Showtime CMS

Instruction Manual

As of Thursday, May 28, 2020
Showtime updates made after this date will not be included in the instruction manual.

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Help!

You've read the entire instruction manual three times and you're still stumped! Click on the Help button in Showtime to be taken to the Support portal or email help@carbonhouse.com.

IMAGE SIZES GUIDE

CODE	NAME	DIMENSIONS
A	Event Image/Page Slideshow	1180px by 500px
B	Event Thumbnail	880px by 586px
C	Spotlights/News Thumbnails	510px by 340px
D	Homepage Promo	360px by 320px
E	Lightboxes - Seating Charts - Homepage Overlay	1000px by 750px*

*Recommended dimensions. Can be any size needed.

Optimize your images. Recommendation is 72 DPI.

EVENTS

EVENTS

/showtime/events

Overview

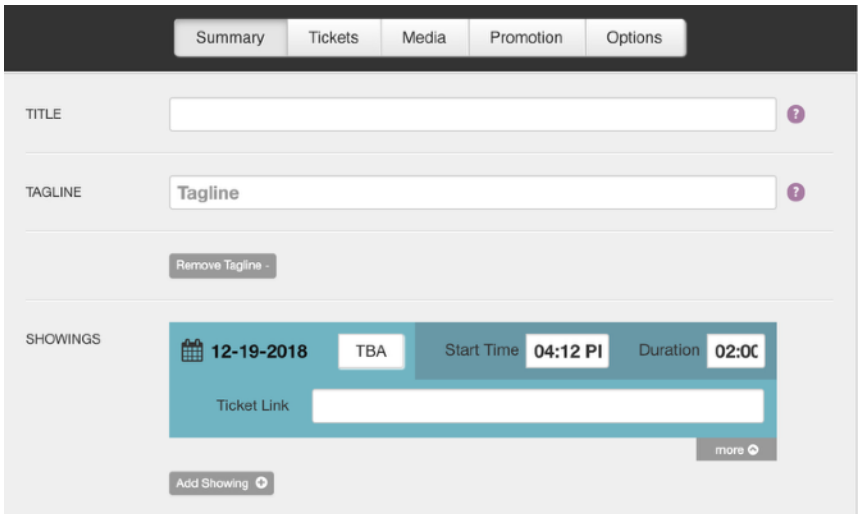
The Events section of Showtime is where you will manage your database of past and upcoming events.

Summary

The summary tab contains the basic event information, the “who, what, when, where, and why” of the event.

Title: Main title of the event

Tagline: Used for information that is ancillary to the main title of the event, but still important to the identity of the event (e.g. support act, tour name, presented/sponsored by). Displays below the event title.



Showings:

- Use the date and time pickers to choose the date and time of the first performance.
- Click the Add Showing button to add a new showing to the run. The date and time of the next performance will automatically fill in based on the showing directly above it.
- The duration is in HH:MM format and determines when the event falls off of the website.

More Button: The More button that appears under each showing reveals a field where you can place the individual showing ticket link.

