



GETTING STARTED GUIDE

OULU EVENT CALENDAR

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Calendar

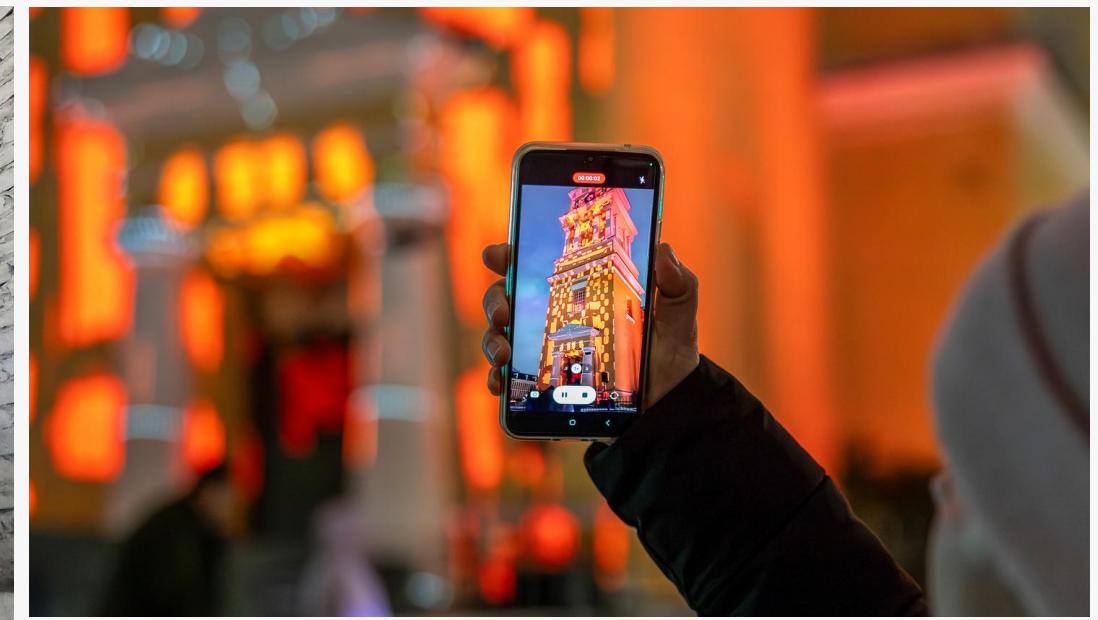
1. Creating a User Account
2. Creating an Event Organizer Profile
3. Creating an Event
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GENERAL INFORMATION ABOUT THE EVENT CALENDAR

In the Oulu Event Calendar, you can publish your event for free—there are no paid promotions. All events are displayed in chronological order, and the administration highlights current themes and weekly event recommendations.

When you add an event, it is automatically translated into English. You can edit the translation if needed after publication. This guide will help you enter your event smoothly and in a way that effectively reaches your audience. The calendar is intended for events taking place in Oulu.



CALENDAR RULES

The calendar is intended for public events held in Oulu.

Events You Can Submit:

- Program-based events, public gatherings, and discussion events
- Both paid and free events

Events That Cannot Be Submitted:

- Business opening hours, promotions, or regular activities without a specific program
- Hobby activities, camps, and courses
- Advisory services or group meetings without a special program
- Marketing for registration periods or ticket sales
- Church services or regular devotional events
- Events and excursions held outside of Oulu

Note! Events added to the Oulu Event Calendar will also automatically appear in the Kaleva calendar, but not vice versa.



HOW TO START USING THE EVENT CALENDAR – 3 STEPS

1. Create a User Account

Register using your email address (e.g., teppo.testaaja@yritys.fi) and set a password.

2. Create an Event Organizer Profile

An event organizer can be a company, association, club, organization, or sole proprietorship. Creating a profile is optional. One user account can manage multiple organizer profiles.

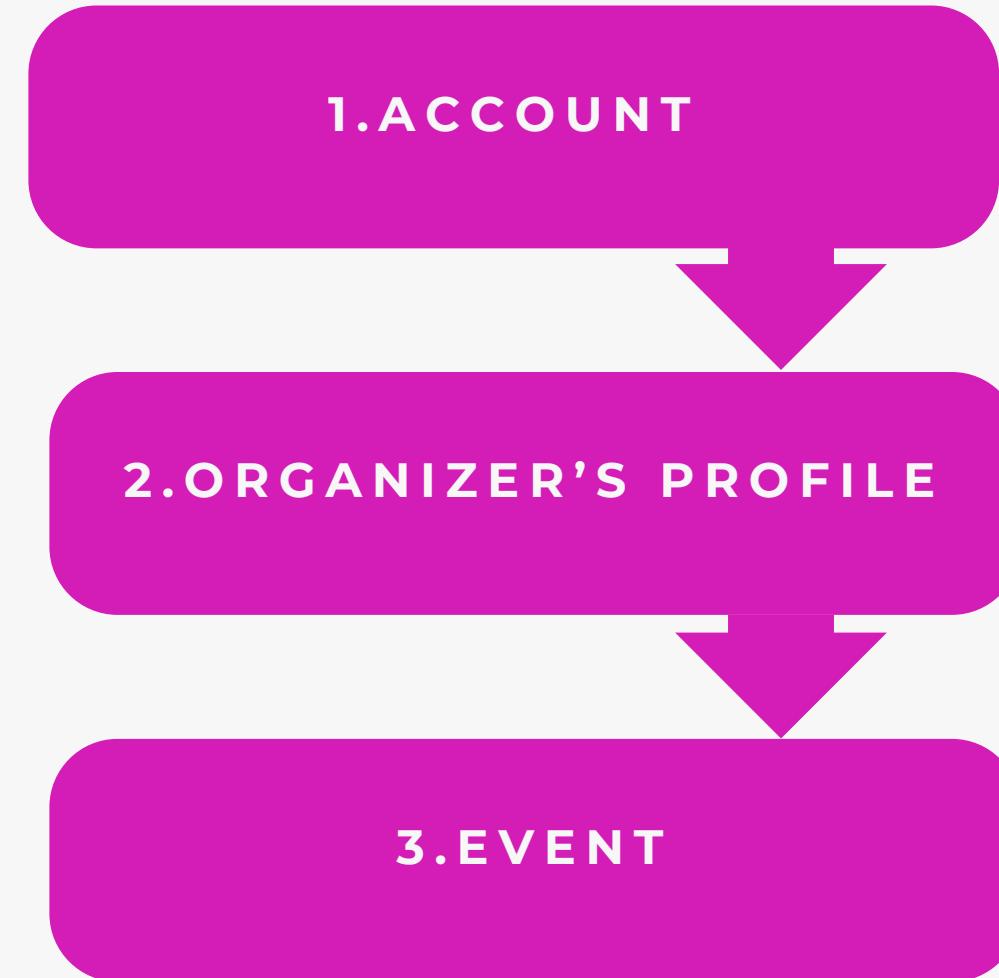
3. Start Creating an Event

Only organizer profiles, such as businesses, associations, and other organizations, can publish events – private individuals cannot. You must create at least one organizer profile before you can start adding events.

