



European SME Week 2010

User Guide for EVENT ORGANISERS

This User Guide explains how to use the online web tool that is available for Event Organisers, to submit and manage European, national, regional or local events taking place in their respective countries, within the European SME Week 2010 framework.

For any problems or suggestions contact us at: sme-week-secretariat@media-consulta.com

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What Should I know as an Event Organiser (EO)?

- **What is my first step before submitting an event?**
 - **The first mandatory step** that you have to take, after accessing the event submission web form is to **chose the language** in which you want to fill in your registration form. All emails of notification you will receive from the system will also be sent to you in the language you will be selecting.
 - There are 21 EU languages available (except Maltese and Gaelic). EO from Malta, Ireland and all non-EU countries should therefore use English as a language and fill in their event registration form in English (EN). See more explanations on this action in Section 1 of Annex 1.

- **Do I have a time limit to register an event?**
 - SME Week events can take place during the whole months of **May** and **June** and should be registered **1 calendar month** before they take place (in order to avoid that last minutes entries are not published in time) and **no later than 24th of May** (for the June events).

- **What can I do as an EO with the Event Submission web form?**
 - You can (re)submit an event, edit an already submitted event, cancel or re-publish an event. See Sections 1, 2, 3, 4 of Annex 1.

- **How should I register cross-border events?**
 - For such events **you need to decide between the co-organisers** who will be the main EO, enter his/her country for the event and treat it like an event with multiple organisers. See Section 1 of Annex 1.

- **Once I have submitted an event, what do I do next?**
 - Once you have successfully submitted an event, you will receive a confirmation email at the contact email address specified on the event form. By accessing that unique event URL, you can modify the event details at any time and you can check the event status. **You will have to wait until your event is approved**. Once your event is approved, you will receive another

confirmation email and your event is going to be published on the SME Week website. See also Section 5 of Annex 1.

- **Who will approve my event(s)?**

- All **national/regional and local events** are approved by the SME Week National Coordinators (NC) for the events taking place in their respective countries. Each NC is in charge of events for one country only, and all events relating to that country will go to the same NC. The updated list of these National Coordinators is posted on the SME Week website.
- The **European level events** are approved by the European Commission (EC).

- **How long should I wait?**

- For the event approval you have to wait for NC validation. The event publication on the SME Week website is controlled by the European Commission and it depends on the general planning of the events. If you feel that your event date is coming near and it's not yet published, you can contact us (see email address on the cover page of this Guide).

- **How do I know that my event is published?**

- If you have a Twitter account (www.twitter.com), subscribe to the European SME Week Twitter profile (<http://twitter.com/EuropeanSMEWeek>) and use any kind of Twitter client application to receive notifications each time a new event is published. Otherwise, you will have to check the website regularly by yourself: for the national events by clicking the Events in my country button, and for the European level events by clicking the European Level Events button.

- **What should I do if my event is rejected?**

- If an event that you submitted is rejected, you will receive an email notification with a reason. You will then have to **edit the event information**, update it as requested by your NC, and then **submit it again** for the NC to decide whether the event can now be approved (see Section 2 of Annex 1).

- **What should I do if I need to cancel my event or if the event details (venue, dates, and so on) have changed?**
 - You will have to do a Cancel action on the event (see Section 3 of Annex 1) or edit the event details by accessing the event via the Event URL received when the event was submitted for the first time and operate the needed changes.
 - **Very Important:** you can edit the event info at any time, but in order to send the changes to your NC you have to do another Submit action (see Sections 2 and 4 of Annex 1).

- **What notifications do I receive from the system?**
 - You will receive emails at the email address mentioned in your event submission form, when the event:
 - **is first submitted** (and also when it is re-submitted),
 - **is approved**,
 - **rejected** (by the NC) or
 - **cancelled** (by yourself).

- **How can I get access to the SME Week promotional materials?**
 - In the email you will receive when your event is approved by your NC, you will have the URL to a private page of the European SME Week website, from where you will be able to download the European SME Week promotional materials. **Important:** don't share this URL with anyone!

- **Whom can I contact for any problem?**
 - You can send an email at: sme-week-secretariat@media-consulta.com. Please refer to the **public event URL** and/or mention the **event ID** in your message (see also Section 2 of Annex 1). Also, in case you are facing access problems or errors, we recommend you to attach print-screens.

