

ESCAPE

TO THE SOUTHEAST

Submitting Events: There are 3 ways to submit events on EscapeToTheSoutheast.com

- Through the member login
 - Simply login using the member login area
 - Choose “Submit Events” from the menu
 - Choose “add an event”
 - Fill in the form
- Excel Spreadsheet
 - Find directions here: <http://www.EscapeToTheSoutheast.com/Specs/EventDataStructureInstructions.pdf>
 - Find a sample spreadsheet here: <http://www.EscapeToTheSoutheast.com/Specs/EventUploadSampleSpreadsheet.xlsx>
- XML Feed: Providing an XML feed allows us to automate the process of receiving event data for TourTexas.com.
 - We would need a URL to connect to so we could retrieve the XML.
 - The XML feed needs to be in compliance with W3C standards. <http://www.w3.org/standards/xml/>
 - Any special characters in their data need to be escaped or enclosed in CDATA tags. (see http://www.w3schools.com/xml/xml_cdata.asp)
 - XML feeds can be validated via http://www.w3schools.com/xml/xml_validator.asp
 - The XML feed must remain consistent and we need to be notified if it has to be changed.
 - The XML feed **is required** to contain the minimum fields below:
 - Title
 - Start Date
 - End Date
 - Address/Location
 - City
 - State
 - Zip
 - Description
 - The XML feed can also contain the following but aren’t required:
 - Phone
 - Email
 - URL
 - Time
 - Cost
 - Attendance
 - Recurrence

Upload your XML feed URL to: materials.ajrmediagroup.com