1. ACCOUNT

2. ORGANIZER'S PROFILE

3. EVENT



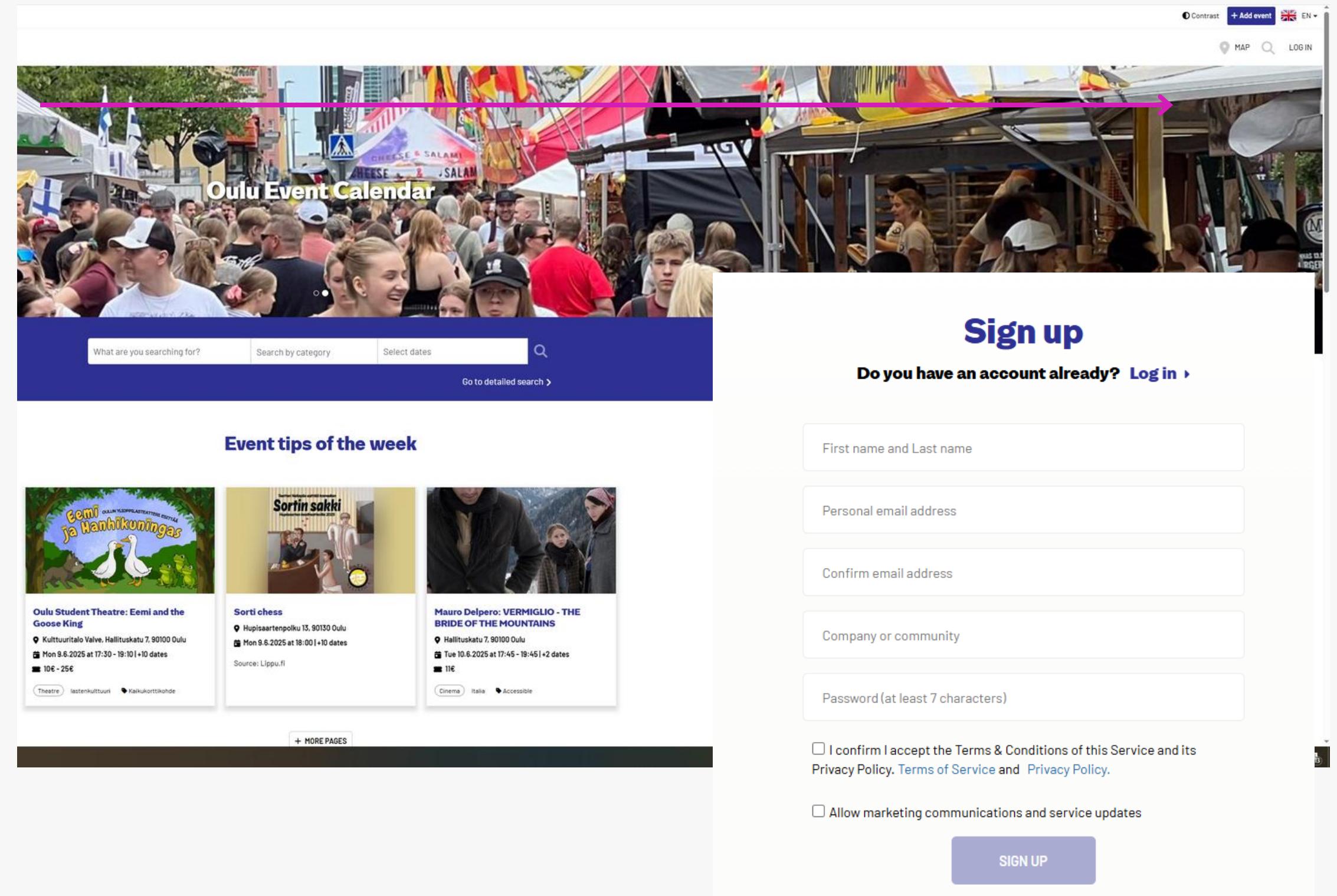
1. CREATING A USER ACCOUNT

Each user has their own account and password. The user account is linked to an email address (e.g., teppo.tester@company.fi), and the user sets their own password.



CREATE YOUR OWN USER ACCOUNT

If you don't have a user account yet, you can create one by clicking the "**+Add event**" button in the top right corner of the event calendar.



The image shows a screenshot of the Oulu Event Calendar website. At the top, there is a navigation bar with links for Contrast, + Add event, MAP, LOGIN, and language selection (EN). A pink arrow points from the text in the left sidebar to the '+ Add event' button in the top right corner of the event calendar image. The main content area features a large photo of a crowded outdoor event with many people and flags. Overlaid on this image is the text "Oulu Event Calendar". Below the image is a search bar with fields for "What are you searching for?", "Search by category", "Select dates", and a search icon. To the right of the search bar, there is a "Sign up" button and a link "Do you have an account already? Log in >". The page also includes a section titled "Event tips of the week" with three event cards: "Oulu Student Theatre: Eemi and the Goose King", "Sorti chess", and "Mauro Delpero: VERMIGLIO - THE BRIDE OF THE MOUNTAINS". On the right side, there is a form for creating a new account, consisting of several input fields: "First name and Last name", "Personal email address", "Confirm email address", "Company or community", and "Password (at least 7 characters)". Below the password field are two checkboxes: "I confirm I accept the Terms & Conditions of this Service and its Privacy Policy. [Terms of Service](#) and [Privacy Policy](#)." and "Allow marketing communications and service updates". At the bottom right is a large "SIGN UP" button.

Oulu Event Calendar

What are you searching for? Search by category Select dates

Go to detailed search >

Event tips of the week

Oulu Student Theatre: Eemi and the Goose King
Kulttuuritalo Valve, Hallituskatu 7, 90100 Oulu
Mon 8.6.2025 at 17:30 - 19:10 | +10 dates
10€ - 25€

Sorti chess
Hupisaartenpolku 13, 90100 Oulu
Mon 8.6.2025 at 18:00 | +10 dates
Source: Lippu.fi

Mauro Delpero: VERMIGLIO - THE BRIDE OF THE MOUNTAINS
Hallituskatu 7, 90100 Oulu
Tue 10.6.2025 at 17:45 - 18:45 | +2 dates
11€

+ MORE PAGES

First name and Last name

Personal email address

Confirm email address

Company or community

Password (at least 7 characters)

I confirm I accept the Terms & Conditions of this Service and its Privacy Policy. [Terms of Service](#) and [Privacy Policy](#).

Allow marketing communications and service updates

SIGN UP

2. CREATING AN EVENT ORGANIZER PROFILE

After creating a user account, the next step is to create an organizer profile. Creating a profile is optional.

The organizer profile represents the entity under whose name events are published. This can be a company, association, club, organization, self-employed business, or event venue.

One user account can manage multiple organizer profiles. For example, if you represent multiple clubs or associations, you can create a separate profile for each. It is recommended to create an organizer profile immediately after setting up your user account to ensure a smooth event submission process.



