eventim



Dare to be seen!

event.guide

a guide to creating ads

no input, no impact.

guide to promotional materials preparation

RECOMMENDATIONS FOR A SUCCESSFUL EVENT PROMOTION

We want to provide you with the best possible support in promoting your event. This is only possible through close cooperation with you.

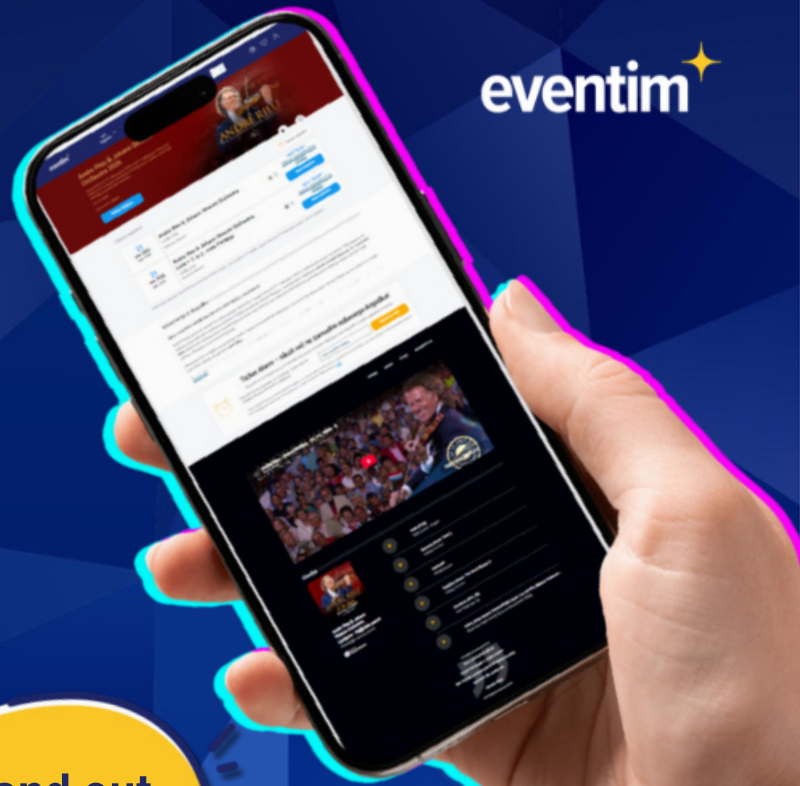
This guide explains how to prepare your texts and images in a user-friendly format that is also optimized for search engines.

Please send all materials (images, texts in Word or PDF format, and video links from YouTube or Vimeo) directly to marketing@eventim.si

CONTENT

- Materials Checklist
- List of required assets:
  - event image | square-format event graphic
  - header image | main promotional graphic for the event
  - poster image | graphics for highlighting the event on the website
  - text | event description
  - social media | content for promoting the event on social networks
  - digital advertising | Google and Meta ad campaigns
- Copyright & Image Materials / Use of artificial intelligence
- Frequently Asked Questions (FAQ) & Contacts





first impressions always count. just look at me!

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materials checklist

Website event promotion materials

- ☐ **444 x 444 px** event image (used in search results and on the event page.)
- ☐ **1240 x 480 px** header image (displayed as the main visual on the event page.)
- ☐ **312 x 396 px** poster image (used for featured placement on the website (1:1 aspect ratio))
- ☐ **632 x 396 px** poster image large (used for featured placement on the website (1:2 aspect ratio))
- ☐ **Text** | event description and important information about the event

Materials for promotion on social media (Meta & TikTok)

- ☐ **1080 x 1080 px** square image, event promotion (Facebook & Instagram)
- ☐ **1080 x 1920 px** poster image, event promotion (Facebook & Instagram)

Feel free to include video advertisements (optional)

- ☐ **1080 x 1920 px** vertical video, event highlight | max duration 15 seconds, max. file size: 30 MB (optimized for instagram)
- ☐ **1080 x 1920 px** vertical video, event presentation | up to 10 min lenght, ideally 15 - 60 second, max. file size: 2 GB (TikTok format)

Please note: Photos and graphics on eventim.si must not contain excessive elements such as ticketing network promotions, links, prices, phone numbers, or similar content.

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set your event up for success



Ad banners 444 x 444, 312 x 396 and 632 x 396 px should include only essential details:
image, event title, venue, and date.