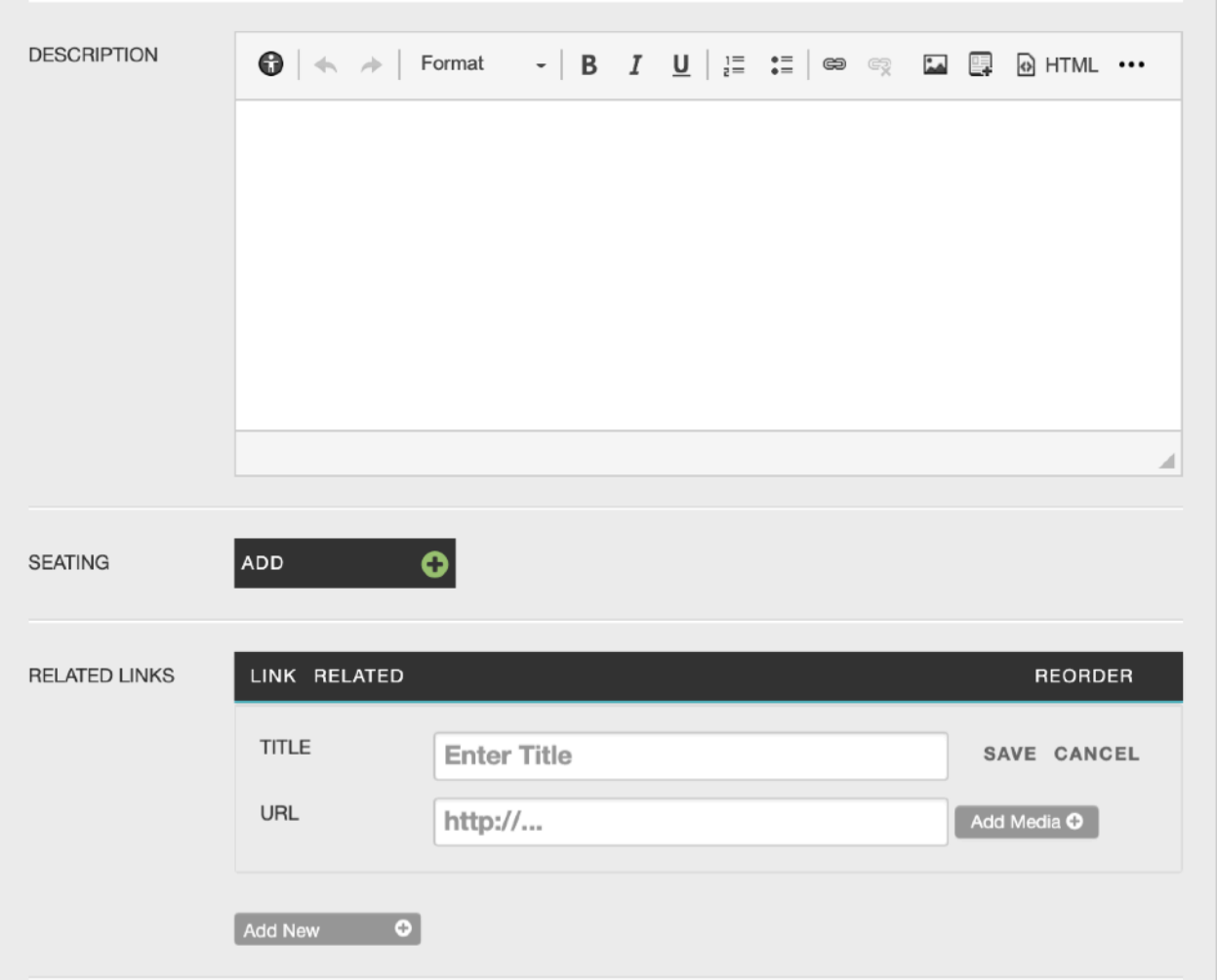
EVENTS

Summary

Description: Enter the event description. There is no character limit. The event description will be truncated on the Event Detail Page so it can be as long as you'd like, users will opt in to see more. Use the text editor to style your description as desired.

Seating: Click the add button to insert a seating chart specific for this event.

Related Links: Add related links that fans might find useful. Click Add New to create a link, enter a title and link.



EVENTS

Summary

More Info: Use the More Info FAQs to add information specific to this event. You can have as many as you'd like and reorder as needed. Use the text editor to style text as desired.

Doors Open: Free form field. Enter a time or a phrase (e.g. "One hour before show"). Displays in the Buy Tickets right-hand bar on the Event Detail Page.

