365 Days Of Wine and Food App

INDUSTRY USER GUIDE

ABOUT THE APP

The 365 days of wine and food app is a curated list of wine and food experiences held around South Australia. It is free to download, free to use and free to register your event.

The app was conceived by the South Australian Wine Industry Association and supported by the Government of South Australia's Primary Industries and Regions. It was designed as a free, easy and speedy tool to aid in the promotion of wine and food events around the state and to enforce Adelaide and it's surrounds as one of the Great Wine Capitals of the World.

HOW IT WORKS

Formatted as a calendar, app users are able search listings via key terms, dates or simply look on the map of South Australia to discover in their area of interest.

Each listing has a cover picture and includes details such as time, date, location, cost, contact information and important links such as the facebook event page or website. All this information can then be shared to friends on facebook, twitter, via text message or email with a click of a button. Users can create 'wish lists' and immediately add or remove events to their device's calendar, by pressing the 'star' button.

Information can be shared to friends, via email, facebook or twitter with a click of a button.

FREE TO DOWNLOAD.
FREE TO USE.
FREE TO REGISTER YOUR EVENT.

365 DAYS
WINE AND FOOD

OVER 9,000 FOOD AND WINE AFICIONADOS HAVE THE 365 DAYS OF WINE AND FOOD APP

REACH

In the four years since its launch over 9,000 food and wine aficionados have downloaded the 365 days of wine and food app to their device, each one of them interested in hearing about your event.

Every month the app gains an average of 90 new users, and in the last year has had an average of over 220 people visiting the app over 600 times every month, people keen to discover the best of what South Australia has to offer.

365 days shares your events via Facebook, Instagram, Twitter and Pinterest to our followers further increasing an event's shareability and it's reach.

IN 2016 AN AVERAGE OF 220 PEOPLE VISITED THE APP OVER 600 TIMES EVERY MONTH!

#365dayswineandfood

365 DAYS WINE AND FOOD

ADD 365 DAYS OF WINE AND FOOD APP TO YOUR MARKETING CHECK LIST TODAY!

WHY USE THE 365 DAY OF WINE AND FOOD APP?

HELP US, HELP YOU

Our aim is to become the number one 'whats' on app' for local wine and food lovers as well as visitors to our state. An average of 3 new events are registered on the app each week, but to maintain relevance and evoke excitement we are always looking for more.

For this app to become the first port of call, it requires constant user engagement. User engagement requires exciting materials (events) and consistency of feed. The user needs to see that all of South Australia's premier wine and food events feature on the 365 days app.

More exciting event submissions result in more users and higher frequency of use – and this means a better reach for your event.

1 It's a completely free marketing tool made for the wine industry and aimed at the wine consumer.

2 Fast, easy and convenient to use. We do the hard work for you!

3 Huge targeted reach. Engaging with over 9000 targeted users.

4 220 people are visiting the app over 600 times every month!

On average, 3 new events are registered on the App each week. To maintain relevance and evoke excitement we are always looking for more.

EVENT SUBMISSION CHECKLIST

TO REGISTER ON THE 365 DAYS APP YOUR EVENT MUST:

- Be a wine and food focused experience

- Be held in South Australia

- Be open to the general public

- Have broad appeal for people from the local community as well as visitors to our area

- Be Submitted By The Event Organiser Or An Authorised Agent.

- Event Dates And Locations Must Be Finalised And Confirmed Prior To Submission.

EVENT SUBMISSION GUIDE LINES

CLICK **HERE** TO REGISTER YOUR EVENT OR HEAD TO

365daysofwineandfood.com.au/register-event/

Fill in the event organiser contact details, the contact details you wish to appear on the listing, before clicking next. Proceed to fill in all event details including:

☐ **Event Title**
make sure the event title contains searchable keywords that encapsulate your event

☐ **Event Description**
descriptions include websites that will be hyperlinked. If you wish words to be hyperlinked, include the website you wish to be linked in brackets next to the word/s written in all caps. Eg. BOOK NOW (http://365daysofwineandfood.com.au)

☐ **Date and Time**

☐ **Attach An Event Image**
if no image is submitted, the listing will have the 365 days logo set as the featured image. Images cannot be larger than 1MB.

☐ **Event Start And End Date**

☐ **Does The Event Repeat?**
tick the box if the event is held across several days (a week or a weekend) or will reoccur weekly or monthly.

☐ **Event Category**
Choose From Food And Wine Event, Wine And Music, Wine And Arts, Wine Tasting, Wine Education Or Other

☐ **Region**
select the region the event is being held in.

☐ **Venue**
include the name and address of where the event will be held. A pin on the map (via google maps) will automatically be generated for recognised addresses.

☐ **Event Cost**
include the cost if the event is ticketed or write 'Free' if there is no event cost.

☐ **Event Website**
make sure to include **http://** or **https://** at the beginning of all web address.

☐ **Facebook Address**
Please include the whole address (eg. **http://www.facebook.com/365daysofwineandfood**)

☐ **Information to Developers**
any additional information you wish the administrator to know, that will not be published to the app or website.

The South Australian Wine Industry Association (SAWIA) is committed to providing accurate and relevant information about events in South Australia. We welcome all wine and food focussed events being held across the state, but do reserve the right to curate the events that are published, decline any event at our discretion and edit all content submitted.

CONTACT DETAILS

South Australian Wine Industry Association
1st Floor Industry Offices, National Wine Centre
Botanic Road
Adelaide   SA   5000
08 8222 9277

#365dayswineandfood

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facebook.com/365daysofwineandfood

@365wineandfood

pinterest.com/365wineandfood

@365wineandfood

FAQ

What events can be listed on the 365 days of wine and food app?

All food and wine experiences that are held in South Australia are eligible to be posted on the 365 days of wine and food app. The event must also be open to the general public as the target demographic of the app is set clearly towards the wine consumer. Industry events that are then made open to the general public can also be listed.

SAWIA do reserve the right to curate the events that are published, decline any event at our discretion and edit all content submitted.

Do you confirm events taking place?

While reasonable effort will been taken to ensure the accuracy of information on the 365 days of wine and food app, SAWIA makes no representation as to the accuracy, currency or reliability of the information listed. Once published, a link to the listing will be sent to the organiser for final review. **We rely on those who registered the event to keep us informed of any information updates or event cancellations.**

How can I suggest an edit to an event listing?

Once published, a link to the listing will be sent to the organiser for final review. This will be sent from the administrators email. You are welcome to reply to this email with any edits or contact us at http://365daysofwineandfood.com.au/contact/

How can I report a bug with the app?

If you are having any issues accessing the website or app, or if the app is causing bugs on your devise please contact us via the website contact page or via media@winesa.asn.au.

What are the specs for images?

Image file sizes cannot be larger than 1MB. It is highly recommended that each event have one main image. Submissions with no images will have the feature image set as the 365 days logo.
You are encouraged to browse through current events on the app and the website that are listed to get an idea of the kind of images that display best. We highly recommend images with minimal text. You must hold the copyright to use of images or be an authorised agent to do so.

Also keep the following guidelines in mind:

- Images that work best have strong colours and clean lines.
- Use photographic images as they are preferred by followers on social media sites.
- Avoid logos, clip art, text-heavy images or scans of flyers.
- Try to ensure your image has a focal point in the centre for best results across all formats.

How long does it take to review an event I've submitted?

Please allow up to 48 hours for your listing to be approved and published. New listings are only reviewed between Monday and Friday 9am to 5pm.

Who manages this website?

365 days of wine and food is administered and managed by the South Australian Wine Industry Association and is a free service for food and wine businesses to list and promote their South Australian events.