CREATE AN EVENT ORGANIZER PROFILE 1/7

Organizer Description

- The short description (max. 200 characters) is a concise introduction to the organizer, appearing in event listings, Google search results, and social media highlights. You can add it now or later in the profile settings.
- The long description provides a more detailed introduction and is displayed alongside profile information in the event calendar. You can include details such as the types of events you organize and the purpose of your activities.

Create profile

↓ Default language

EN

Manage languages

Organizer name

Organizer name

Short description

- ❶ To optimise your Page content for different purposes we need a short and precise description of your content. For example; social media share previews, search engine results, etc. Keep the length to 200 characters.
- Write a short description for marketing purposes now
- Skip for now, I will write a short description later

Short description

Long description

- ❶ Long description for organizer

Normal • B I U ≡ % ≡

Insert text here ...

Continue

Progress

15%

CREATE AN EVENT ORGANIZER PROFILE 2/7

Hashtags, Tags, Keywords

Add relevant keywords to help your organizer profile be easily found in the event calendar. Suitable tags could include event types, themes, or location.

Tip: Choose your hashtags carefully to ensure participants can find your profile easily. Use only a few essential tags.

Where do you want your page to be displayed? ?

Event organizers

Libraries Clubs and Restaurants Companies and associations Producers

Additional topics

Raatin urheilukeskus

Add your own hashtags ?

ⓘ Carefully describe the hashtags associated with your page. Please, do not use more than four key words.

Default language

EN

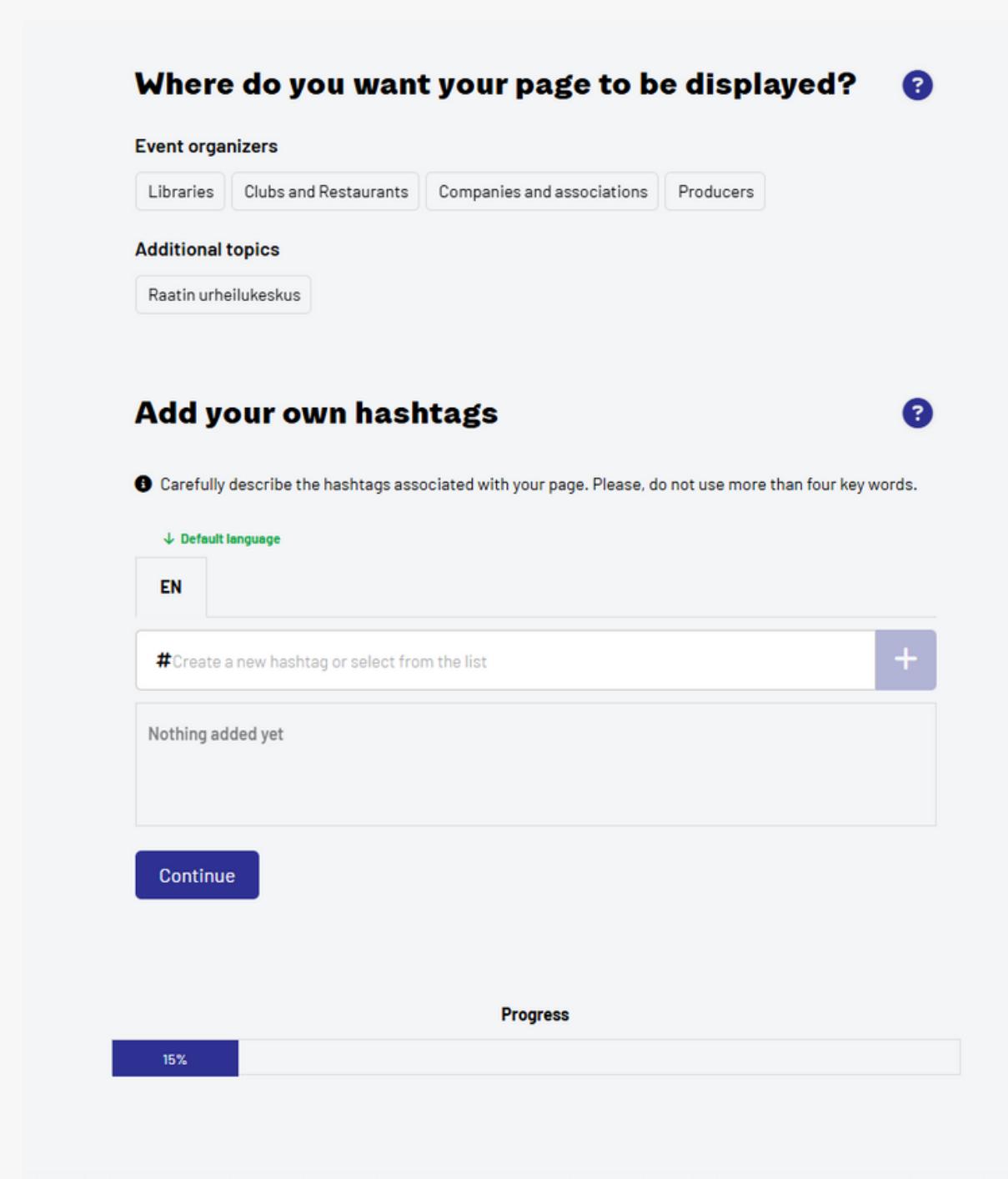
Create a new hashtag or select from the list +

Nothing added yet

Continue

Progress

15%



CREATE AN EVENT ORGANIZER PROFILE 3/7

Address Information

- Enter the organizer's address in the search bar so the location appears on the map. Make sure the map location is correct—if the pin is not in the desired position, move it by double-clicking at the correct point.
- If the organizer does not have a physical location or if you prefer not to display it, select 'Do not show on the map'.
- You can customize how the address is displayed in the 'Display address as' field. This is the format that will be visible to users in the organizer profile.

Address information ?

Search and select a place from the drop-down list. You may adjust the location on map by clicking the map. Finally write the display format for the address for all languages you are using

Show on map Do not show on a map

Oulu 10

Oulu 10

Display address in format: EN Required

Oulu 10

Address information ?