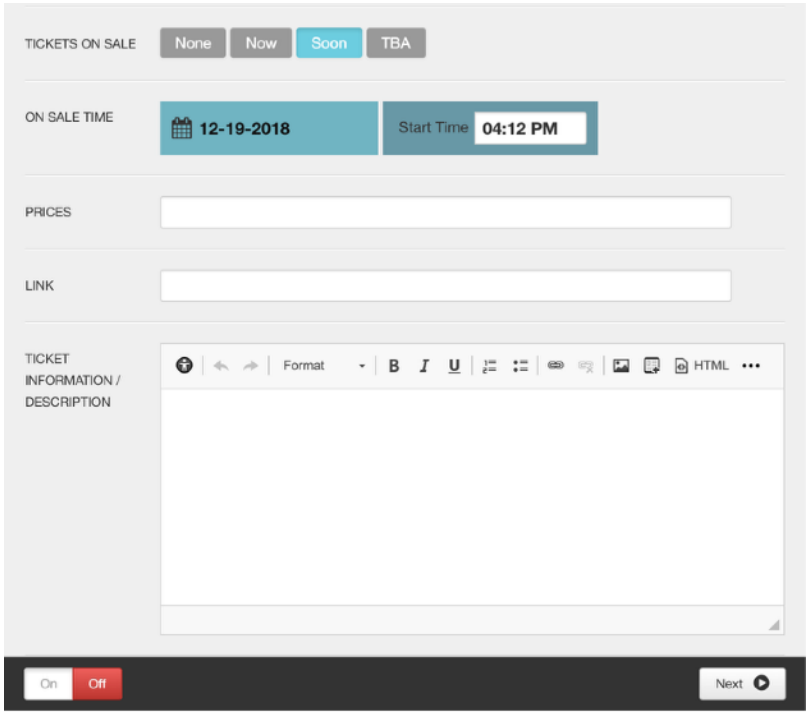
EVENTS

General Tickets

Tickets On Sale: Choose a status.

- None: No tickets are on sale (e.g. private event, sold out, etc.)
- Now: Selecting the Now tab will reveal the Prices and Link field.
- Soon: Selecting the Soon tab will reveal a date and time selector that will allow you to set the on sale in the future. The event will say “On Sale Soon” until that date and time pass. Once the date and time pass it will say “Buy Tickets.”
- TBA: Prices and link field remain. The Buy Tickets button will say “TBA”

Prices: The Prices field is a free form field where you can enter the pricing however you’d like. (e.g. specific ticket prices, price range, fees, etc).



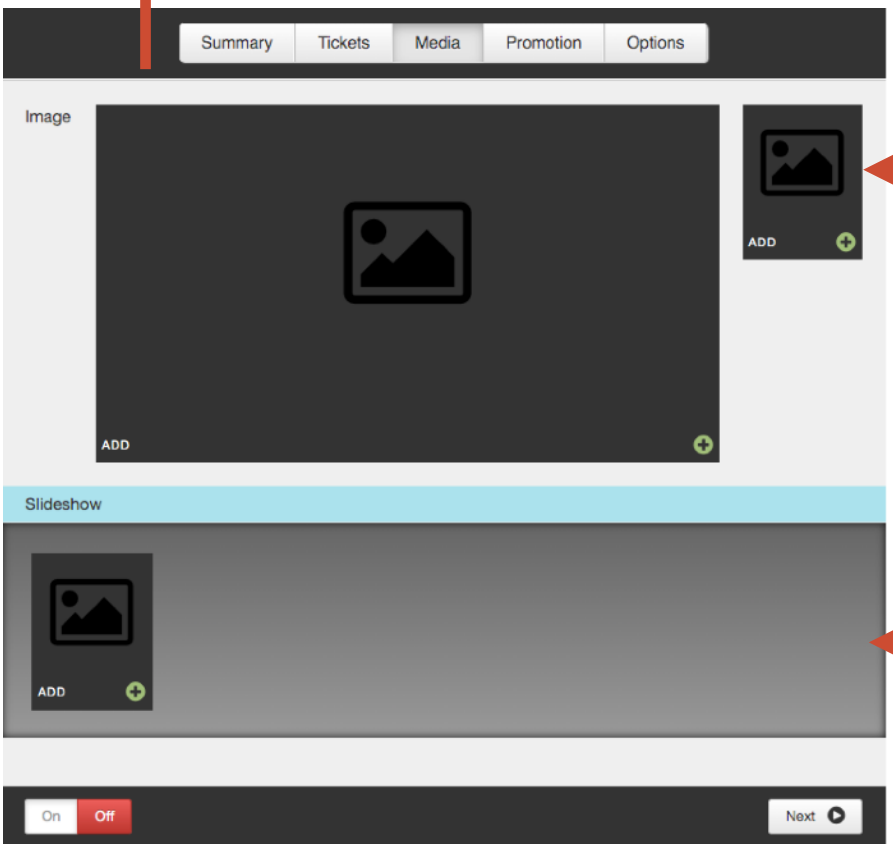
Link: If used, the event will show a Buy Tickets button in all listings and will have a main Buy Tickets button on the Event Detail Page. Also used as the default buy tickets link for each showing if no link is entered for the individual showings.

