

# MELBOURNE FRINGE REGISTRATION PACK

A photograph of two people standing in front of a building at night. They are wearing black clothing and have their faces obscured by square frames with circular cutouts. The person on the left is wearing a black sleeveless top, and the person on the right is wearing a black long-sleeved shirt. A large yellow circle is overlaid on the image, containing the text 'HOW TO REGISTER A VENUE'.

**HOW TO  
REGISTER  
A VENUE**

MELBOURNE

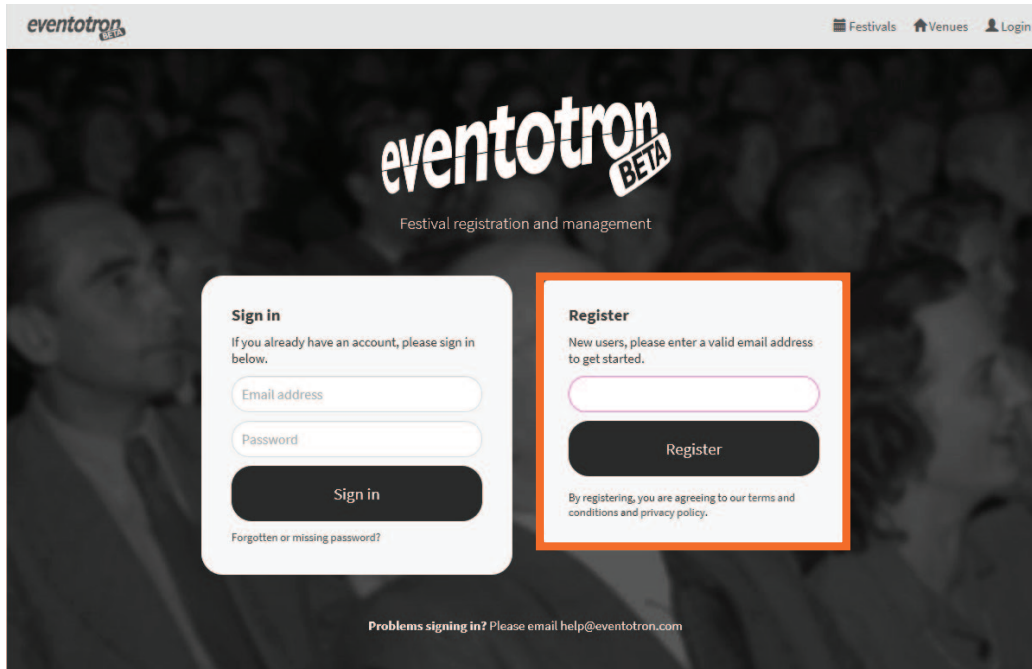
**FRINGE**

13-30 Sept 2018



# STEP 1: LOG IN

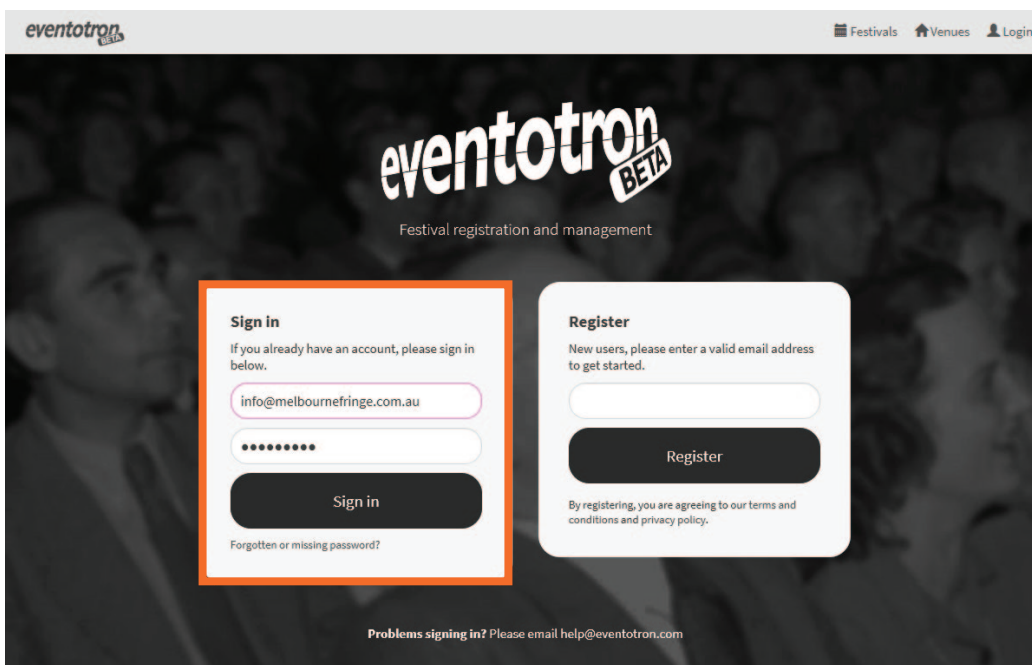
1. Head to our registration site [www.eventotron.com](http://www.eventotron.com)
2. Enter your email address in the new users section
3. Click 'Register'