Search and select a place from the drop-down list. You may adjust the location on map by clicking the map. Finally write the display format for the address for all languages you are using

Show on map Do not show on a map

Torikatu 10, 90100 Oulu

Map **Satellite**



Torikatu 10, 90100 Oulu

Display address in format: EN Required

Torikatu 10, 90100 Oulu

Continue

Progress: 25%

Continue

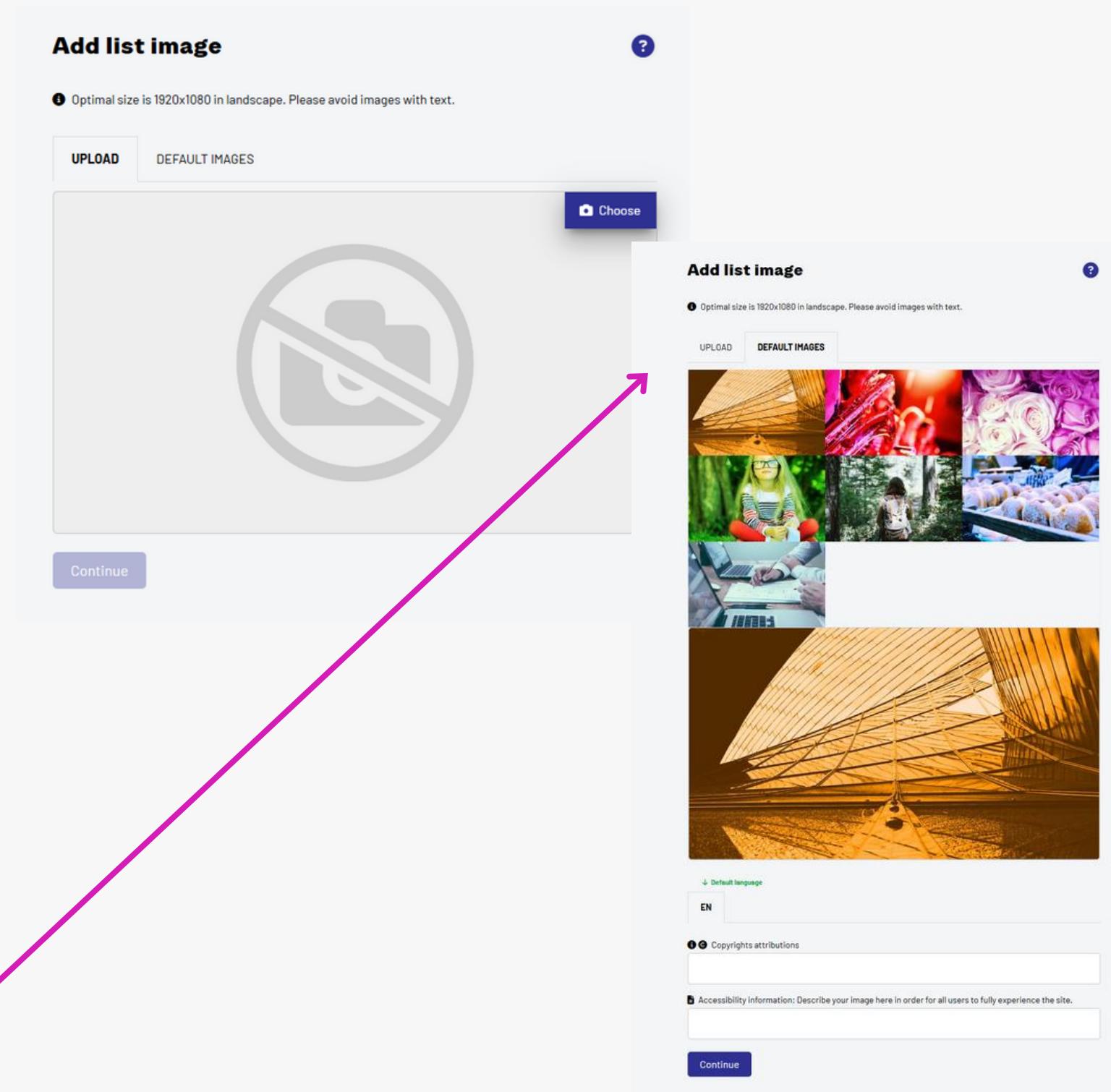
A large pink arrow points from the 'Address information' section on the left to the 'Address information' section on the right, indicating the flow of the process.

CREATE AN EVENT ORGANIZER PROFILE 4/7

List Image

Add a list image by clicking Select. The optimal size is 1920 x 1080 px, but other landscape-oriented images are also acceptable. Please note that larger images may be cropped. The list image appears in listings and search results, so choose a clear and recognizable image that represents your organizer or event well, even in a small size.

- If the image has copyright information, add it to the Copyright Information field.
- **Accessibility details** are recommended for screen readers—describe what you want the screen reader to convey about the image. These details will not be visible on the profile page
- If you don't have a suitable image, you can use a default image from the image bank.



CREATE AN EVENT ORGANIZER PROFILE 5/7

Cover Image and Logo

Add a cover image and logo to give your profile a unique and recognizable look. You can also upload them later in the profile settings.

- If the cover image has copyright information, enter it in the Copyright Details field.
- For accessibility purposes, provide a short text description of the cover image for screen readers (recommended), similar to the list image description.

These elements help make your profile visually appealing and accessible to all users.

Add cover image

 Cover image makes your Profile look great. The optimal image size is 1920X550 (landscape). You may also add your logo to your cover page.

I will upload a cover image later I want to use a cover image



 Default language

EN

  Copyrights attributions

 Accessibility information: Describe your image here in order for all users to fully experience the site.

Continue

CREATE AN EVENT ORGANIZER PROFILE 6/7

Contact Information and Links for the Organizer Profile

- Add contact details (optional) – These will be visible to users.
- Add social media links (optional) – Choose which platforms you want to display on your profile.

Add other optional links:

- Enter a name for the link, such as Website or Ticket Sales.
- Copy the web address into the URL field and save the link by clicking the mouse or pressing any key on your keyboard.
- You can add as many links as needed.

Contact information

Email
email@example.com

Phone
+358 44 555 5555

Links to homepage and social media

Homepage
www...

Facebook page
www...

Twitter account
www...

Instagram account
www...

Youtube channel
www...

LinkedIn page
www...

Links to your other www-sites

These are additional links to, for example, your homepage, reservation or booking system etc. To add a link, type in the name you wish to use on the button, such as "Homepage", add a full link below and click on "+" to add.

Default language
EN

Name of button e.g. "Homepage", "Website", "Book tickets" etc
Type link here. Start with https://www...

Continue

CREATE AN EVENT ORGANIZER PROFILE 7/7

Publishing or Saving the Organizer Profile

- Publish the profile by selecting "Publish", making it visible to other users.
- Save as a draft if you want to review or edit the profile before publishing.
- You can also set a scheduled publication date, allowing the profile to be published automatically at your chosen time.

Publishing

Publish immediately Set publishing date

I accept the Terms and Conditions of this service and confirm I have the right to publish this content. I confirm content complies with legal and ethical requirements and does not infringe on any copyrights. To finish click on "Create Page". After you create the page click on "Enable Edit Mode" on top right to start adding additional text by utilising "New Page Object" button. For detailed instructions please see our user guide. Read our Terms of Use on the page: [Terms](#)

[Publish](#) [Save as draft](#)

Progress

100%

Note: A draft is not publicly visible. You can return to edit it later in the organizer profile settings.