Ticket Information/Description: Any additional ticket information that might be needed for this particular event. Displays as an FAQ on the Event Detail Page.

EVENTS

Media

Main Event Image:
Displays on Event Detail Page and in the primary promotional space on the homepage.
(1180px by 500px)

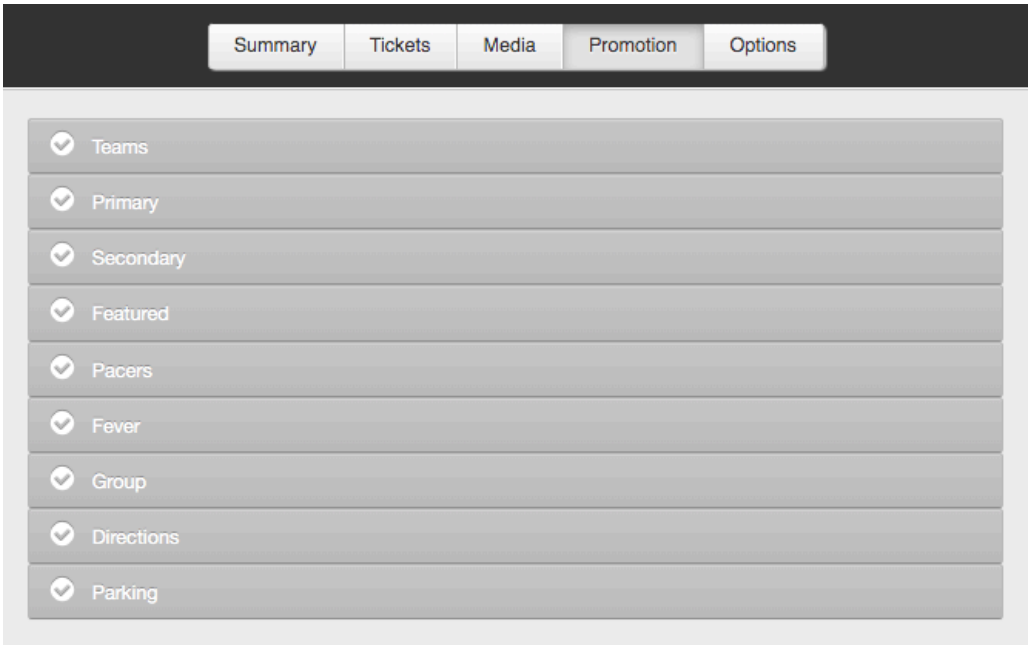


Thumbnail:
Displays on Event Listing Page and in all other event listings on the site including the homepage secondary and featured promotional spaces.
(880px by 586px)

Slideshow:
Overrides Main Event Image on Event Detail Page. Accepts both static images and video.
(1180px by 500px)