The screenshot shows the Eventotron BETA website's registration and management page. The page has a dark background with a crowd of people. At the top, there is a navigation bar with the Eventotron logo, a 'Festivals' icon, a 'Venues' icon, and a 'Login' icon. The main heading is 'eventotron BETA' with the subtitle 'Festival registration and management'. Below this, there are two white boxes. The left box is titled 'Sign in' and contains the text 'If you already have an account, please sign in below.' It has two input fields: 'Email address' and 'Password', followed by a 'Sign in' button. Below the button is a link 'Forgotten or missing password?'. The right box is titled 'Register' and contains the text 'New users, please enter a valid email address to get started.' It has one input field for email and a 'Register' button. Below the button is a link 'By registering, you are agreeing to our terms and conditions and privacy policy.' At the bottom of the page, there is a link 'Problems signing in? Please email [help@eventotron.com](mailto:help@eventotron.com)'.

You will then be emailed a password – use this password to sign in (you can change the password later if you like).

**NOTE:** If you receive a warning saying ‘**An account already exists for your email address. Please request a password reminder**’ it means that your venue may already be in our system, as well as the email address associated with that venue. If this is the case, simply click on ‘**Forgotten or missing password**’ and request a password, then use that new password to sign in.



This screenshot is identical to the one above, showing the Eventotron BETA registration page. However, the 'Sign in' form on the left is highlighted with an orange border. The 'Email address' field now contains the text 'info@melbournefringe.com.au' and the 'Password' field contains a series of dots. The 'Register' form on the right remains unchanged.

# STEP 2: COMPLETE YOUR PROFILE

Once you have logged in, click on **‘Complete your Profile’** on the red banner, and fill out the necessary information. You will need to have a complete profile to be able to create your venue.

When you finish, click **‘save’**.