CREATING AN EVENT



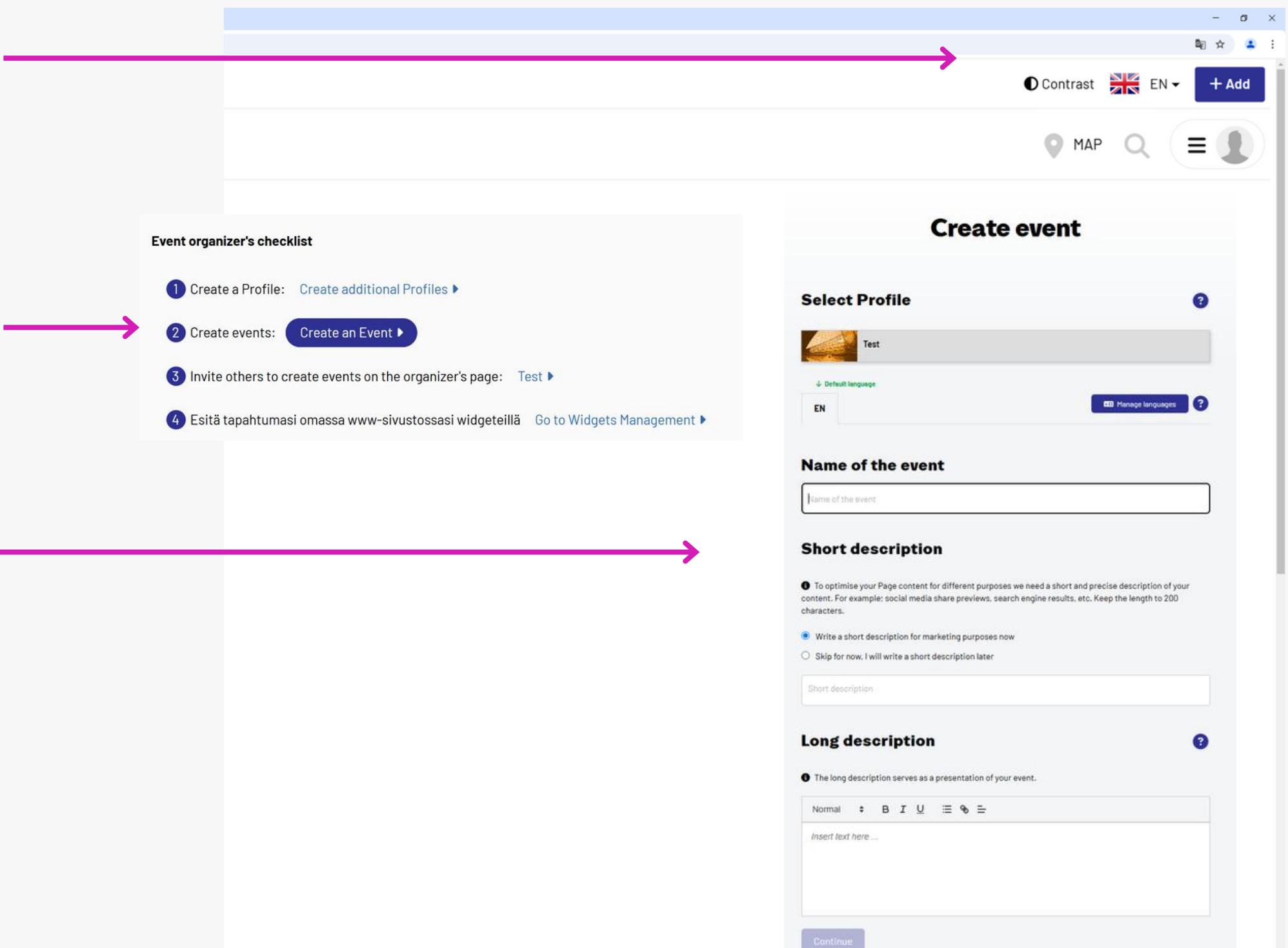
CREATE AN EVENT 1/6

Start creating an event by clicking the "+Add" button in the top right corner and selecting the event organizer profile under which you want to publish the event listing.

Alternatively, you can create an event from the organizer's checklist."

Enter the event details

- Provide clear and essential information about the event, including: Start time, Door opening time, Age restriction (e.g., 18+), Alcohol service (if applicable)
- These details help participants better prepare for the event.



The screenshot shows the 'Create event' process. It starts with a 'Select Profile' step where a profile named 'Test' is chosen. The next step is 'Name of the event', which is currently empty. Below it is a 'Short description' section with a note about optimising content for social media and search engines, and two radio button options: 'Write a short description for marketing purposes now' (selected) and 'Skip for now, I will write a short description later'. The final step shown is 'Long description', which is a rich text editor with a placeholder 'Insert text here...'. A 'Continue' button is at the bottom right of this section.

CREATE AN EVENT 2/6

Add Hashtags for the Event

Select at least one hashtag for your event. You can choose multiple, but only select those that best describe the event.

- The first selected hashtag (Position 1) will be visible in the list view of search results, while others remain hidden.
- Some hashtags may have additional subcategories under "Other site topics"—select relevant ones if needed.
- You can also add your own hashtags, but choose only a few essential ones to ensure the event is easily found.

Where do you want your page to be displayed? ?

Events

The targeting is limited. 0 / 3

Theatre Music Cinema Dance Literature Handicraft and Design

Recreation and sports Fairs and Markets Neighbourhood events Museums and Exhibitions

Nature and Well-being Excursions, Guided tours, Activities Food and Drink Virtual events

Meetings and Congresses Lectures and Discussions Other Events Spiritual events

Event organizers

Libraries Clubs and Restaurants

What's on

Lumo Light Festival Oulu 2024 Events during Tierna Season

Independence Day and Its Eve, December 5–6, 2024 Oulu Park Picnics Oulu Days 6–8 SEPT. 2024

New Year Night of the Arts 17.8.2023

Additional topics

Valve events Valveen kaupunginosatapahtumat

Target / age groups ?

• Please, do not select all target groups for your content.

The targeting is limited. 0 / 2

Students Seniors Adults Young people Children and families

Additional information ?

Virtual Accessible Free of charge Kaikukorttikohde

Add your own hashtags ?

• Carefully describe the hashtags associated with your page. Please, do not use more than four key words.

↓ Default language

EN

#Create a new hashtag or select from the list +

Nothing added yet

Continue

CREATE AN EVENT 3/6

Add Event Location

Select the event location if it has a physical venue or is a hybrid event. You can search for a location from the directory or manually enter an address. Add multiple locations, if necessary. Include a live stream link if the event is a hybrid or virtual event.

