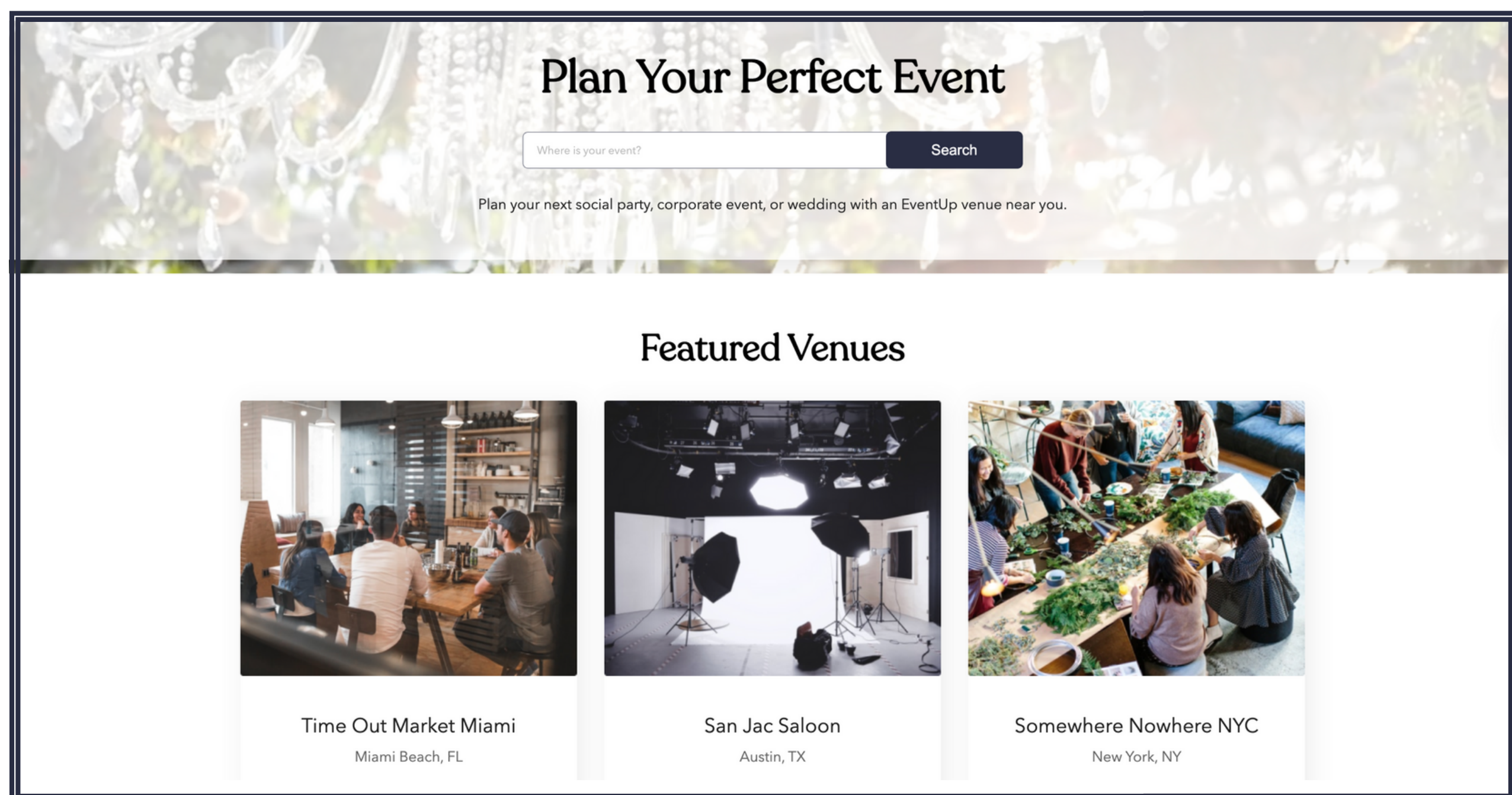
# Crash Course #1: Create Value with EventUp



## Lesson No. 1: What is a venue directory?

Welcome to our first Crash Course that is dedicated to learning all about EventUp and why so many unique event spaces find value in being a part of a leading venue directory. The following lessons will walk through what goes into an EventUp listing and how to get started with your own venue's listing!

**A venue directory helps event planners and guests search for the perfect event space for any event type, large or small. EventUp is one of the largest directories with over 15,000 restaurants, hotels, and unique venues showcased.**



Read through some of our blog posts to learn the ins and outs of venue directories.