ANNEX 1 – EO Actions Explained

1. Submitting an Event

To submit the details of a new event, you need to use the Event Submission IT Tool. The procedure is detailed below.

◆ To submit an event:

1. Open your browser and type <http://ec.europa.eu/sme-week>. Follow the Register your event link to access the event submission form in the IT Tool Event System.

Result A blank *Add a new SME Week Event* form appears:

Add a new SME Week Event [User's Guide](#)

Event Date/Time

*Country:

*City: *Venue & Address: *Date & Time: Start Date: End Date: From: To: *Language(s):

Event

*Title of the Event:

*Description of the event:

Event website:

*Contact e-mail:

*Contact phone number:

*Type of Event:

*Topic developed:

*Target Audience:

*Estimated Number of Participants:

Organisers

*Name of organisation:

*Type of Organisation and partners:

Organisation's Website:

Logo:

Word Verification

*Type the characters you see in the picture:

Please note that no funding will be available from the European Commission for organising the events. The contact person agrees that her/his contact details will be published on <http://ec.europa.eu/sme-week/>. I, the undersigned, certify that the organisation that I represent commits to use the material provided by the European Commission in accordance with the objectives of the European SME Week.

Figure 1. Event web submission form

2. **It's mandatory that you choose the language** in which you will complete the form. To do so, pull down the language selection box at the top right of the screen to select one of the 21 European languages available:




Figure 2. Change the page language

Note 1: you should first change the page language (Figure 2), **before starting filling in the web form**, because if you change the language after event information is completed, the page refresh will delete the already filled in information.



Note 2: if you decide to complete the form in **any language other than English**, you will have to provide **an extra English translation** for the event **Title** and for event **Description**. This information is mandatory.

3. Complete the 4 parts of the form as described below.

General principles:

- All yellow fields marked with an asterisk are mandatory. You will be able to submit the form only if **all mandatory fields are completed**.
- When available, the  icon gives guidelines for completing the related fields. Move the mouse to this icon to be able to read the guidelines.

Part 1 – Event Date/Time:

Country	Select the country where the event will be held.
City	Enter the name of the city where the event will be held.
Venue & Address	Describe the place and full address where the event will be held.
Start Date	Click the  Calendar icon to select the Start Date of the event.
End Date	Click the  Calendar icon to select the End Date of the event. This should be after or equal with the Start Date. In case the event takes only 1 day then the Start Date is the same with the End Date.
From... To...	Select the Start and End time of the event.
Languages	Select the language(s) that will be used during the event. (Use the Ctrl key to select multiple languages).

Part 2 – Event:

Title of the Event	Enter the general title/name of the event.
Description of the event	Enter a more detailed description of the event. Note: Do NOT use HTML formatting! Use text/word content.
Title of the Event in English	Enter the general title/name of the event in English.
Description of the event in English	The description in English (can be shorter than the description in native language, or can contain only some keywords). Note: Do NOT use HTML formatting! Use text/word content.
Event website	If more information about the event is available on a public website, you may enter the URL in this field.
Contact e-mail	Specify here a contact email address for the event. Please note that the contact email is very important as it will be used in all event-related communications.
Contact phone number	Specify here a contact phone number for all questions relating to the event. The allowed characters are: all the numbers, spaces, "(", ")", "+" (e.g. (+40) 236 88 99 or 00402368899). This information will NOT be published on the website.
Type of Event	Select a standard type of event. The list is ordered alphabetically and the <i>Other</i> option is last in the list.
Topic developed	Select the specific topic(s) that will be developed during the event, and click the right arrow icon to move them to the box on the right-hand side. (Use the Ctrl key to select multiple topics). The list is ordered alphabetically and the <i>Other</i> option is last in the list.
Target Audience	Select the targeted audience group(s) for the event, and click the right arrow icon to move them to the box on the right-hand side. (Use the Ctrl key to select multiple groups). The list is ordered alphabetically.
Estimated Number of Participants	Enter a rough approximation of the number of participants expected at the event. It should be a numerical value (e.g. 1200). Don't use thousands separators like "." or ",".