Event locations

The event has a location The event is virtual or does not have a location

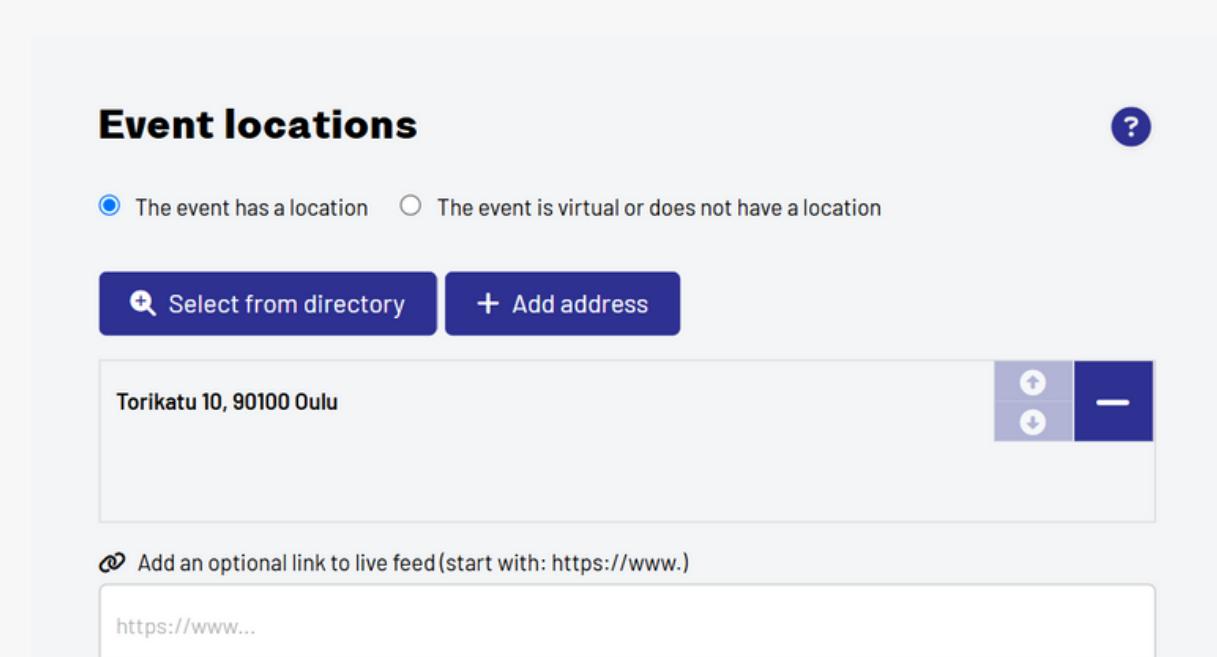
[Select from directory](#) [+ Add address](#)

Torikatu 10, 90100 Oulu

[Add](#) [-](#)

[Add an optional link to live feed \(start with: https://www.\)](#)

https://www...



Add Event Time

- If the event has one or more individual occurrences, select "The event has specific dates and times."
- Enter the start and end time for the event. If the event has multiple dates, click "Add event time" to include additional occurrences.

Event dates

Event takes place on specific dates & times Event has a set schedule

[Define event dates](#)

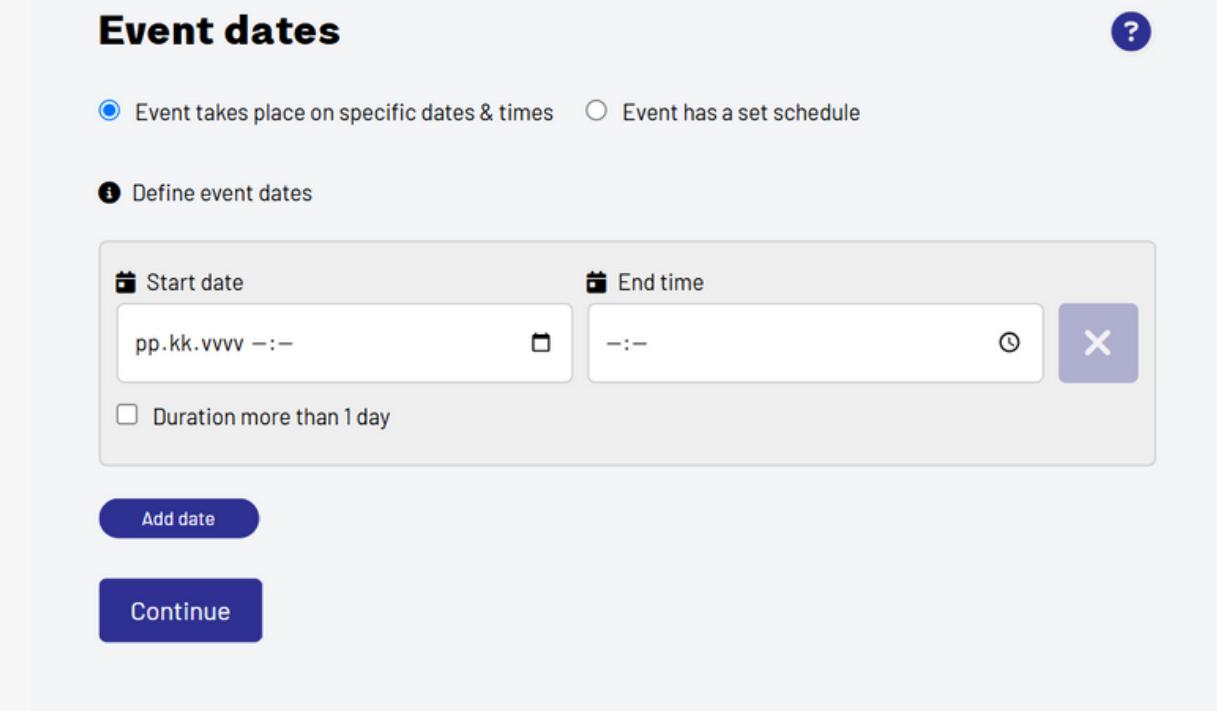
Start date **End time**

pp.kk.vvvv --:--

Duration more than 1 day

[Add date](#)

[Continue](#)



CREATE AN EVENT 4/6

Creating a Weekly Event Calendar

A weekly calendar is recommended for long-term events that occur on the same days and times each week or for organizers with regular opening hours.

Set the Weekly Calendar Period:

1. Select the time period for the weekly schedule.
2. Click the "+Add to weekly calendar" button.

Add Weekly Calendar Details:

3. Select the day(s) of the week and time(s).
4. Choose the event location.
5. Enter any exceptions or additional details in the Additional Info field.
6. Click the "+Add to weekly calendar" button.

Repeat the process to add more days and times—you can also include multiple time slots for the same day.

Event dates

Event takes place on specific dates & times Event has a set schedule

Event schedule starts: pp. kk. vvvv Event schedule ends: pp. kk. vvvv

Define schedule

+ Create new entry

Schedule is not defined yet

Continue

Event takes place on specific dates & times Event has a set schedule

Event schedule starts: pp. kk. vvvv Event schedule ends: pp. kk. vvvv

Define schedule

+ Create new entry

Create new entry

Day of week: Select day of week Time: -:- -:-

Location: Torikatu 10, 90100 Oulu

Additional info:

Create new entry

CREATE AN EVENT 5/6

Ticket Purchase / Registration

You can add a ticket sales or registration page link, along with pricing details.

Additionally, upload a list image, which will be displayed in search results and site listings.

- **Optimal image size:** 1920x1080 px (landscape).
- If you don't have a suitable image, you can select a **default image** from the media bank.

Purchasing tickets / sign up

Purchase tickets
www...

Sign up
www...

Define publishing date and time for the links

Price

There is no price information Define price information

Continue

Add list image

Optimal size is 1920x1080 in landscape. Please avoid images with text.

