



GETTING STARTED GUIDE

OULU EVENT CALENDAR

CONTENTS:

General Information about the Event Calendar

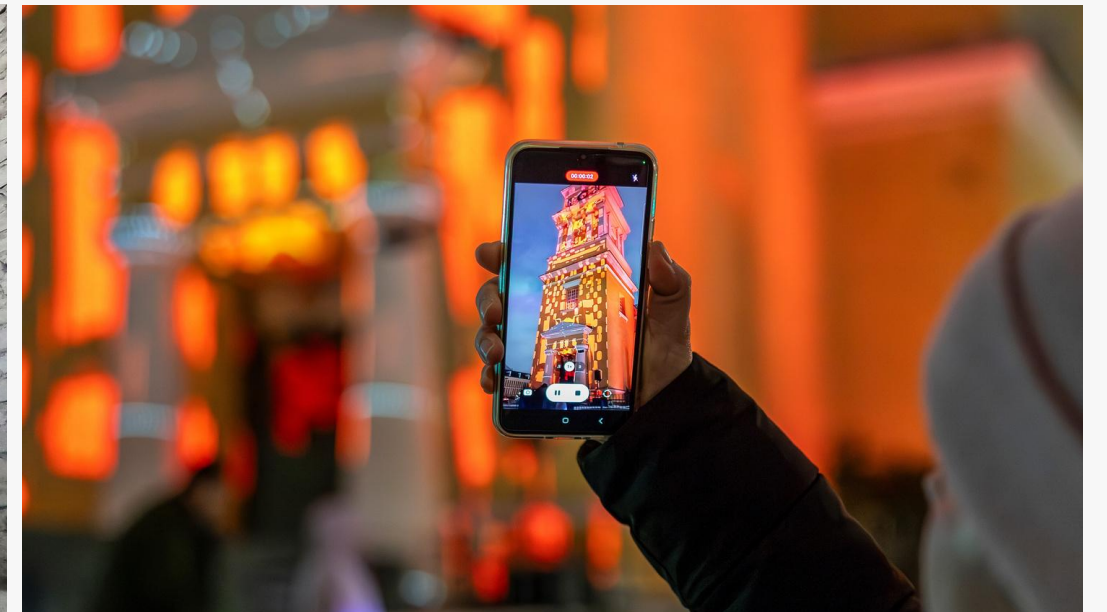
1. Creating a User Account
2. Creating an Event Organizer Profile
3. Creating an Event
4. Editing the Event Afterwards
5. Copying a recurring event



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

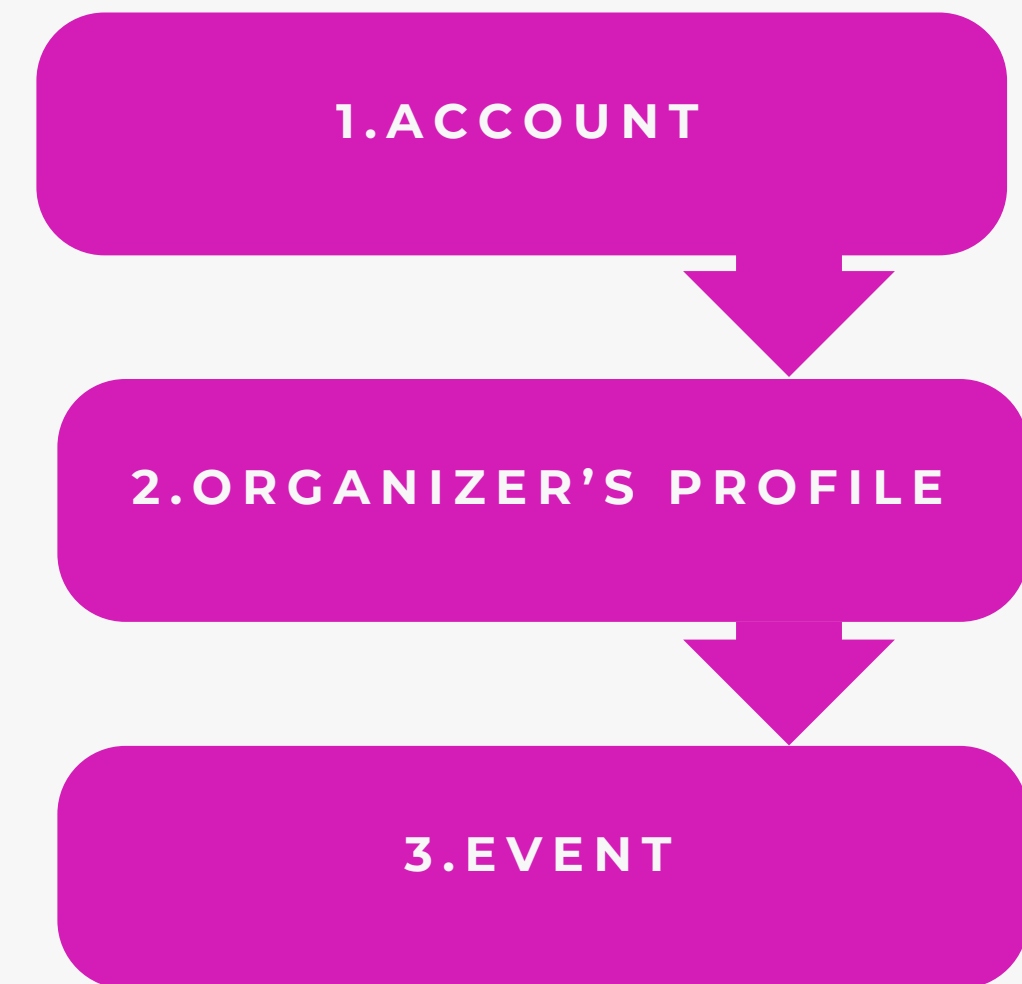
Register using your email address (e.g., teppo.testaaja@yritys.fi) and set a password.