Note: If your event has multiple editions (e.g. **is scheduled to be held again at a different place, on a different date or in (a) different language(s)**), first click the **Add event edition** hyperlink at the bottom right of the *Event Date/Time* section and complete the additional edition details accordingly.

This is a convenient way of defining an event without having to refill in the information common to its different editions. **We recommend adding maximum 5 editions for the same event.**

Part 3 – Organisers:

Name of the organisation	Enter the organisation that will be holding the event.
Type of Organiser and partners	Select the standard type that best describes YOU as the event organiser. The list is ordered alphabetically and the entries for European level events are last in the list.
Organisation's website	If the event-holding organisation has a website, enter the corresponding URL here.

Tip:

You may specify the details of further organiser(s) if your event is jointly held by several entities. To do so, click the **Add Organiser** hyperlink and complete the additional organiser section. **We recommend adding maximum 5** of these co-organisers.

Part 4 – Word Verification:

The purpose of this section is to help reduce "form *spamming*," where *automatic form fillers* submit bogus requests by repeatedly submitting web site forms. Complete the yellow box with the characters displayed in the picture:




Figure 3. Image verification

Note: You can use either lower or upper case for the letters!

4. Select the check box next to the final agreement text at the bottom of the page:



5. If this is a one-off event, rather than a multiple-edition event, you can now click the **Submit** button at the bottom of the page.

Tip:

The **Submit** button is disallowed until you tick the check box next to the final agreement text.

6. A message at the top of the page confirms that the event has been submitted, and an email is simultaneously sent to the Contact e-mail address that you specified on the form. This means that the event details have been sent to the relevant NC (or the EC) in order to be approved. From the email message, you will have a link to review/edit the submitted information necessary before the event gets approved:

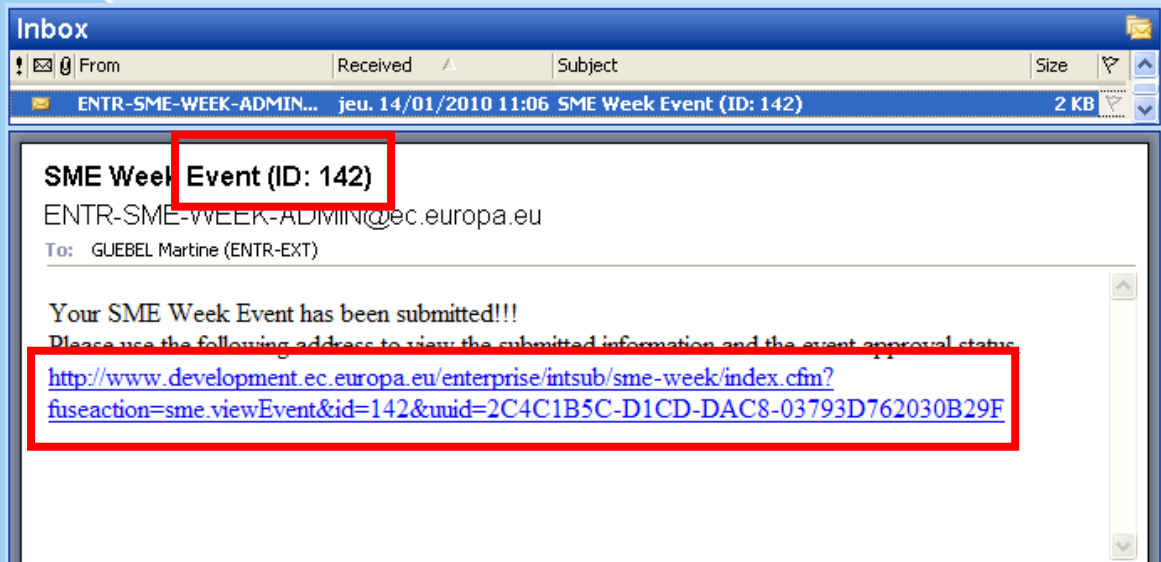


Figure 4. Email received after successfully submitting an event

Info:

- **Event ID:** each event receives after submission a unique number. This number allows easy retrieval of the event information, and is referred in all the emails you will receive during the event workflow.
- **Event URL:** each event can be accessed online by following the web address received in the event submission confirmation email. This URL is unique and it is only sent to the event email address mentioned in the event web form.