UPLOAD DEFAULT IMAGES

Choose



Continue

CREATE AN EVENT 6/6

Creating an Event – Contact Information and Links

When creating an event, the organizer profile's contact details and social media links are automatically copied. However, you can edit them for each event without affecting the original profile information.

Other links, such as the ticket sales page, are not copied automatically, as they are usually event-specific.

Saving and Publishing

- A published event will be visible in the public calendar.
- A draft event remains private and can be found under the "My Pages" section.

The screenshot shows the 'Contact information' and 'Links to homepage and social media' sections of the event creation form. The 'Contact information' section includes fields for Email (email@example.com) and Phone (+358 44 555 5555). The 'Links to homepage and social media' section includes fields for Homepage, Facebook page, Twitter account, Instagram account, YouTube channel, and LinkedIn page, all with placeholder 'www...'. A 'Continue' button is at the bottom. To the right, the 'Links to your other www-sites' section is shown, with a note about adding additional links. The 'Publishing' section at the bottom has 'Publish immediately' selected, a terms and conditions checkbox, and 'Publish' and 'Save as draft' buttons. A progress bar at the bottom right shows 100% completion.

Contact information

Email: email@example.com

Phone: +358 44 555 5555

Links to homepage and social media

Homepage: www...

Facebook page: www...

Twitter account: www...

Instagram account: www...

YouTube channel: www...

LinkedIn page: www...

Links to your other www-sites

These are additional links to, for example, your homepage, reservation or booking system etc. To add a link, type in the name you wish to use on the button, such as "Homepage", add a full link below and click on "+" to add.

Publishing

Publish immediately Set publishing date

I accept the Terms and Conditions of this service and confirm I have the right to publish this content. I confirm content complies with legal and ethical requirements and does not infringe on any copyrights. To finish click on "Create Page". After you create the page click on "Enable Edit Mode" on top right to start adding additional text by utilising "New Page Object" button. For detailed instructions please see our user guide. Read our Terms of Use on the page: [Terms](#)

Progress

100%

EDITING THE EVENT AFTERWARDS

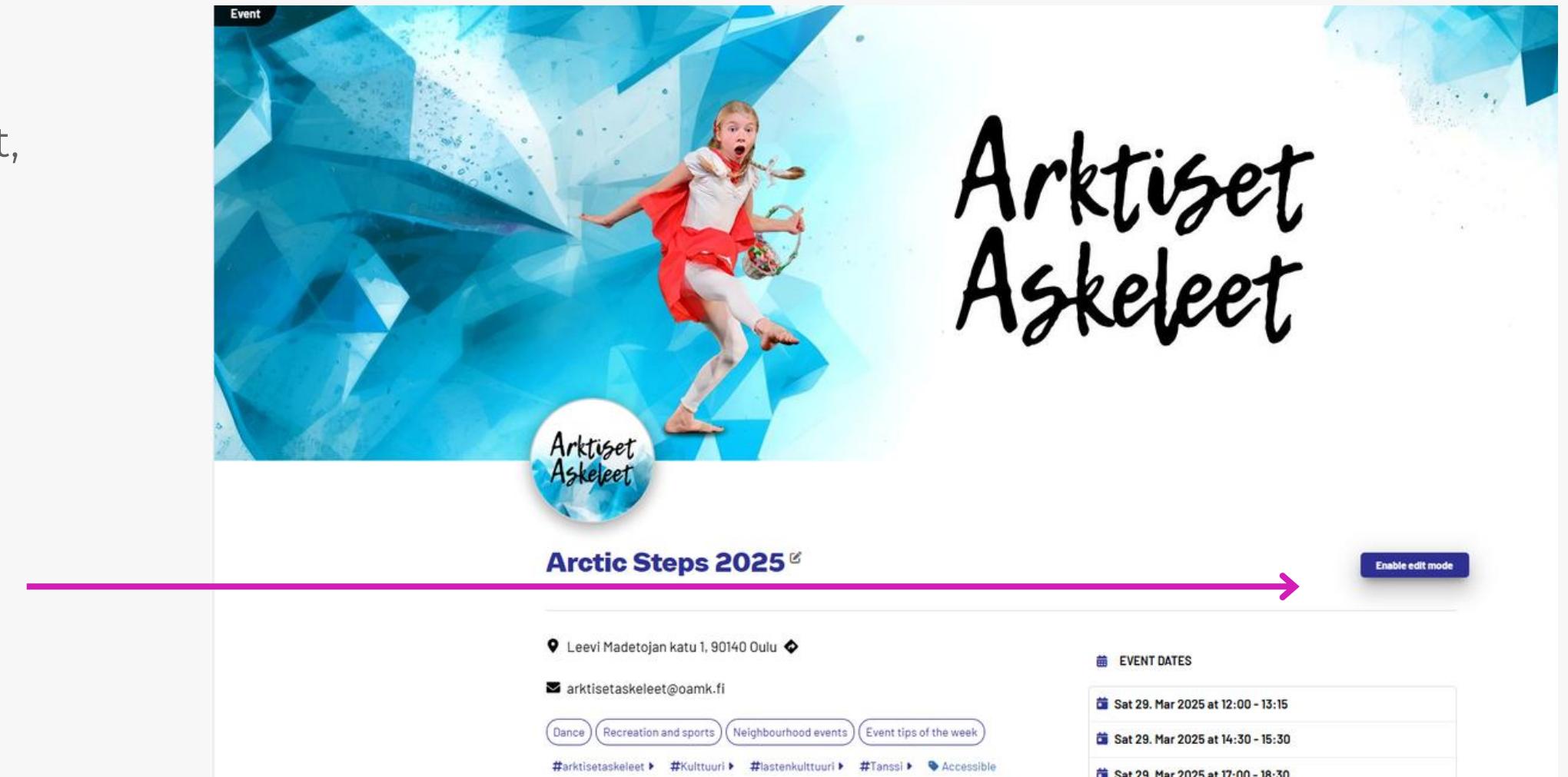


EDITING THE EVENT AFTERWARDS

If you want to edit your event afterwards, for example, to replace the event's cover image instead of editing it, follow these steps:

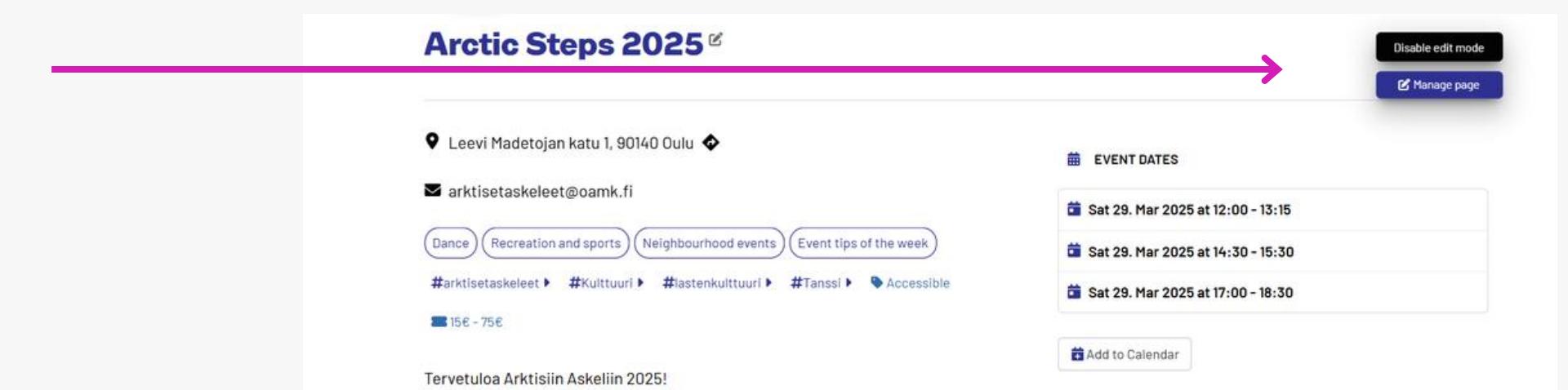
1. Enter Edit Mode

Click the "Enter edit mode" button in the blue bar.



2. Open Site Settings

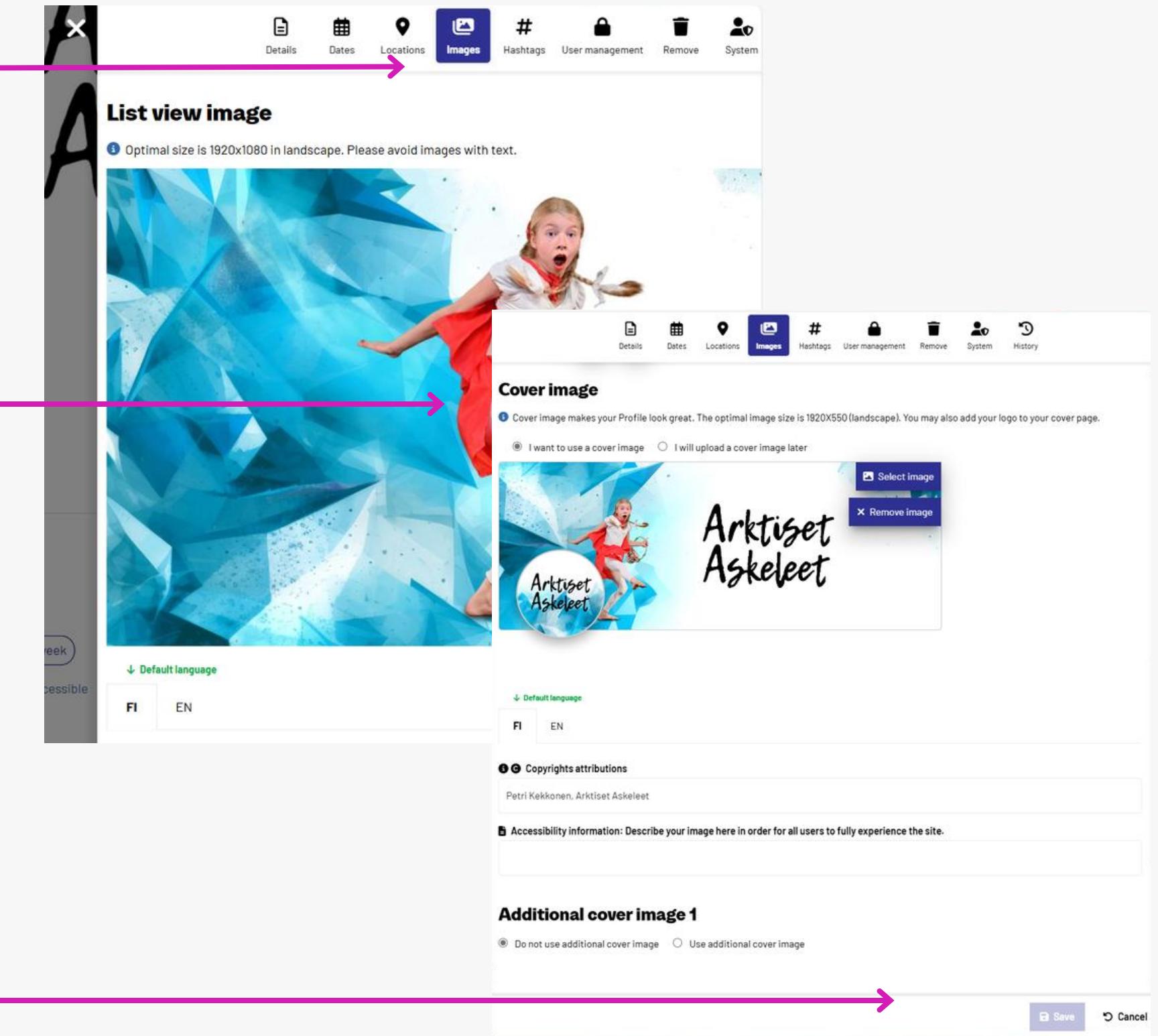
Select "Manage page" from the menu.



EDITING THE EVENT AFTERWARDS

3. Go to Image Settings

At the top of the Settings page, you'll see a "Images" heading. Clicking this heading allows you to change the image.



5. Finally save the changes

5. COPYING A RECURRING EVENT



5. COPYING A RECURRING EVENT

You can easily create a new event by copying a previous one – this is especially handy for events that take place every year.

1. Open the past event you want to copy and switch to edit mode.
2. Select “Copy page” from the top menu.
3. The site will open an edit window pre-filled with the previous event’s details. Update the information for the new event (e.g. date, programme, images).

Please note: It’s recommended to create a new event by copying rather than editing an old one. The calendar’s automatic translation tool does not update changes made to an already published event, which may cause translation errors.

The screenshot shows a website interface for event management. At the top, there is a navigation bar with links: 'Mun Oulu -kaupunkimedia', 'Oulun tapahtumapalvelut', and 'Instructions for organizers'. Below the navigation is a purple banner with the text 'Oulussa tapahtuu'. The main menu includes 'EVENTS', 'DISTRICTS', 'EVENT ORGANIZERS', 'AUDIENCE GROUPS', and 'WHAT'S ON'. A black bar at the bottom of the menu area contains the text 'This Page is published.' with a radio button, a 'Hide' button, and a 'Copy page' button. A pink arrow points from the 'Copy page' button to a callout box. The callout box is titled 'Tapahtuman tyyppi' and contains the following text: 'As a site admin/moderator, you can create main events to which other event organizers can link their own events.' It includes two radio button options: 'Tämä tapahtuma on tavallinen tapahtuma' (selected) and 'Tämä tapahtuma on kattotapahtuma'. Another pink arrow points from the 'Tapahtuman tyyppi' box to a 'Select Profile' section. The 'Select Profile' section has a dropdown menu with the placeholder '– Select organizer from the list –' and a 'Continue' button. A question mark icon is located in the top right corner of the 'Select Profile' section.



THANK YOU

OULU EVENT SERVICES