



## **WhereCanWeGo.com** **Organisers' Update** Autumn 2015

*from Kimble Earl and John South, Founders, WhereCanWeGo.com*

### **It's been ten years....**

WhereCanWeGo.com launched in the autumn of 2005, and since then has grown to become the primary source of family and community event information across the UK. From humble beginnings, the service is now relied on by tens of thousands to plan their leisure time. In August 2015, for example, 496,797 visitors in 13,756 towns and villages made 1,949,372 searches and saw 29,240,580 event announcements.

We have remained true to our word at the outset - event announcements can still be posted free - a facility used by nearly 70,000 individuals, groups, and organisations like you!

### **Win, win, win as part of our tenth anniversary celebrations!**

To help celebrate the tenth birthday, we are pleased to offer you the chance to win several great prizes:

- \*a £100 travel voucher
- \*a National Trust family day pass
- \* tickets to the National Pet Show
- \* tickets to see the new Percy The Park Keeper Show

[links to all comp pages]

### **Get a free upgrade to Premium format!**

As a thank-you to organisers who have supported the service and kept it so comprehensive, all events posted between now and the end of October 2015 will receive the offer of a free upgrade to Premium format. Simply post your event details as usual, and at the end of the following day you will receive an email advising that your event has been upgraded to Premium boxed format to help it stand out. You can then log on as usual, click manage event then edit event, and you will be able to:

- upload a linked pdf file
- upload a .jpg image
- include up to 500 characters extra description
- link to a YouTube video

create and download a QR code

This upgrade usually costs £4, but there will be no charge until the end of our birthday month! (Please note this upgrade does not apply to bulk uploads or more than ten events from any one organiser)

### **Apple App:**

It's live at last! The WhereCanWego app for Apple devices has been completed. We hope users will find it makes using the service on-the-go much simpler and quicker. There are no advertisements on it, so we are making a small one-off charge of £1.49.

We hope to follow up with a similar App for Android devices in the Spring, and also create a further App to facilitate event entry from both platforms.

[link to Apple shop]

### **Hallowe'en; Bonfire Night; Remembrance Day; Christmas & New Year...**

Last year we noticed a significant uplift in general enquiries for Firework Night and the other specific dates coming up, so if you have events scheduled for the next three months please get them posted without delay. Well worth doing so now, as user numbers always go up during half-term weeks.

### **...and finally**

It's hard to believe it's our 10th birthday! A decade since we launched with a few hundred events from a couple of dozen organisers. We shall renew our efforts to make the service even more comprehensive during the coming months, and would be grateful if you could make sure all your friends and contacts locally know about it too!

Thank you for your support, and the many kind comments we receive. We enjoy being of help to you.

Very best wishes for Christmas and the New Year.

***Regards***

***Kimble & John***

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