Newly submitted events can be edited following a straightforward procedure if they still have a status of *Waiting for Approval*.

To edit an event **after it has been approved**, you will further need to **re-submit it**.

2. Editing a Submitted Event

Event details can be modified by the EO, whether the event has only just been submitted (i.e. status *Waiting for approval*), whether it has already been approved (i.e. status *Approved*) or has been rejected (i.e. status *Rejected*) by your NC or the EC.

Typical cases where you may want to edit the information about an event are the following:

- You realise that you made a mistake (wrong name, typo, error in venue details, wrong dates, etc.).
- Your event has been *Rejected* by your NC (or the EC) for some reason, and you now need to correct it. The reason for its rejection is mentioned in the email you receive on rejection and also it's visible on the event edit form. See also **Annex 2**.

◆ To edit an event:

1. Open the email message that you received after submitting the event, and click on the Event URL.
2. Click the **Edit** button at the bottom of the event form:

View your SME Week Event (Waiting for approval) [User's Guide](#)

Event Date/Time

*Country:	Belgium (BE)	*Date & Time	*Language(s)
*City	*Venue & Address	Start	Date
Brussels	area of Rue de la Loi between Rond-Point Schuman and the entrance to the Parc Cinquantenaire	Date	05/01/2010
		End	français
		Date	
		From	To

Event

*Title of the Event: "The SME experience – How it feels to be an entrepreneur"

*Description of the event: In this interactive exhibition developed by UEAPME together with the European Commission, the visitor will get first hand experience of what it is like to be an entrepreneur by seeing, smelling, touching and listening to various displays being shown in 10 different rooms. This interactive area is followed by portraits of successful entrepreneurs from 33 countries and a marketplace where the Commission services and European business organisations present their support tools to SMEs. Over the lunchtime period, specific programmes will be organised in the exhibition.

Event website:

*Contact e-mail: martine.guebel@ext.ec.europa.eu

*Contact phone number: +32479926962 ⚠

*Type of Event: Other

*Topic developed: bankruptcy and fresh start business support

*Target Audience: Policy makers / public servants

*Estimated Number of Participants: 6

Organisers

*Name of organisation: DG Enterprise and Industry

*Type of Organiser and partners: Enterprise Europe Network

Organisation's Website: <http://www.ecolinguae.com>

Logo:

Edit **Delete**

Figure 5. View a submitted event

3. Make the appropriate changes to the event details (the country cannot be edited).
4. Click **Save** at the bottom of the event form. A save confirmation message is displayed, with the URL to the event (Figure 6).

Your SME Week Event has been saved!!!
Please use the following address if you wish to resubmit your event.
<http://www.ec.europa.eu/enterprise/intsub/sme-week/index.cfm?fuseaction=sme.viewEvent&id=151&uuid=930F24E6-C394-5F5F-73BF3E4F39D23E38>

Figure 6. The event is saved

5. If the edited event had a status of *Waiting for approval*, **you do not have to do anything else.**
6. **If the event had the status *Approved* or *Rejected***, you further need to:
 - a) Click the event URL that shows on-screen. Actually it is the same as the URL you have received in the first event submission confirmation email.
 - b) Click the **Resubmit** at the bottom of the event form (Figure 7). The event will change status back to *Waiting for Approval*, you will receive an email that your event was submitted successfully and your NC (or EC) will receive your event details in order to approve/reject them. You will receive an email that your event is submitted (the same workflow as described in Section 2 is restarted).

"Please note that no funding will be available from the European Commission for organising the events. The contact person agrees that her/his contact details will be published on <http://ec.europa.eu/sme-week/>. I, the undersigned, certify that the organisation that I represent commits to use the material provided by the European Commission in accordance with the objectives of the European SME Week."