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. CREATING A USER ACCOUNT

Each user has their own account and password. The user account is linked to an email address (e.g., teppo.test@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.

Contrast

+ Add event

EN

MAP

LOGIN

Oulu Event Calendar

What are you searching for?

Search by category

Select dates

Go to detailed search >

Event tips of the week

Eemi ja Hanhikuningas

Oulun kaupunginteatteri esittää

Oulu Student Theatre: Eemi and the Goose King

Kulttuuritalo Valve, Hallituskatu 7, 90100 Oulu

Mon 9.6.2025 at 17:30 - 19:10 | +10 dates

10€ - 25€

Theatre

lastenkulttuuri

Kaikkokorttikohde

Sortin sakki

Sortin sakki

Sorti chess

Hupisaartenpolku 13, 90130 Oulu

Mon 9.6.2025 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 - 19:45 | +2 dates

11€

Cinema

Italia

Accessible

+ MORE PAGES

Sign up

Do you have an account already? [Login](#)

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

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?

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

Display address in format: | [EN](#) | [Required](#)

Continue


Progress

25%

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

Display address in format: | [EN](#) | [Required](#)

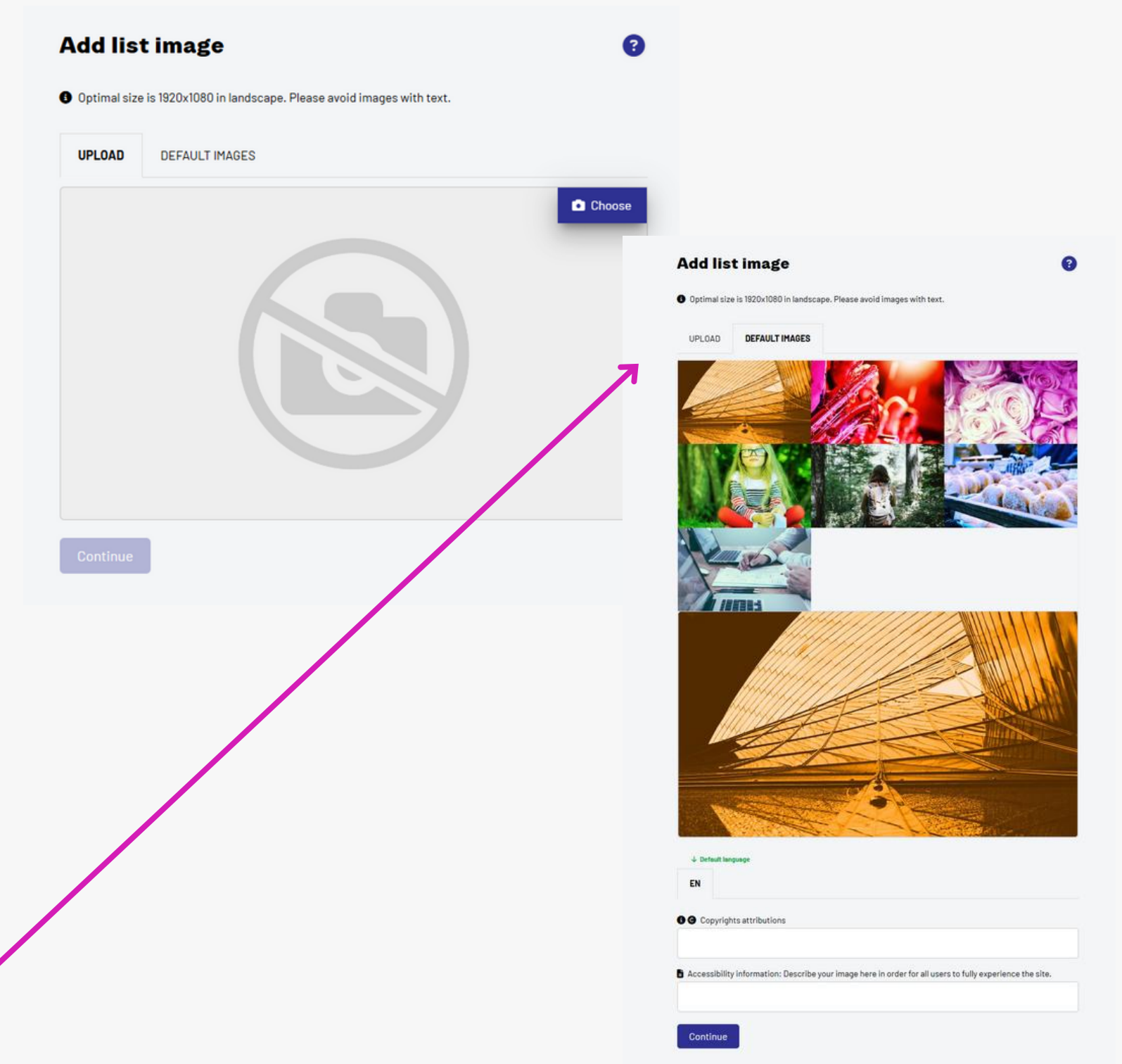
Continue

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.



Add list image ?

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

UPLOAD DEFAULT IMAGES

Choose

Continue

Add list image ?

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

UPLOAD DEFAULT IMAGES

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 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 ?

i 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

Choose

↓ Default language

EN

i **cc** Copyrights attributions

i 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.

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

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](#)

PublishSave as draft

Progress

100%