eventotron BETA

Find my stuff... **CLICK HERE**

Festivals People christa@melbournefringe.com.au

**Incomplete Profile.** Please complete your profile before creating any events or venues. ✕

eventotron BETA

Festival registration and management

**Festivals & Seasons** Click a logo to find out more and apply **More...**

**LEICESTER COMEDY FESTIVAL**  
Applications Closed  
Leicester Comedy Festival 2018  
7 Feb - 25 Feb

**SUMMERHALL**  
Open Minds Open Doors  
Applications Open  
Summerhall Festival Fringe 2018  
1 Aug - 27 Aug

**MELBOURNE FRINGE**  
Regs open 9 April  
Melbourne Fringe 2017  
14 Sep - 1 Oct

**SYDNEY FRINGE FESTIVAL**  
Applications Closed  
Sydney Fringe Festival 2017  
1 Sep - 30 Sep

**ZOO VENUES**  
Applications Closed  
ZOO Venues Edinburgh 2017  
4 Aug - 28 Aug

**GILDED BALLOON**  
Applications Closed  
Gilded Balloon Edinburgh 2017  
2 Aug - 28 Aug

eventotron BETA

Find my stuff... Festivals People christa@melbournefringe.com.au

**Incomplete Profile.** Please complete your profile before creating any events or venues. ✕ **CHANGE YOUR PASSWORD**

**Contact:**

General Bank account History

**General**

**FILL THIS IN**

Title

First Name

Last Name

Email  
christa@melbournefringe.com.au

Mobile

Share Mobile ☐ Yes ☐ No

# STEP 3: CREATE YOUR VENUE

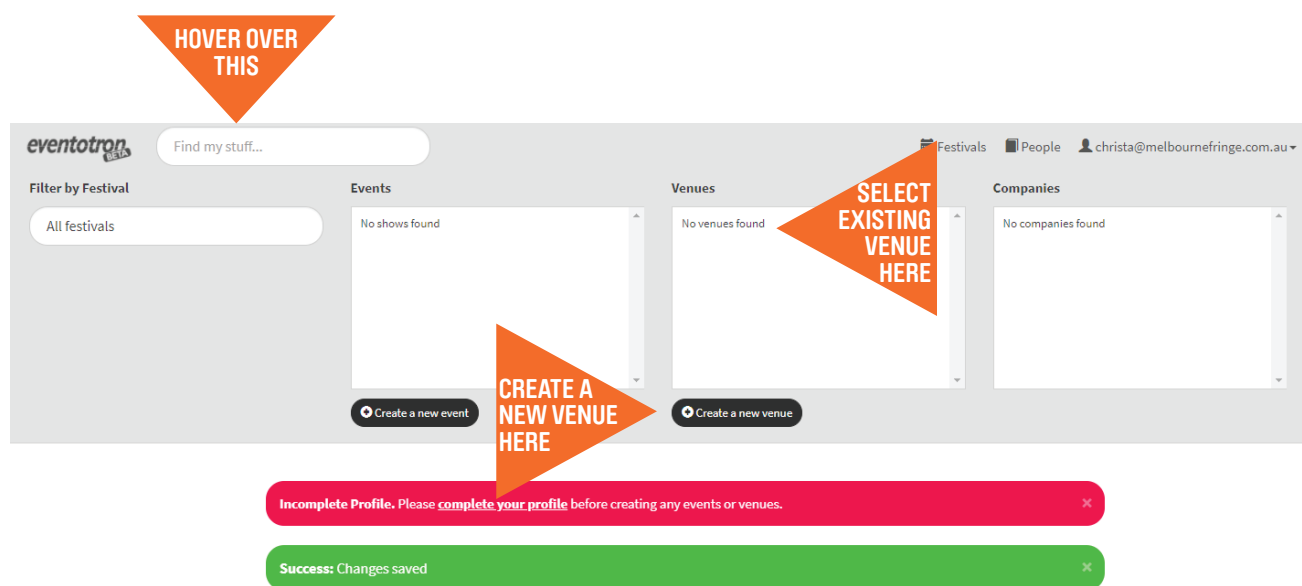
Completed your profile? Look at you, you're killing it.

Now go to the top of the page and hover over 'Find my stuff', then click 'Create a venue'.

Enter the name of your venue, and a secondary contact if you'd like, then click 'Create Venue'.

## HANG ON, MY VENUE IS ALREADY THERE...

If your venue has been involved with Melbourne Fringe before, you may find that your venue is already listed as an option. If so, click on your venue name to go into the venue we have already created for you. You can now edit all the information just the same as if creating a new venue. Make sure you read and agree to the 2018 Venue Agreement and Code of Conduct. You will find this under the Additional Details tab.



If your venue was part of Melbourne Fringe in 2016 and/or 2017 then you should already be in our database. If you think that your venue should already be here but you can't see it, please contact us on (03) 9660 9600 or [artists@melbournefringe.com.au](mailto:artists@melbournefringe.com.au) and we can help you out.

# STEP 3: CREATE YOUR VENUE

Create new venue

**Important - are you really a venue manager?**  
Please only create a venue if you are responsible for it. If you are an event producer or promoter taking an event to some-one else's venue, please apply to the venue from your event page rather than creating the venue from scratch. You can find a list of existing venues and contact details in the venue browser.

Venue title

Add an additional editor

Email address

Optional: If you would like some-one else to be able to edit this venue, add their email address here.

## HAVE MORE THAN ONE PERFORMANCE SPACE?

We call you guys 'Super Venues'. You'll need to fill out all the information for one performance space and then email **artists@melbournefringe.com.au** to let us know about the others. We will then duplicate this venue to save you filling out most of the information more than once.

Every performance space needs to have its own venue in the system, even if they're in the same building, managed by the same person. Rooms within the same venue need to be named in the following way: "Venue Name" – "Performances Space Name". This will allow them to appear correctly in searches.

## EXAMPLE

Fringe Hub – Meeting Room

Fringe Hub – Warehouse

# STEP 4: ENTERING VENUE INFORMATION

Now that you have created your venue – or found your venue in the system – start by filling out the ‘General’ tab.

Continue to move through the rest of the tabs, filling in as much information as you can.