Edit

Resubmit

Figure 7. Re-submitting an event

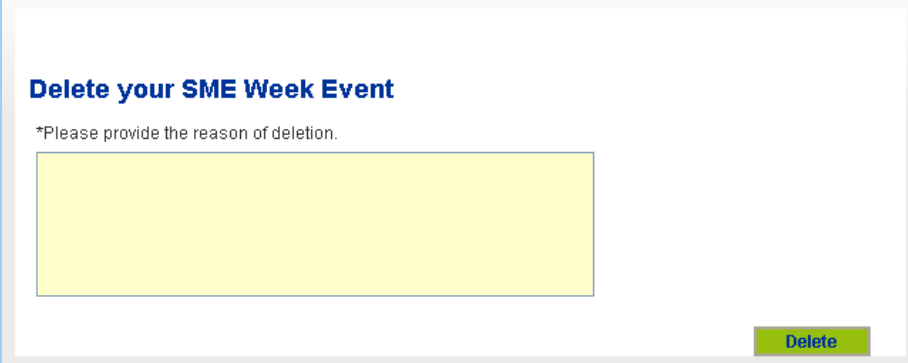
3. Cancelling a Submitted Event

It may happen that an event needs to be cancelled for some reasons e.g. speakers unable to attend, insufficient number of participants, lack of funding, logistical problems, etc. Event organisers may decide to cancel an event **at any stage** after submission, i.e. even if the event has been approved or published.

◆ To cancel an event:

1. Open the email message that you received after submitting the event, and click on the URL in the message body.
2. Click the **Delete** button at the bottom of the event form.

Result The system prompts you to explain why the event is cancelled:



Delete your SME Week Event

*Please provide the reason of deletion.

Delete

Figure 8. Enter a reason before cancelling your event

3. Describe in a few words the reasons why the event cannot take place.
4. Click **Delete**.

Result A message at the top of the page confirms that the event has been deleted (i.e. cancelled), and an email is simultaneously sent to the Contact e-mail address that you specified on the form.

Note:

It may happen that an event is first cancelled and then the organisers decide that it should take place after all, and the announcement be re-published. This is possible: you should just re-use the already entered event, then follow the event URL and submit it again. It will then be reset to 'Waiting for approval'.

Once approved, it will be published again.

4. Re-publishing an Event

This is very similar to editing an event. So, if your event has been approved and is already published on the website, **you can still make changes** and request to be re-published.

When a published event is re-published, **the former version of the event is overwritten** with the new version, once published again.

The steps are the same as when you edit an approved event (see previous Section 3) i.e. just edit the information and re-submit the event to your NC.

Obviously, scenarios like this should be avoided as much as possible, because it could take some time before the event completes the whole lifecycle.

5. Approved or Rejected events

After you submit your event, you have to wait for yours NC confirmation. There are only 2 alternatives:

- Either your event is *Approved*: in this case you will receive an email (Figure 9). If you follow the URL you will see your event details, with the status *Approved*. This exact information is going to be published on the website. **Important**: in this email you will find a link to a private page on the SME Week website, where **you will be able to download SME Week promotional materials**.

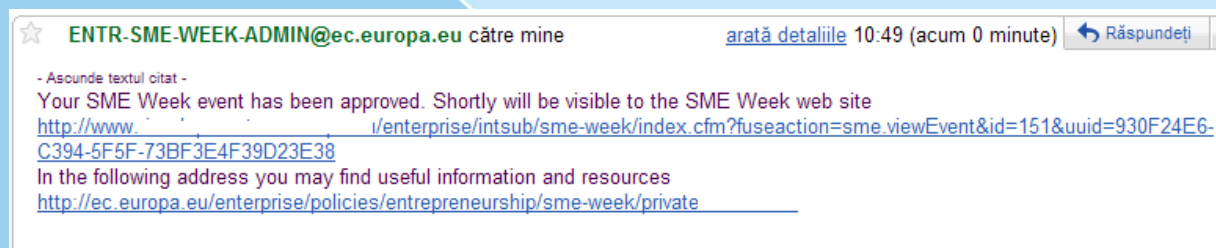


Figure 9. Email received when event is approved

- Either your event is *Rejected*: in this case you will receive an email (Figure 12). If you follow the URL you will see your event details, with the status *Rejected* (Figure 13). You should edit now your event as described in Section 3.