## Embrace the Filter

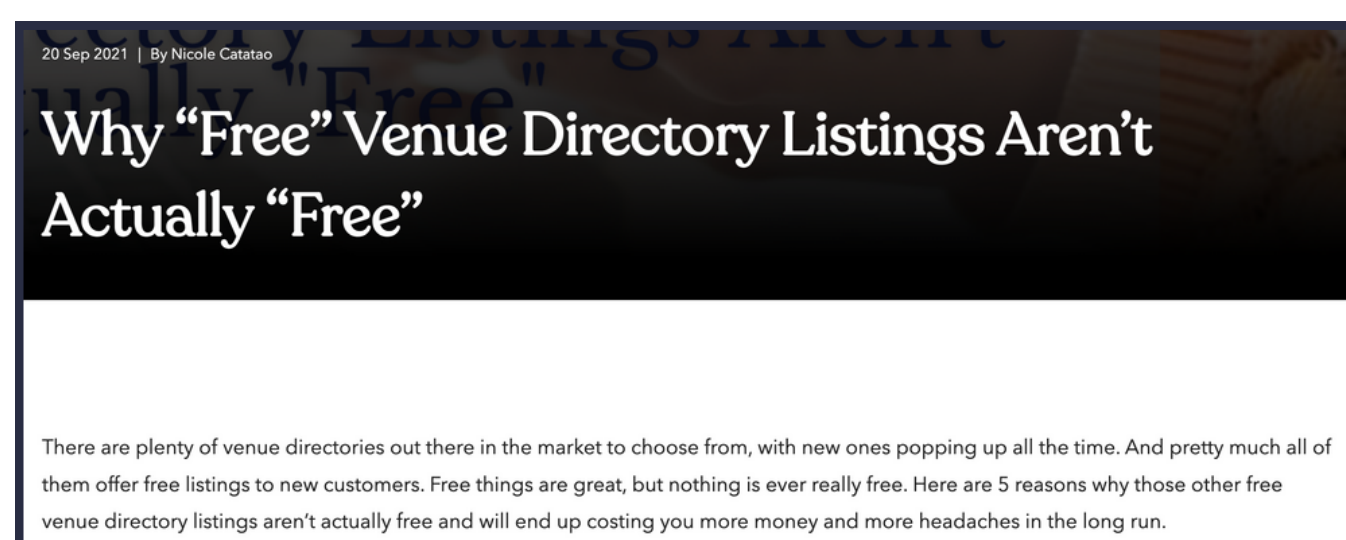
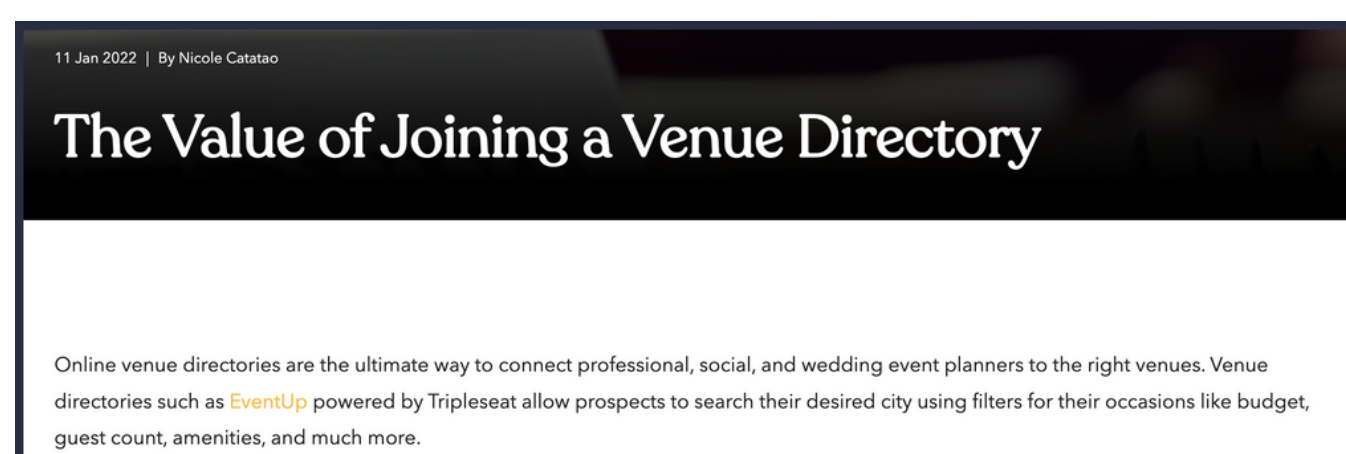
Event planners can narrow down their search for the perfect venue space with the following filters.