Proper banner design

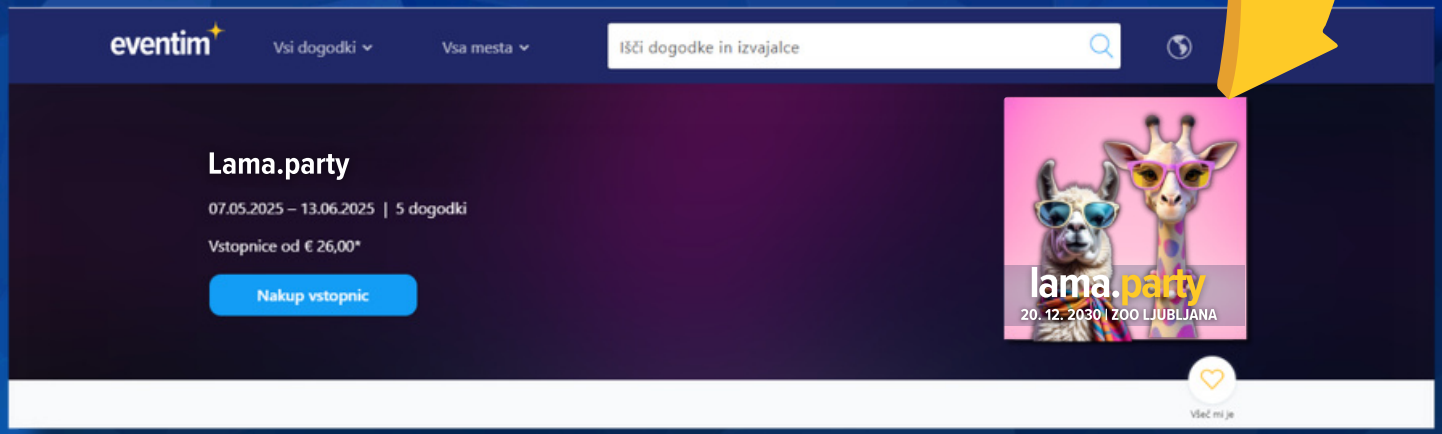

Event graphic with event logo



Event graphic with basic ifnormation


Artist / festival logo

featured image (444 × 444 px) as displayed in ticket selection



Bad designs


Graphic with too much text, not optimized for square display


Graphics in poor quality

Warning: The event organizer is solely responsible for all submitted and published materials.

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Recommendations for preparing event promotional materials

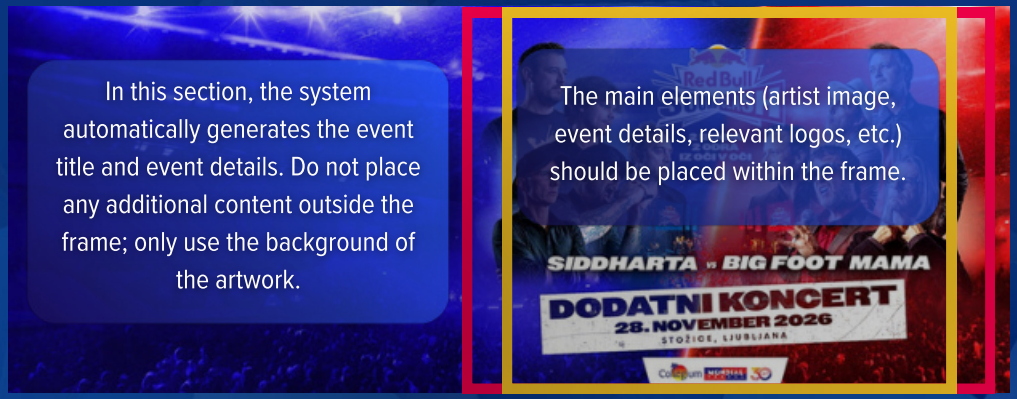
1240 x 480 px header image
(displayed as the main banner on the event page)

The header image, or main event artwork, should contain only the event artwork and essential information, such as the event name and artist/performer.
All other event details will be displayed automatically by the system.