The screenshot shows the 'Venue: Venue Venue' page in the Eventotron system. The 'General' tab is selected and highlighted with an orange box. An orange arrow on the left points to the 'General' tab with the text 'START HERE'. Another orange arrow points to the 'Name' field with the text 'THEN MOVE ACROSS'. The form includes a search bar at the top, a 'Venue Details' sidebar, and a main content area with the following fields: 'Name' (Venue Venue), 'Include in Venue Browser' (YES/NO buttons), 'Allow producers to search for your venue' (checkbox), and 'Main Admin Contact' (Please Choose). A note at the bottom states: 'This will be the key person Festivals and Venues contact about your event(s)'.

## ACCESS TAB

You will see questions about the accessibility of your venue for audience members and performers under the ‘Access’ tab.

## ACCESSIBILITY DEFINITIONS

**Fully accessible** is a venue that can be accessed by anyone without assistance: must have an accessible entrance that can be accessed independently, an accessible toilet, and either no stairs or a consistently operating lift that can be used independently (i.e. without assistance)

**Partially accessible** is a non-accessible venue that may however be attended by certain audience members with access needs: for example, an accessible entrance but no accessible toilet, an accessible entrance that cannot be accessed independently (e.g. a door needs to be unlocked or a staff member needs to be called to put down a temporary ramp).

**Not accessible:** stairs on entrance or in venue, no accessible toilet, no lift, not enough room inside venue for a wheelchair to turn around

The screenshot shows the 'Venue: Venue Venue' page in the Eventotron system, with the 'Access' tab selected. The form includes a search bar at the top, a 'Venue Details' sidebar, and a main content area with the following fields: 'Is the performance space wheelchair accessible for performers?' (YES/NO buttons), 'Is your venue wheelchair accessible?' (Partially), and 'Partial Access' (Please provide further details). An orange arrow on the right points to the 'Partial Access' field with the text: 'If you have chosen Partial Access, please provide more information here'.


# STEP 4: ENTERING VENUE INFORMATION

## ALL THE QUESTIONS! (DON'T FREAK OUT)

We are asking you these questions to get you to start thinking about accessibility in your venue.

If you are unsure about anything access-related, please get in touch!

We are here for you if you need help.

 Find my stuff...

Festivals People christa@melbournefringe.com.au

Is there lift / elevator access in your venue

YES NO

Does your venue have a hearing loop?

YES NO

Hearing loops are an aid for people who experience hearing difficulties. They are a loop of cable that generates a magnetic field that can be picked up by hearing aids.

Accessible bathroom available for audience use?

YES NO

Separate accessible bathroom for performers?

YES NO

Does the venue have reserved accessible parking?

YES NO

Please indicate if your venue has a car park with spaces reserved for people with disability.

Is there on-street parking at your venue which can be used for free by permit holders?

YES NO

Got access  
questions?  
Need more info?

Don't hesitate to contact  
Carly Findlay, our Access and  
Inclusion Coordinator on  
**03 9660 9600** or  
[carly@melbournefringe.com.au](mailto:carly@melbournefringe.com.au)

# STEP 4: ENTERING VENUE INFORMATION

## SETTINGS TAB

When you get to the **'Settings'** tab, you'll have the option of entering a welcome email. This email will be sent to artists/events once you accept them as being at your venue. You should have already had conversations with these artists prior to them adding your venue to their registration, so this may not be necessary.

We would recommend selecting 'yes' to be included in the venue browser so that artists can find out about your venue.

The screenshot shows the 'Settings' tab in the Eventotron interface. The 'Welcome Email' section has a text area for entering a message, with an orange arrow pointing to it labeled 'OPTIONAL'. Below this is a section titled 'Allow companies to edit performances' with 'YES' and 'NO' buttons. The 'YES' button is selected. A note below the buttons states: 'Choosing "yes" allows artists or producers to suggest their own performance dates / times and prices in your venue.' Below this is a section for 'Fully approve event applications' with a 'YES' button.

**'Allow companies to edit performances'** – most venues will allow artists to enter in their own times and dates (and then double check them), but if you would like to input all the dates and times of performances in your venue yourself click 'No' – this will be more work for you, but gives you a little more control.

## PEOPLE TAB

The **'People'** tab is where you can add additional people to your venue management team – they will need to complete their profile, just as you did at the beginning, and then they will be able to view and/or edit the details of your venue, depending on what permissions you give them.

