

VENUE

REGISTRATION

ROCK
CYPRUS



ROCKCYPRUS.ORG

INTRODUCTION

RockCyprus aims to build a central interaction point for the rock community on the island.

We unite rock music enthusiasts and create a central point of communication and a hub of the rock souls in Cyprus.

To be able to bring out the best of what you have to offer, in the following pages we have listed the options and guidelines for what information is covered and how it should be provided.

It shows both the **mandatory information** [*] and what additional information sections is optional.

SECTIONS

A Venua Landing Page contains the following sections:

1. Main image
2. Venue introduction
3. Social media / online presence
4. Future events
5. Image gallery
6. Multimedia gallery
7. Location information

Provide the information in WORD or EXCEL, we can provide you with a template to fill!


Images must be provided in JPG and HD+ quality

HD quality: 1920 x 1080 minimum
LS: Landscape image

Items marked with * on the following pages are basic requirements!!

1 - MAIN IMAGE

Provide the main image in HD+ quality and in Landscape format, but keep the following in mind:



High Quality images (not downloaded from your social media galleries!)

- The main image for your page.
- Photos of each of your team members. Don't forget to mention names and what they do in your studio.
- Photos from your work for a gallery on your portfolio.
- Album covers that were recorded at your Studio.
- Keep in mind: The more you provide the better your page will look! But... quality matters!
- At least 1920x1080 px, preferably larger, jpg format.

Why downloads from Social Media will not work?

As soon as you upload images to your Social Media account, FB or Instagram automatically compresses (resizes) them. When you download them again, they remain small and much lower in quality.

Therefore, original photos only! Simple as that! If you don't want your fans to see you looking like one big pixel, please send original images.

2 - VENUE INTRO

The venue introduction covers the following information:

- Name in English spelling; *
- Catchy introduction, describing who you are; *
- Social media summary [350 chars]; *
- RockCyprus slogan [85 chars]; *
- Home location: Address / City / Country; *
- Contact details [phone, mobile, email];

Optional:

- The main video to be shown with your intro;



Pointers

A few pointers to prepare an effective 'About You' section, the introduction to yourself / your studio:

- Provide the text in English;
- Be concise;
- Be original / unique [don't just copy the text from Facebook]
- Provide a write-up of 350 - 500 words;
- Be honest;

3 - ONLINE

Your social media listing links back to your other online presence:

- Type; *
- The URL to your page; *
- In what sequence you want them listed; *

We support the follow links types:

- Your own Website
- Apple store
- Bandcamp
- Facebook
- Flickr
- Instagram
- LinkedIn
- Pinterest
- Soundcloud
- Spotify
- Tumblr
- Twitter
- Vimeo
- Vkontakte
- YouTube Channel
- Your shop URL

4 - EVENTS

For events we have two options:

- Fully Promoted events [paid]; and
- Complementary [Free].



In case you want to list fully promoted events, contact us as we will advise on the options available.

For free rock events listing, provide the following information in English:

- Event title; *
- Date; *
- Organiser contact details: Name, Email, Phone number; *
- Image [HD, Landscape].

Optional information:

- Start and finish times;
- Phone number and URL for more event information.

5 - GALLERY

The Image Gallery is where the attraction for people lays.

We use the images to help promote your Landing Page, can use them to create supporting Social Media videos etc. This is a very important section of your Landing Page.

For each image, we need a bit of info to make it work:

- Image title; *
- Date the image was taken; *
- Release confirmation: You must be allowed to share it with us, we will use it for our site and promotional materials!! We do not take ownership, but require perpetual user rights for legal reasons!! * ; and
- Image [HD+, in JPG format] *.

Optional information:

- If the image requires Credit: Name of Photographer and link to his work, if so required.

6 - VIDEOS

The Video listing provides the final opportunity to introduce your venue.

Your video listing also allows visitors to sample the atmosphere.

For each video, we need the following info to make it work:

- Video source: We support only YouTube or Vimeo; *
- Video title; *
- Duration in mm:ss; *
- Shortcode / share code; * and
- Video date. *

Optional information:

- Video description < 500 chars; and/or
- Which of your listed albums is linked to the video.

7 - LOCATION

Being online is one thing, but you need people to be able to find you!

Provide your coordinates on Google Maps as well as describe how people can get to you by car and/or public transport.

CONTACT US

In case you have questions, please do not hesitate to contact us!



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