Example of a submitted header image – 1240 × 480 px

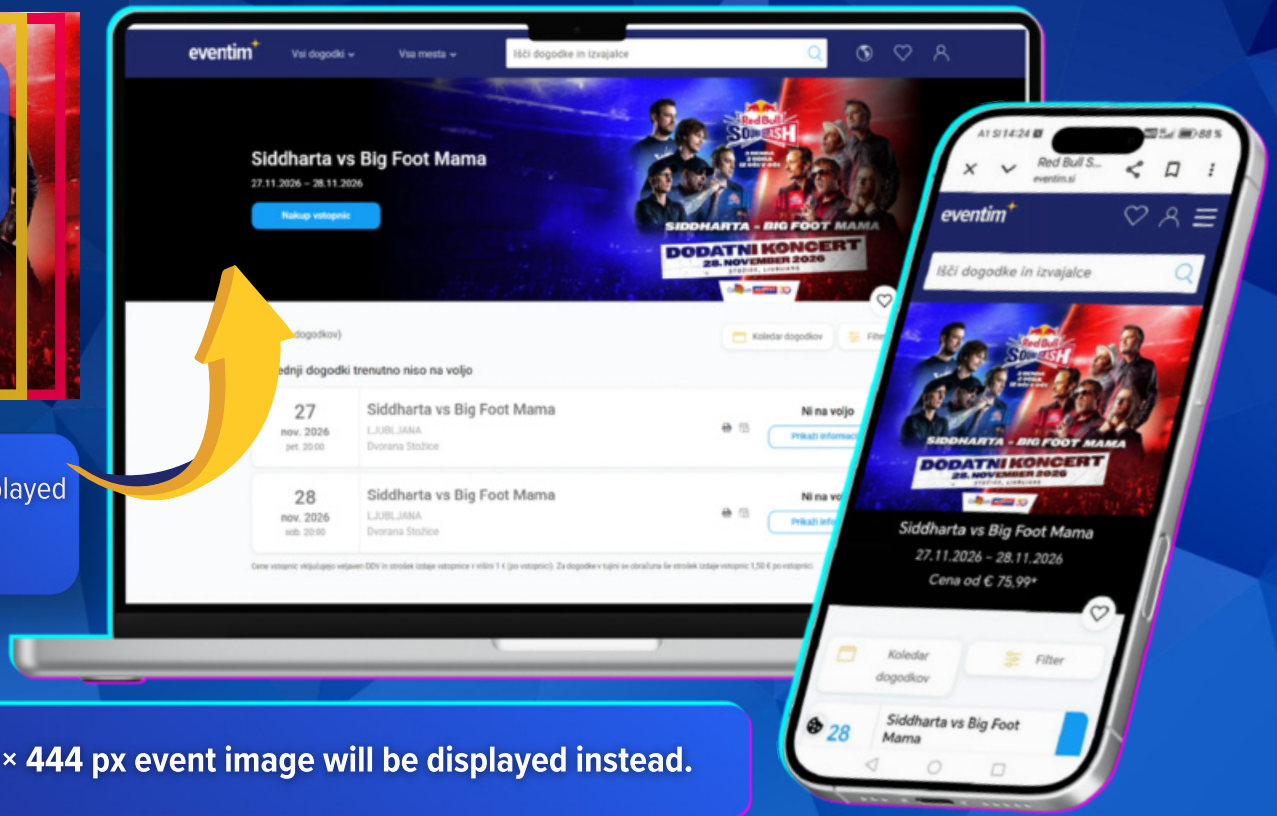


In this section, the system automatically generates the event title and event details. Do not place any additional content outside the frame; only use the background of the artwork.



Event details (event name, date and time, etc.) are displayed on the left-hand side of the banner.

Display of the featured image on desktop and mobile devices



If you do not provide a 1240 × 480 px image, the standard 444 × 444 px event image will be displayed instead.

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display of ads on the website

Advertisements in 312 × 396 and 632 × 396 px formats should include only basic information, such as the: **image, event name, location, and date.**