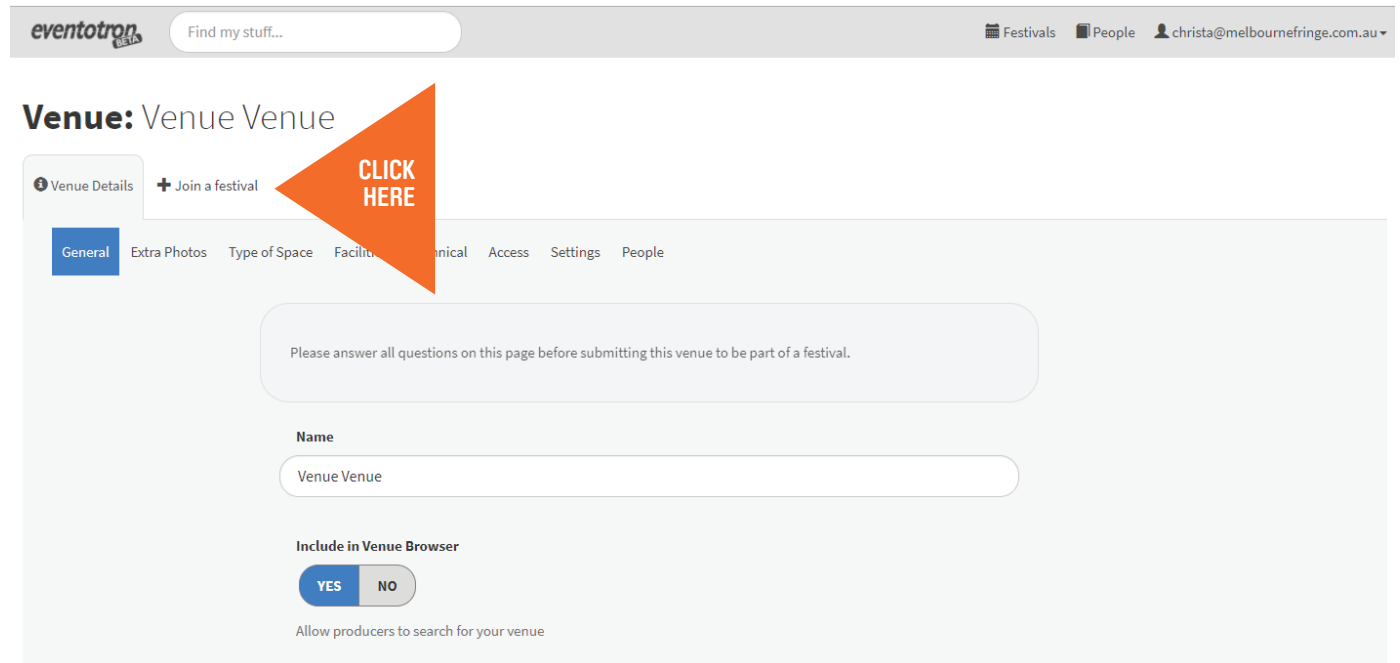
The screenshot shows the 'People' tab in the Eventotron interface. The 'Your team' section has a table with columns 'Name', 'Role', and 'Access'. One person, 'Christa Jonathan', is listed with the role '1st Admin' and access 'Editor'. An orange arrow points to the '+ add a person' button, labeled 'ADD OTHER VENUE STAFF HERE'. Below the team section is a 'Companies' section with a heading 'Members of the following companies have access to your events.'



# STEP 5: JOIN MELBOURNE FRINGE

**NOTE:** If your venue was already in the system, make sure you read and agree to the 2018 Venue Agreement and Code of Conduct under Additional Details.

Once you have filled out all of the tabs up the top, click on 'Join a Festival'.



The screenshot shows the Eventotron website interface. At the top is a navigation bar with the Eventotron logo, a search bar, and links for Festivals, People, and a user profile. Below the navigation bar is a header section for 'Venue: Venue Venue'. On the left, there are two tabs: 'Venue Details' and '+ Join a festival'. An orange arrow points to the '+ Join a festival' tab. Below the tabs is a horizontal menu with various categories: General, Extra Photos, Type of Space, Facilities, Technical, Access, Settings, and People. The 'General' tab is selected. The main content area contains a message: 'Please answer all questions on this page before submitting this venue to be part of a festival.' Below this is a 'Name' field with the text 'Venue Venue'. Further down is a section titled 'Include in Venue Browser' with a toggle switch set to 'YES'. At the bottom of this section is the text 'Allow producers to search for your venue'.

You will be redirected to the next page. Find [Melbourne Fringe](#) and click 'Apply to Melbourne Fringe 2018'.