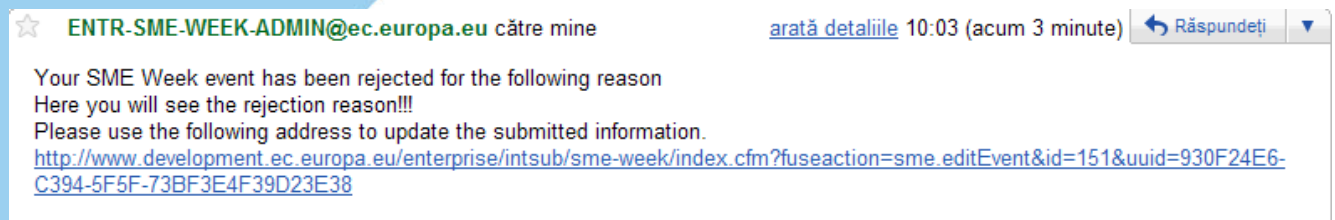


Figure 10. Email received when event is rejected

Edit your SME Week Event (Rejected)

[User's Guide](#)

Your SME Week event was rejected. You can find the reason below. Please edit the event information and then submit again the event.

Here you will see the rejection reason!!!

Figure 11. See the event in *Rejected* status

Note: all the emails you receive will be in the language you have selected for the web form when you have first submitted your event!

ANNEX 2 - Glossary

An Event

A social manifestation proposed and organised by an Event Organiser (such as business organisations, business support providers or European, regional, national and local authorities...) that will be held during the European SME Week 2010, an initiative coordinated by the European Commission's Directorate-General for Enterprise and Industry (<http://ec.europa.eu/enterprise>).

An event edition

An event can have multiple editions, when the same event takes place in more than one venue (location) or takes place during multiple dates.

SME Week Website

The official European SME Week 2010 website can be accessed at: <http://ec.europa.eu/sme-week>. This is where events submitted using the Event Submission IT Tool will be published after having been approved by the NC or the EC (see below).

Event Submission IT Tool

For the 2010 edition of the European SME Week, all events will be submitted, edited, approved and published on the SME Week Website using an **automatic online system**. The former Word documents that were used last year for submitting events are **no longer used this year!** The Event Submission IT Tool is available to all event organisers at European, national/regional and local level. It is accessible from **Register your event** button of SME Week Website.

Actors

The agents involved in an event lifecycle include, successively:

- Event Organisers (EO) – this is you, the person(s) **responsible for event submission and management** (e.g. amending the information about the event, cancelling the event).
- National Coordinators (NC) - **nominated representatives** from each participating country, who are responsible for **monitoring and approving/rejecting national/regional or local events** submitted by EO in their respective countries (each NC is responsible for approving events of a specific country).

- The European Commission (EC) is responsible for approving the **European level events**.

Category of events

Using the Event Submission IT Tool an EO can submit following categories:

- National events: These are events that **don't have an Organiser** of the following type: *European (Business) Organisation, European Institution or National/Regional Organisation represented in Brussels*. The "national" events are approved by the respective NC of the 37 participating countries. Obviously "national" events can also take place at regional or local level, and cross-border events are also welcome.
- National key events: These are special events taking place in your respective countries, with high relevance due to their addressed topic(s), or due to the number and/or importance of its participants. **There should be only a few of such events** in each country. An EO can submit such an event by following the same steps as for a national/regional and local event, but in this case you should **first contact your NC** from the country where the event will be held, and you should discuss with them the reasons why they should approve this event as a National Key Event.
- European level events: These are either events organised by *European (Business) Organisations, European Institutions or National/Regional Organisations represented in Brussels* or multi-national events (involving more countries, cross-border events). These events will be approved by the European Commission (EC).

Event Modes

Each event can have 2 modes:

- Edit mode (when the details of the event can still be edited) and
- Read only mode (when no changes are allowed any more).

Event Statuses

During an event lifecycle an event can go through the following statuses, but with **only 1 status at a time**:

- Waiting for Approval - this is the initial event status and is generated **whenever** a SUBMIT or RE-SUBMIT action is performed.

- Approved - this means that your event has been validated by your NC and is about to be published on the website. **It also allows you to get access to the promotional materials.**
- Rejected\Deleted - when an event is rejected with a reason by your NC or cancelled with a reason by yourself.

Event actions

There are 4 possible actions that can be executed for an event:

- SUBMIT
- APPROVE
- REJECT\DELETE
- EDIT

Each action is associated with a **specific action button** in the application. An action is **allowed or disallowed** on the basis of the event status and of the actor that performs each specific action.