

Product White Paper



Event calendars for web and mobile

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Abstract

Tulo GuideMaker is a cloud based event calendar tool, developed for the publishing industry. With GuideMaker you build simple and efficient event calendars, that can give your users a complete picture of what's on in your region.

This white paper gives you an overview of the Tulo GuideMaker product and describe its top features and functions.

Please visit the responsive demo event calendar, for desktop and mobile:

<http://demo.guidemaker.se>

The Challenge

Quite many years ago, the printed paper was the main source of information for everything from news to sports, to classified ads and local events. Some papers even had a dedicated event section on Thursdays or Fridays; long listings of great things to do the upcoming weekend.

Today, the printed paper is only one of many information sources and one of the things lost in the digital transition was the control over local event information. This information is now scattered across numerous online services, some better than others, making it hard to get that overview the users need. Answering the question "What can I do with the kids this Saturday?" might require you to browse Facebook events, go to an event listing at the library's homepage, check what's on at the museums, search for information on sports club pages – and even post-its in the local supermarket.

This is what the Tulo GuideMaker product is all about: To give publishers a tool to take back ownership of the local event information. Everything in one place, and easy to find.

The top features of Tulo GuideMaker

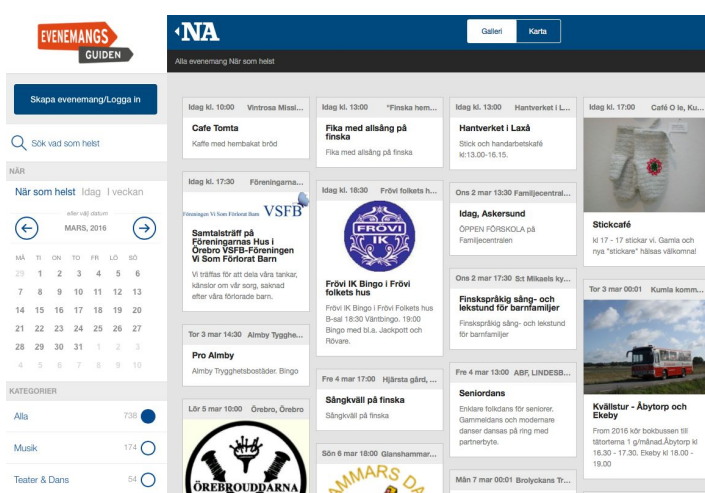
Tulo GuideMaker is build around the concept of user contribution. The locals know what is going on, so they should feed the calendar with events. Therefore, every user creates its own account and adds and manages their own content. As a publisher, you can moderate everything before it goes live.

Easy setup

Tulo GuideMaker is build to be easy. Your calendar should be up and running in less than a normal working day, if you use the standard built-in masonry design. The platform is cloud hosted for scalability and performance.

Responsive design

Tulo GuideMaker comes with an out-of-the-box responsive site design, ready to use and modify to your needs. Tweaking colors, fonts and other design features is also not complicated; you have complete access to the css document.



The regional newspaper Nerikes Allehanda uses the standard site design included in Tulo GuideMaker: <http://guiden.na.se>

API engine

The Tulo GuideMaker tool has an extensive API engine for fetching all kinds of event data to external services. Usage examples:

1. Getting data feeds for internally designed event calendars (not using the included standard design)
2. Getting feeds for public screens and billboards, displaying upcoming events
3. Exporting event data to print production

Ad support

Tulo GuideMaker can display banner ads in the event feeds and supports many major ad systems (for example Adtoma Fusion, Google Ads)

Adding the events

All events are added through a one-page form, that includes:

- Title
- Long and short description

- Price and ticket booking links
- Website
- Date and time (one-off, recurring and periods)
- Categories and tags
- Images

Events are also geo tagged, making it easy to make hyper-local listings of events in a specific area. On a mobile device, events can also be listed as “near me”, based on the phone’s current geo position.

How GuideMaker meets the Challenge

Adeprimo has been a partner for local and regional newspapers in Scandinavia for almost 20 years. We have developed and streamlined our product range to the ever shifting needs and built a unique understanding of the challenges involved in combining printed and non-printed media.

Tulo GuideMaker is no exception. It is built specifically as a digital and mobile product, with the possibility to export data to be printed. Today, the event calendars are used as an important part of the media companies range of web and mobile services.

Conclusion

Tulo GuideMaker has the basic functions and features to get your event calendar up and running in a short period of time. With its responsive out-of-the-box design, it can be made a part of your website and mobile site with very little effort.

Via the Tulo GuideMaker API, you also have complete access to the event data to use it however you want – even to print it.

Remember:

- If you, as a publisher, does not own the local event information – it is time to take it back!
- Tulo GuideMaker can be setup in a day, with its ready-to-use design
- API for fething events to print and external services
- The users add the content
- Supports ads in the event feed