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 a web application interface for creating an event. A magenta arrow points from the text 'Start creating an event by clicking the "+Add" button...' to the '+ Add' button in the top right corner of the browser window. Another magenta arrow points from the text 'Alternatively, you can create an event from the organizer's checklist.'" to the 'Create an Event' button in the 'Event organizer's checklist' panel. A third magenta arrow points from the text 'Enter the event details' to the 'Create event' form on the right.

Event organizer's checklist

- 1 Create a Profile: [Create additional Profiles ▶](#)
- 2 Create events: [Create an Event ▶](#)
- 3 Invite others to create events on the organizer's page: [Test ▶](#)
- 4 Esitä tapahtumasi omassa www-sivustossasi widgeiteillä [Go to Widgets Management ▶](#)

Create event

Select Profile

Test

Default language

EN [Manage languages ?](#)

Name of the event

Short description

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

Long description

The long description serves as a presentation of your event.

Normal **B I U**

[Continue](#)

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.

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 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 an optional link to live feed (start with: https://www.)

https://www...

Event dates

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

📅 Start date

pp.kk.vvvv --:--

📅 End time

--:--

⌛

✕

☐ 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.

The image shows a two-part screenshot of a web form for creating an event. The top part is the 'Event dates' section, which has a title and a help icon. It contains two radio buttons: 'Event takes place on specific dates & times' (unselected) and 'Event has a set schedule' (selected and circled in pink). Below these are two date pickers labeled 'Event schedule starts' and 'Event schedule ends', both showing 'pp.kk.vvvv'. A 'Define schedule' section follows, with a 'Schedule is not defined yet' message and a 'Continue' button. A '+ Create new entry' button is also present. The bottom part of the image shows the 'Create new entry' modal open over the same form. The modal has a title, a close button, and fields for 'Day of week' (a dropdown), 'Time' (two time pickers), 'Location' (a text field with 'Torikatu 10, 90100 Oulu'), and 'Additional info' (a text area). A 'Create new entry' button is at the bottom right of the modal.