### Basic

- Number of Guests
- Standing or Seated
- Event Type
- Distance from Top Cities

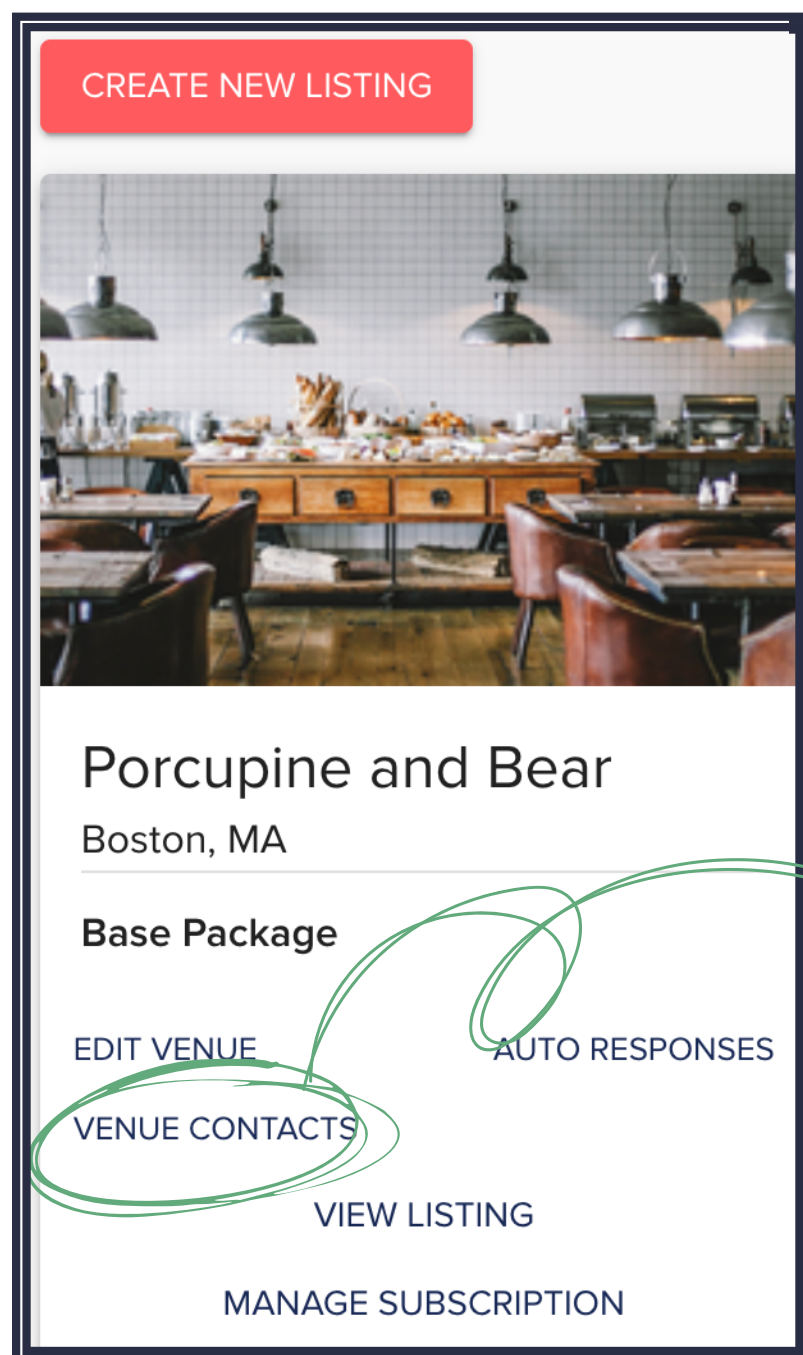
### Advanced

- Neighborhoods
- Amenities
- Venue Type
- Look & Feel
- Budget



## Lesson No. 2: Know your EventUp roles & speak the listing lingo!

With an EventUp listing comes different levels of access and a new set of vocabulary to learn.



### Additional Contacts

Add additional contacts that can receive and reply to quote requests, messages, or availability requests.