EVENTS

Promotion

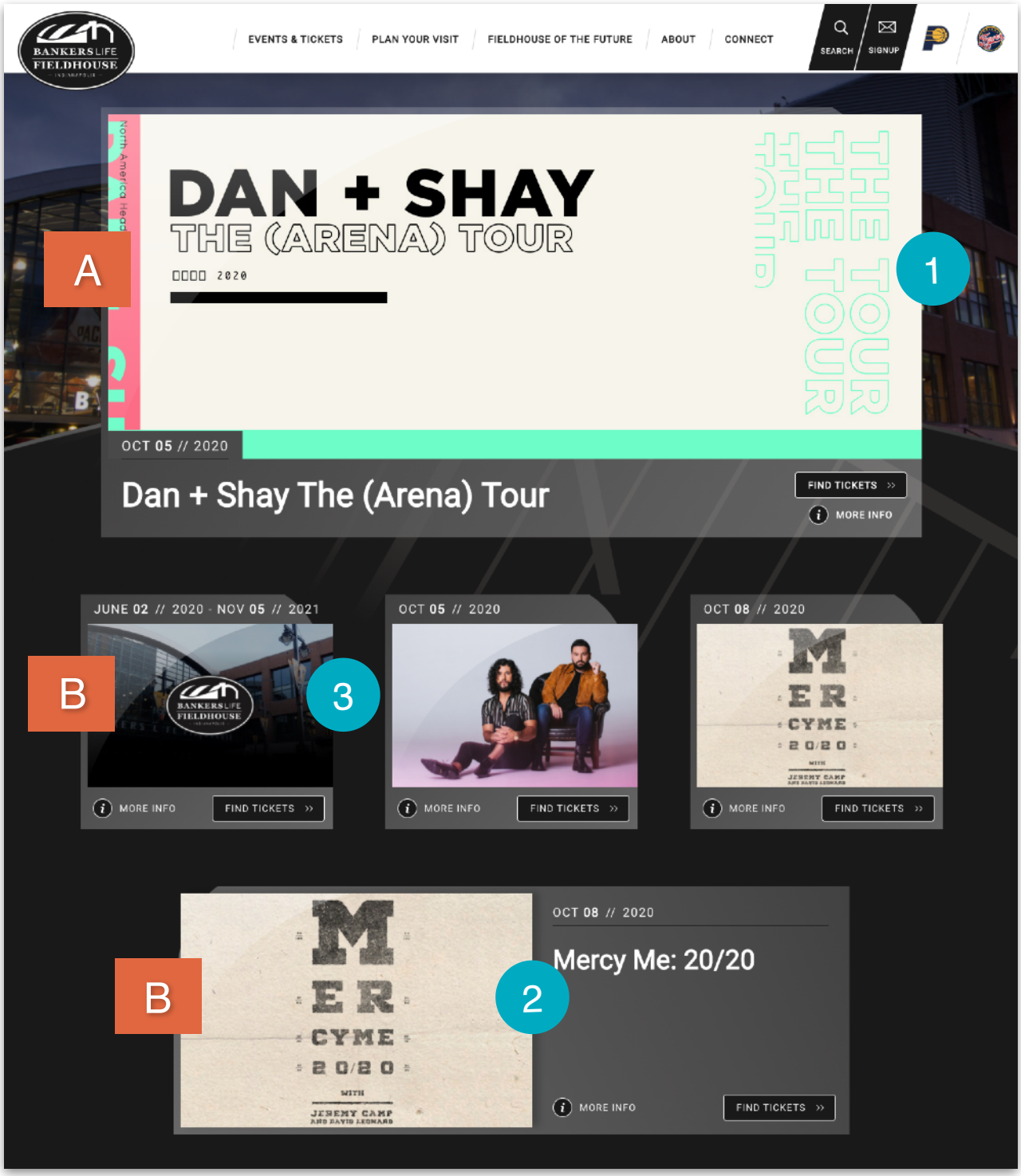


1. Primary - Large promotional space on homepage (Qty: 1)
2. Secondary - Medium promotional spaces on the homepage (Qty: 2)
3. Featured - Small promotional spaces on the homepage (Qty: 6)
4. Pacers - Adds event to selected team page.
5. Fever- Adds event to selected team page.
6. Group - Reveals a field to enter group details. Pulls back Groups FAQ item on the Event Detail Page.
7. Directions - Text/link display in the right-hand bar on the Event Detail Page. Link directs to this page by default: /directions-parking.
8. Parking - Text/link display in the right-hand bar on the Event Detail Page. Link directs to this page by default: https://www.parkwhiz.com/bankers-life-fieldhouse-parking/.

All promotion types allow you to pull back custom event listings on to pages. If you'd like to add, edit, or remove any promotions reach out to the helpdesk.