The screenshot shows the Melbourne Fringe 2018 website. At the top is a navigation bar with the Eventotron logo, a search bar, and links for Festivals, People, and a user profile. Below the navigation bar is a header section for 'Melbourne Fringe 2018'. The date '13 September 2018 - 30 September 2018' is displayed. Below the date is a paragraph of text: 'Melbourne Fringe is a celebration of cultural democracy and art for everyone. By embracing diversity and a spirit of independence, we create a unique space for artistic self-expression linked to the life of our great city. We're here to challenge perceptions and shake up the hierarchy, to be brave and unafraid, to explore the boundaries of what art is and can be. And what's more, everyone's invited. That's why Melbourne Fringe is the most adventurous, inclusive, all-encompassing multi-artform festival in Australia. Every year we feature more than 6000 artists from every discipline you can name, and a few others besides, performing 400+ events in over 160 metro and regional venues to an audience in excess of 300,000 people.' Below the text is a blue button with a white arrow and the text 'Apply to Melbourne Fringe 2018'. An orange arrow points to this button.

# STEP 5: JOIN MELBOURNE FRINGE

## SUBMISSION PAGE

You will land on the 'Submission' pop-up page.

The screenshot displays the 'eventotron' website interface with a 'Find my stuff...' search bar. A 'Submission' pop-up window is centered, titled 'Submit a venue to Melbourne Fringe 2018'. The window contains the following elements:

- Header:** 'Submit a venue to Melbourne Fringe 2018' with a close button (X).
- Introductory Text:** 'You are applying for your venue to take part in **Melbourne Fringe 2018**. Once your application has been considered, you will be notified by email.'
- Message Field:** A text area with a placeholder 'Include a brief introductory note to help the festival with your application.' and a character count '1500 of 1500 characters remaining.'
- Melbourne Fringe Venue Agreement:** A scrollable section containing:
  - Registered venues agree to:**
    - Keep their registered information up-to-date and provide requested copy, artwork and data by the agreed deadlines.
    - Permit Melbourne Fringe to contact their performing companies directly, so as to provide information to all participants.
    - Provide their performing companies with details and specifications of venues and spaces which are as detailed and up-to-date as practicable.
    - Keep Melbourne Fringe informed of any major issues with the venue or participants that may impact on the festival as a whole, and of any major issues which may prevent performing companies from presenting their work or receiving their settlements.
    - Comply with applicable licensing, employment and health and safety legislation.
  - Relationship between Participants and Venues:**

Melbourne Fringe assists venues and artists to meet one another and to find an artist/venue that is suitable for their needs. The relationship between an independent venue and an independent artist or producer is directly between each other and not with the Melbourne Fringe Festival. That is, negotiations should take place directly between the venue and the artist or producer. It is then the responsibility of the artist, producer or venue to register their event with the Festival. Artists and producers registering events must make sure they have contact with the venue to confirm details. It is the responsibility of the venue and artist or producer to ensure they have appropriate agreements in place. Melbourne Fringe can assist in this process if required.
- Important Notice:** 'Important: By clicking 'Submit' you are agreeing to the above terms and conditions. You can find a copy of this agreement in the Melbourne Fringe 2018 section of your venue control panel.'
- Buttons:** 'Close' and 'Submit' buttons at the bottom.

Two orange callout boxes are present:

- READ THE VENUE AGREEMENT:** Points to the 'Melbourne Fringe Venue Agreement' section.
- CLICK HERE TO SUBMIT:** Points to the 'Submit' button.

# STEP 6: ENTER ADDITIONAL DETAILS

You did it!

Now when you go back to your Venue page, you will see a **'Melbourne Fringe 2018'** tab.

**NEXT:** Click the **'Additional Details'** tab and fill these in.

The screenshot shows the Eventotron website interface. At the top, there's a header with the Eventotron logo, a search bar, and navigation links for Festivals, People, and a user profile (christa@melbournefringe.com.au). Below the header, the page title is 'Venue: Venue Venue'. A sub-header shows 'Venue Details' and 'Melbourne Fringe 2018' tabs. The main content area has a navigation bar with 'Intro', 'Additional Details' (highlighted with an orange box), 'Applications', 'Events', and 'Schedule'. The 'Additional Details' section contains three questions with toggle buttons: 'Will you accept artist passes?' (YES/NO), 'Does your venue have more than one performance/exhibition space?' (YES/NO), and a text input field for 'Please list the names of all your performance spaces here, then email artists@melbournefringe.com.au'. An orange arrow points to the 'YES' button for the second question. Another orange arrow points to the text input field, with a callout box stating: 'If you have more than one performance space, enter the names and capacities of all of them here.' Below the input field, there's a note: 'Please complete your registration for one of your performance spaces, then we will create the others for you based on this (to save you entering most of the information more than once). Please email artists@melbournefringe.com.au to let us know. You will then be able to come back and edit the details later.' At the bottom, a disclaimer states: 'Melbourne Fringe advises that you have written contracts in place with the presenter/artist before you confirm their booking. If you have any venue queries, please contact artist services on (03) 9660 9600 or artist@melbournefringe.com.au'.

eventotron

Find my stuff...