Contacts with Admin status can read and reply to all inquiries. Contacts with Staff status will only allow a contact to read inquiries.

**ADD ADDITIONAL CONTACT**

Email  Select Role

Send Notifications

**SAVE** **CANCEL**

## Role Call

**Assign users with tiered access depending on the user's role and needs**

Venue Owner - Primary contact & admin for the listing

- Ability to receive leads
- Ability to edit the listing
- Ability to add new users

Admin - Additional contact with full venue permissions

- Ability to receive leads
- Ability to edit the listing

Staff - Additional contacts with access to venue inbox

- Ability to receive leads

## EventUp Vocabulary

**Impressions:** When your listing appears and is seen by an event planner in search results among other venue listings.

**Page Views:** When your dedicated listing page is viewed by an event planner.

**Quote Request:** An event inquiry your listing receives from an event planner.

**Message Count:** The total number of private messages event planners have sent you.

**Response Rate:** The average percentage of messages you respond to within the EventUp portal.

**Avg. Response Time:** How quickly a venue responds to leads in the EventUp portal.

**Listing Quality:** Overall, can event planners understand your event space enough to confidently submit a quote request?

## Lesson No. 3:

# Edit a listing with ease.


**Update a listing with these simple steps and best practices for what and when to edit.**

- Edit a venue by going to "My Listings" from the "My Account" dropdown menu.
- Listings should be updated every six months or anytime there are changes at the venue, big or small!
- Best Practice: Use AI to help enhance your listing description! [Learn more here.](#)

## What to Update

- Upload, delete, and reorder images
- Listing overview
- Pricing options
- Location address
- Food & beverage choices
- Space
- Availability
- Amenities
- Look and feel

CREATE NEW LISTING



**Porcupine and Bear**  
Boston, MA

Base Package

EDIT VENUE      AUTO RESPONSES

VENUE CONTACTS

VIEW LISTING

MANAGE SUBSCRIPTION

Name and Description

Name  
Porcupine and Bear

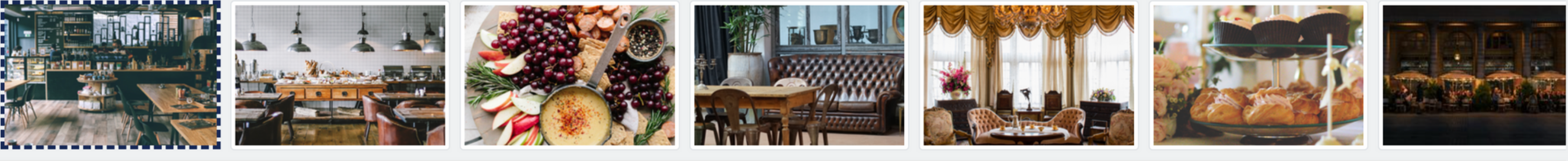
Description

**B I U**   **☰ ☲**   **🔗**

Porcupine and Bear was founded in 2017. We are a multi-generational run family-style restaurant located in the heart of Boston. Our menu is made up of family recipes hailing from Portugal, Ireland, and France. Everything we serve is made from scratch with most meals being made to order. Family recipes include chicken marsala, si pout, queijadas, and Nana Pricilla's lemon meringue pie. Pull up a chair at one of our long tables, grab a carafe of red sangria, and make new friends among the other guests. Kids are welcome in the main dining room where they get their own menu that includes elevated kid-friendly favorites: Corn dogs, mac and cheese, DIY pizza, and more. We offer three private dining spaces: Priscilla's Tea Room, Tony's Lounge, and a full restaurant buyout. We have thrown parties of all sizes and experiences. Host your next anniversary dinner in a romantic candle-lit alcove set for two, or celebrate the joining of two families with a bridal shower in our tea room or a holiday work party in the lounge. Having a larger party? Don't worry — we can accommodate up to 400 people with a full restaurant buyout. Connect with our event manager who will be happy to provide a tour of the spaces and work with you to create an event that exceeds expectations.

Photos

Drag and drop images here to add. Supported image types: JPG, PNG, GIF. Minimum photo size: 960x640. Click and drag photos to rearrange. Single click on images to edit or remove. [Upload images](#)



Update   Cancel

*Need some more resources?*

[Seasonal Checklist](#)

[EventUp Listing Checklist](#)

[Editing a Listing Video](#)

[Edit a Listing Step-by-Step Guide](#)

**Don't forget to update any changes you make, so they save to your listing!**