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.

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...

Continue

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...

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%

EDITING THE EVENT AFTERWARDS



EDITING THE EVENT AFTERWARDS

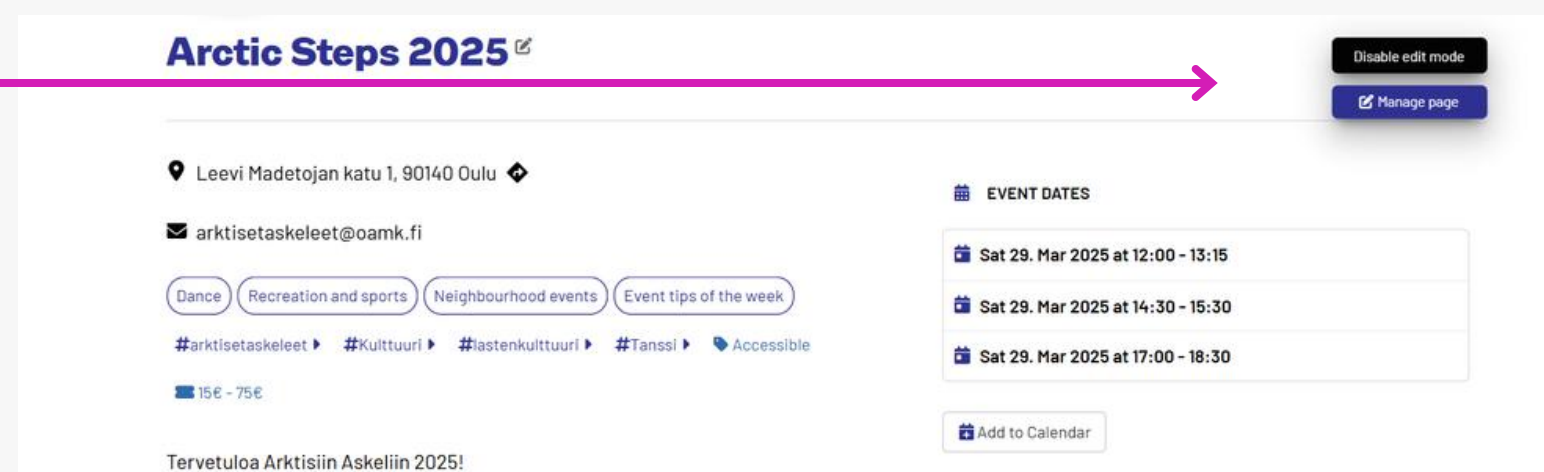
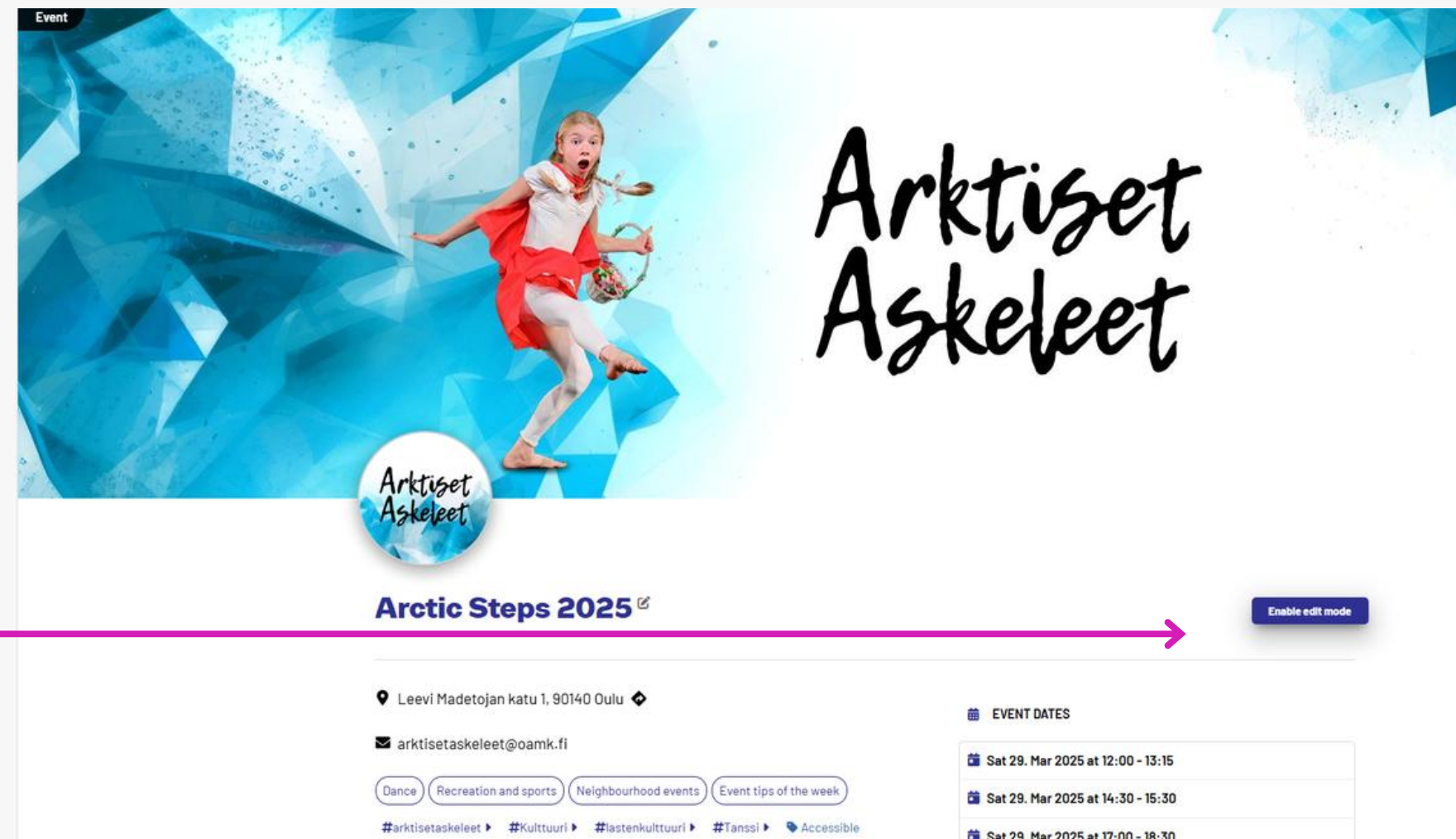
If you want to edit your event afterwards, for example, to replace the event's cover image instead of editing it, follow these steps:

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

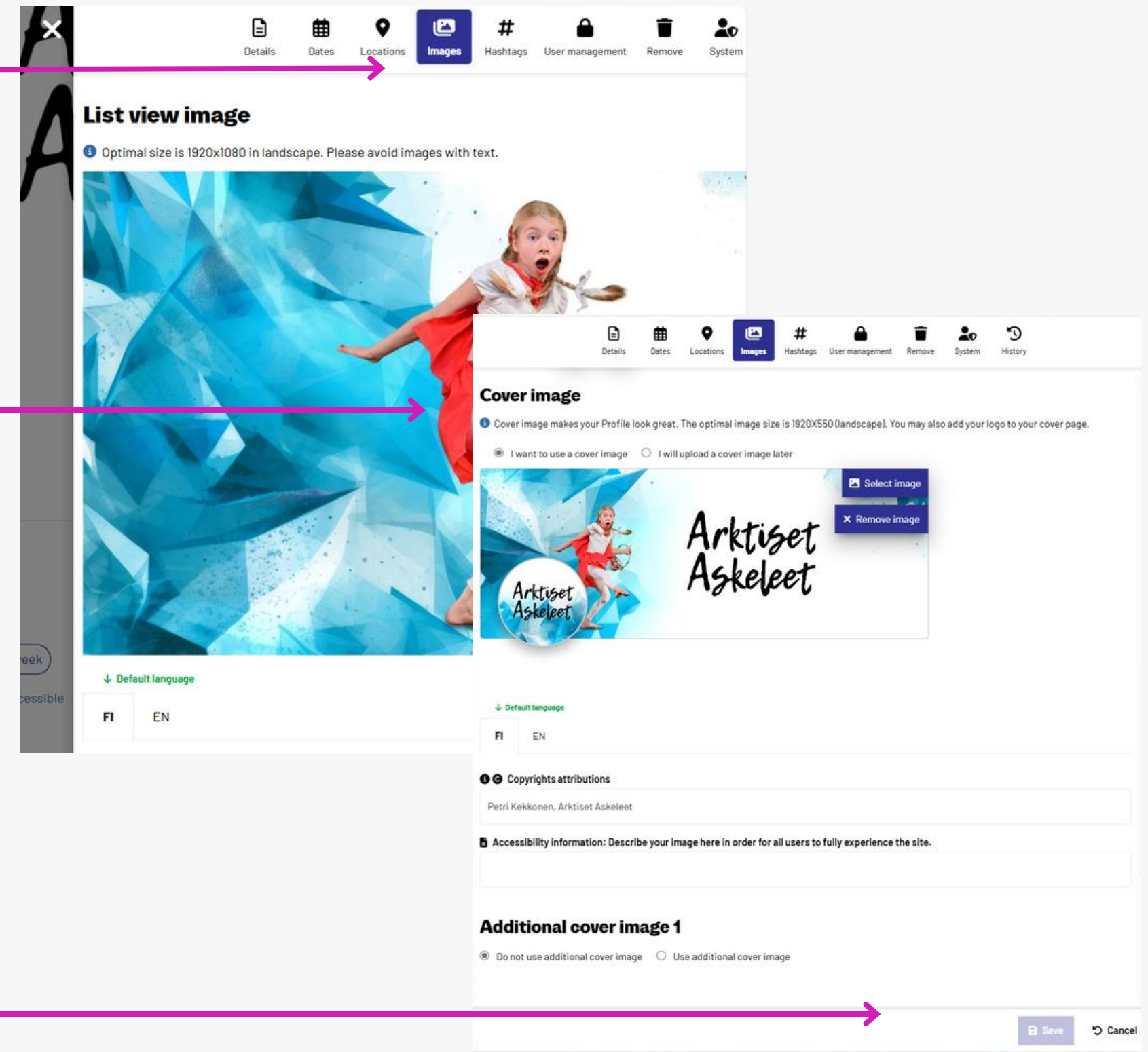
At the top of the Settings page, you'll see a "Images" heading. Clicking this heading allows you to change the image.

4. Choose the Correct Image

Note that the order of images in the list is as follows:

- List Image (first)
- Logo
- Cover Image (last in the list)

5. Finally save the changes



5. COPYING A RECURRING EVENT

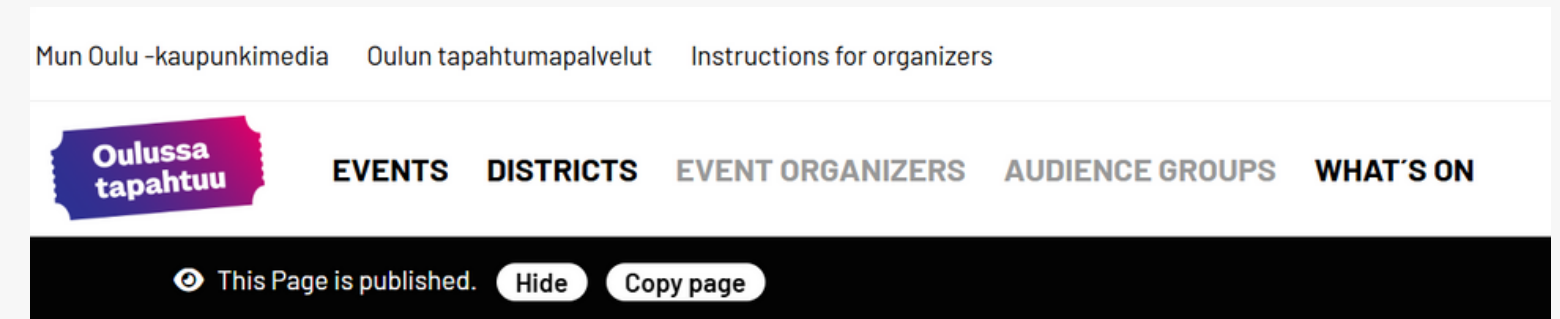


5. COPYING A RECURRING EVENT

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.





THANK YOU

OULU EVENT SERVICES