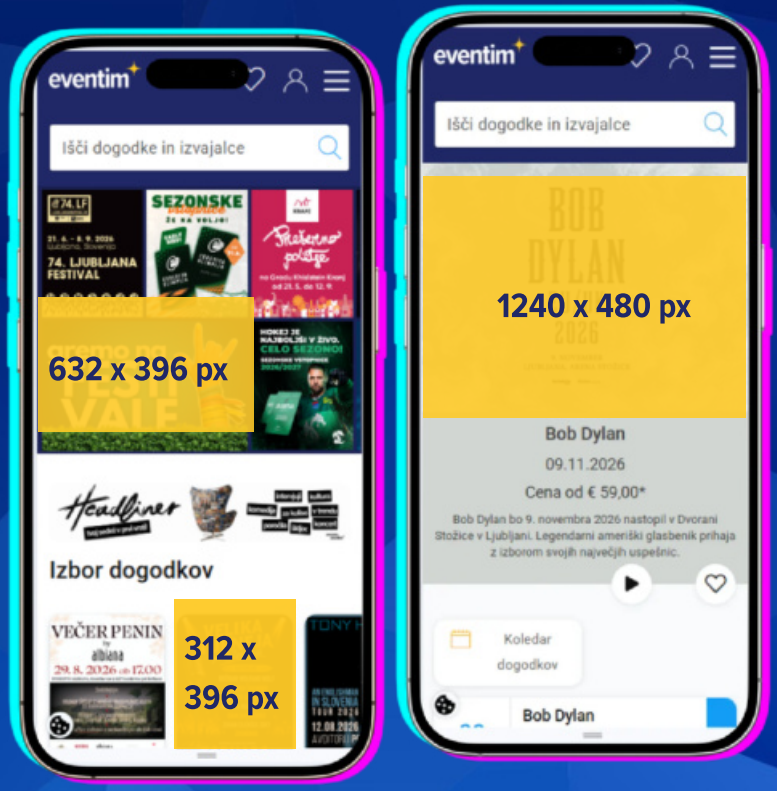
Examples of 312 × 396 px and 632 × 396 px images







Graphics display on laptop



Graphics display on mobile

Please note: Photos and graphics on eventim.si must not contain excessive elements such as ticketing network promotions, links, prices, phone numbers, or similar content.

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text materials - event description

SHORT EVENT DESCRIPTION

Why do we need your written content?

The text introduces your event to visitors and helps search engines find it more easily.

Please include:

- artist or performer name,
- event or tour name,
- event location,
- a brief description,
- highlights or special features of the event or venue.

The recommended length is 300–350 words, with a maximum of 700 words.

IMPORTANT – USE OF ARTIFICIAL INTELLIGENCE (AI)

If AI has been used in the preparation of any materials, the organiser must ensure that such materials comply with applicable legislation and must inform Eventim of the use of AI.
Realistic AI-generated or substantially AI-modified images that could be perceived by users as genuine photographs or realistic depictions must be appropriately labelled.
Minor technical edits, as well as clearly graphic, abstract or artistic AI-generated visuals, generally do not require labelling.
For AI-generated texts that inform the public about **matters of public interest** (e.g. safety instructions, health warnings, cancellations due to safety concerns, or measures taken by competent authorities), the final text must undergo appropriate human review or include the required AI disclosure.



IMAGE MATERIALS

Images should:

- not contain URLs, prices, or phone numbers,
- contain as little text as possible,
- not include offensive, discriminatory, pornographic, or other inappropriate content.

For a series of events, you may use one common image.

COPYRIGHT

Only use images from verified sources for which you have obtained the necessary copyright permissions and usage rights. Images downloaded from the internet or captured as screenshots are not permitted.

Eventim reserves the right to reject any materials if the copyright and usage rights have not been clearly secured.

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frequently asked questions and contacts information

How many images can be published per event?
Only one image can be published on the event page (either a square image or a header graphic).

What format should the images be in?
We require all images to be in JPG/JPEG format.

How long does it take to publish or update an image?
Visual materials are typically published within one business day after receipt.
The publication time may vary depending on whether the materials are submitted according to the guidelines or if adjustments are required.
We aim to process and publish all updates as quickly as possible.

We've been told the update was made, but I still don't see it on my device.

Please refresh the website, clear your browser cache, or open the page in an incognito/private window.

Send all materials to marketing@eventim.si



how to sell out your event - fast?

short guidliness

for effective sales

eventim

1. plan effectively

A | consult us | we are here to help
B | fill out the documentation | contract, event application ...
C | provide essential information and materials for event promotion
D | we coordinate the announcements and sale start

2. time for action

A | we arrange the announcement, optionally including a "Ticket Alarm."
B | possibility of setting up a promotion for our customer base
C | price category setup - "early bird ... "
D | create a Facebook event and don't forget to add us!
E | coordinated sales launch and announcements across all channels

3. coordinated promotion

A | coordinated event promotion on our website
B | social media posts
C | highlight in our newsletter
D | setup and optimization of digital ad campaigns
E | external event advertising coordination



Our goal isn't just to sell your event — it's to SELL IT OUT!

and don't forget

CONSULT US!

we are here to help!

eventim

PROFESSIONAL.
ADAPTABLE.
AVAILABLE.
RESPONSIVE.
EXPERIENCED.
SECURE.
RELIABLE.

CONTACT US

marketing@eventim.si

WE WILL GET BACK TO YOU AS SOON AS WE CAN



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our goal is not just to sell your event, but to SELL IT OUT!