Festivals People christa@melbournefringe.com.au

Venue: Venue Venue

Venue Details Melbourne Fringe 2018

Intro Additional Details Applications Events Schedule

Will you accept artist passes?

YES NO

Artist passes can grant the holder free or discounted entry to shows at your venue, if you accept them.

Does your venue have more than one performance/exhibition space?

YES NO

Please list the names of all your performance spaces here, then email artists@melbournefringe.com.au

Please complete your registration for one of your performance spaces, then we will create the others for you based on this (to save you entering most of the information more than once). Please email artists@melbournefringe.com.au to let us know. You will then be able to come back and edit the details later.

Melbourne Fringe advises that you have written contracts in place with the presenter/artist before you confirm their booking. If you have any venue queries, please contact artist services on (03) 9660 9600 or artist@melbournefringe.com.au

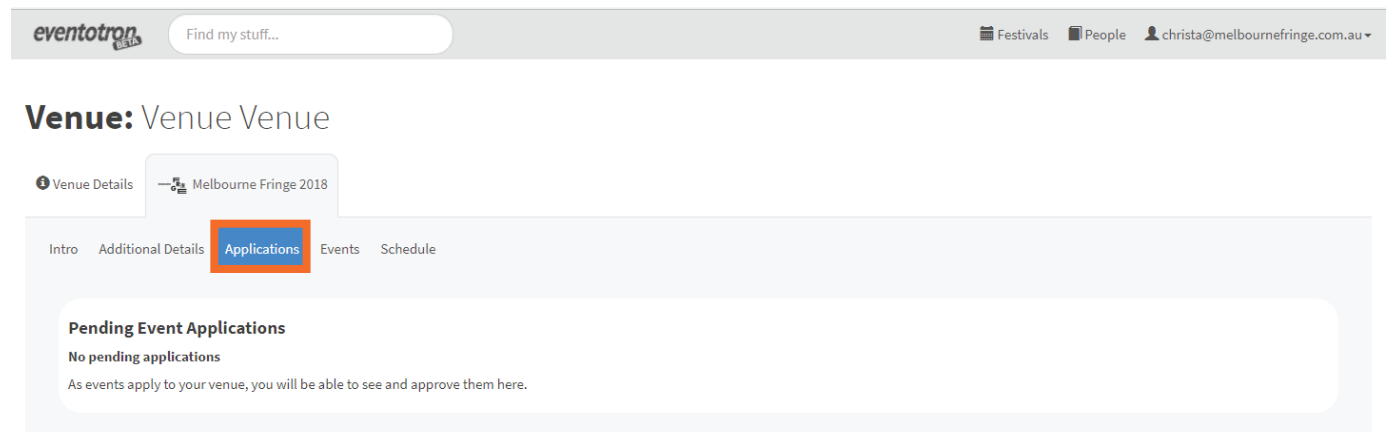
If you have more than one performance space, enter the names and capacities of all of them here.

**NOTE:** If you have more than one performance/exhibition space, please select **YES**. Provide us with name and capacity of each performance space so that we can create them in the system for you, without you needing to fill out the whole registration multiple times.

# STEP 6: ENTER ADDITIONAL DETAILS

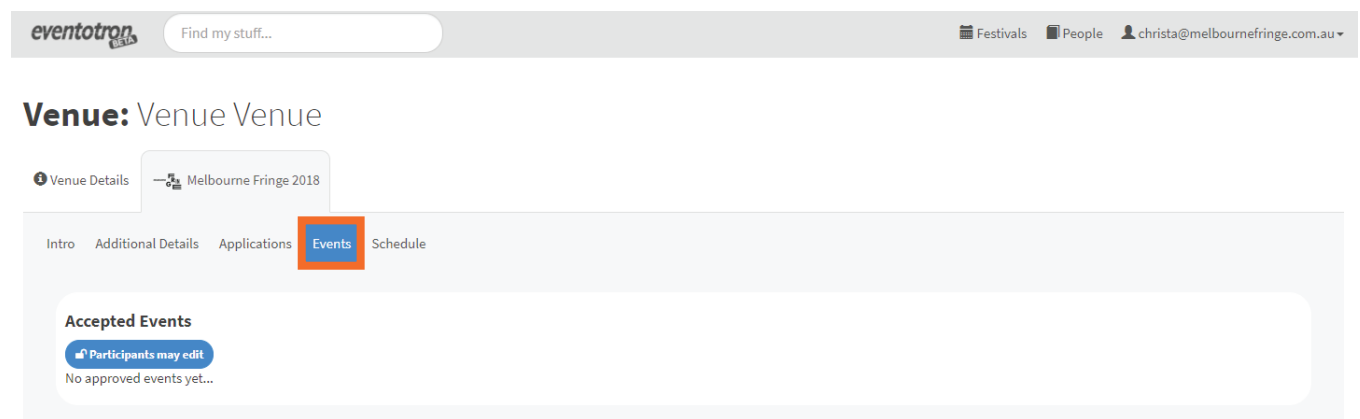
You can see shows wishing to present in your venue under the **'Applications'** tab.

**REMEMBER:** Don't approve an event unless you've had a conversation with the artist and made an agreement outside of Eventotron.



The screenshot shows the Eventotron interface for a venue named 'Venue Venue'. The top navigation bar includes the Eventotron logo, a search bar with the text 'Find my stuff...', and links for 'Festivals', 'People', and a user profile 'christa@melbournefringe.com.au'. Below the navigation bar, the page title is 'Venue: Venue Venue'. A sub-navigation bar shows 'Venue Details' and 'Melbourne Fringe 2018'. The main content area has tabs for 'Intro', 'Additional Details', 'Applications' (which is highlighted with a red box), 'Events', and 'Schedule'. Under the 'Applications' tab, the heading is 'Pending Event Applications'. Below this, it says 'No pending applications' and 'As events apply to your venue, you will be able to see and approve them here.'

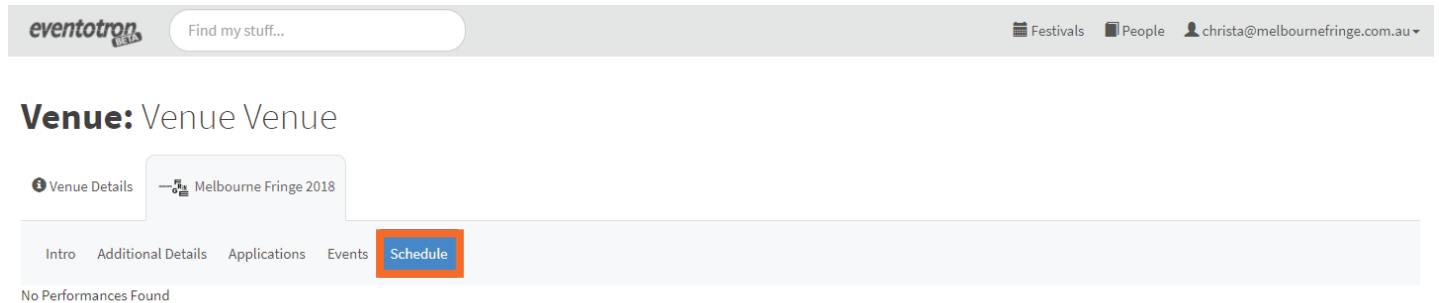
Once you have approved an event, it will show up under the **'Events'** tab.



The screenshot shows the Eventotron interface for the same venue 'Venue Venue'. The top navigation bar is identical to the previous screenshot. Below the navigation bar, the page title is 'Venue: Venue Venue'. The sub-navigation bar shows 'Venue Details' and 'Melbourne Fringe 2018'. The main content area has tabs for 'Intro', 'Additional Details', 'Applications', 'Events' (which is highlighted with a red box), and 'Schedule'. Under the 'Events' tab, the heading is 'Accepted Events'. Below this, there is a blue button that says 'Participants may edit' and the text 'No approved events yet...'.

# STEP 6: ENTER ADDITIONAL DETAILS

Once the events in your venue have entered in their dates and times, you will see a full schedule of performances in the '**Schedule**' tab.



Once you've  
filled in all the tabs  
and agreed to the  
Venue Agreement &  
Code of Conduct

You're Done.  
For Now.

Got questions?  
Need help?

Don't hesitate to contact  
Participant Services on  
**03 9660 9600** or  
**artists@melbournefringe.com.au**