EVENTS

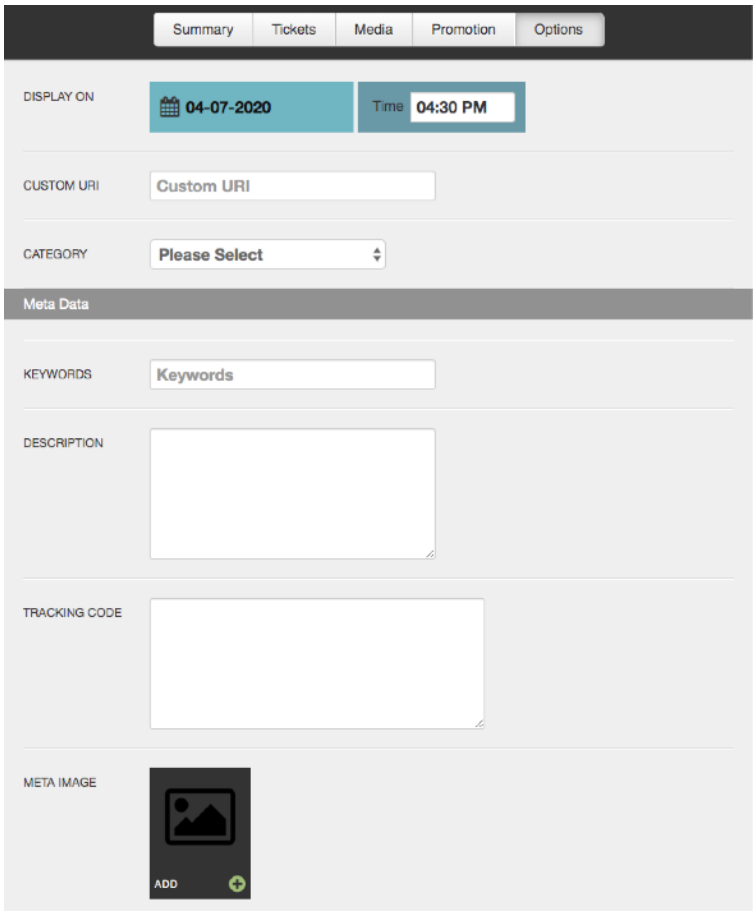
Front End Reference - Homepage



EVENTS

Options

If the Display On date and time is set to the future, the event will not show on the site or be searchable until that date and time has passed.



Display On: Announce date and time

Custom URI: Generated automatically by the event title. Use this field to override it, if desired.

Category: Choose a category for each event. This feeds the filter on the event listing page.

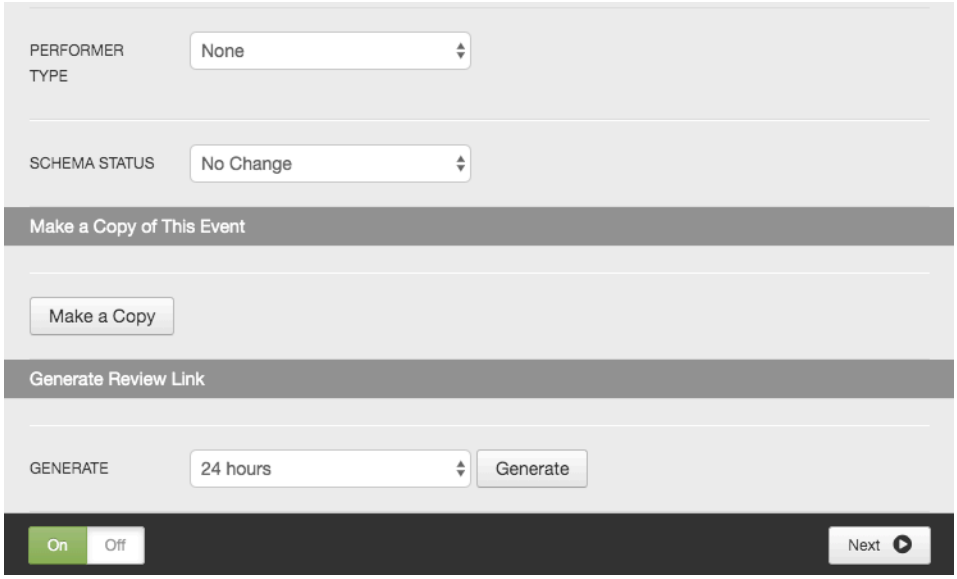
Keywords & Descriptions: Used to help Google search your site effectively.

Tracking Code: Optional field that allows you to place a tracking pixel only on that particular event. If you have tracking code you want added to ALL events, submit a ticket to the help desk. We can set it up so that it is automatically added to all events currently in the system and events going forward.

Meta Image: The system will automatically pull an image from the page, but if you want to change the default image, enter an alternate here. This would be used for sharing on social media.

EVENTS

Options



Performer Type: Select the performer type from the dropdown. Used for Structured Data.

Schema Status: Use this dropdown to update the event status for Structured Data. Options include the below.

- No change (default)
- Postponed- for events that have been postponed, but the new date is unknown.
- Rescheduled- for events that have a new date. In this case you would simply change the event date to the new date.

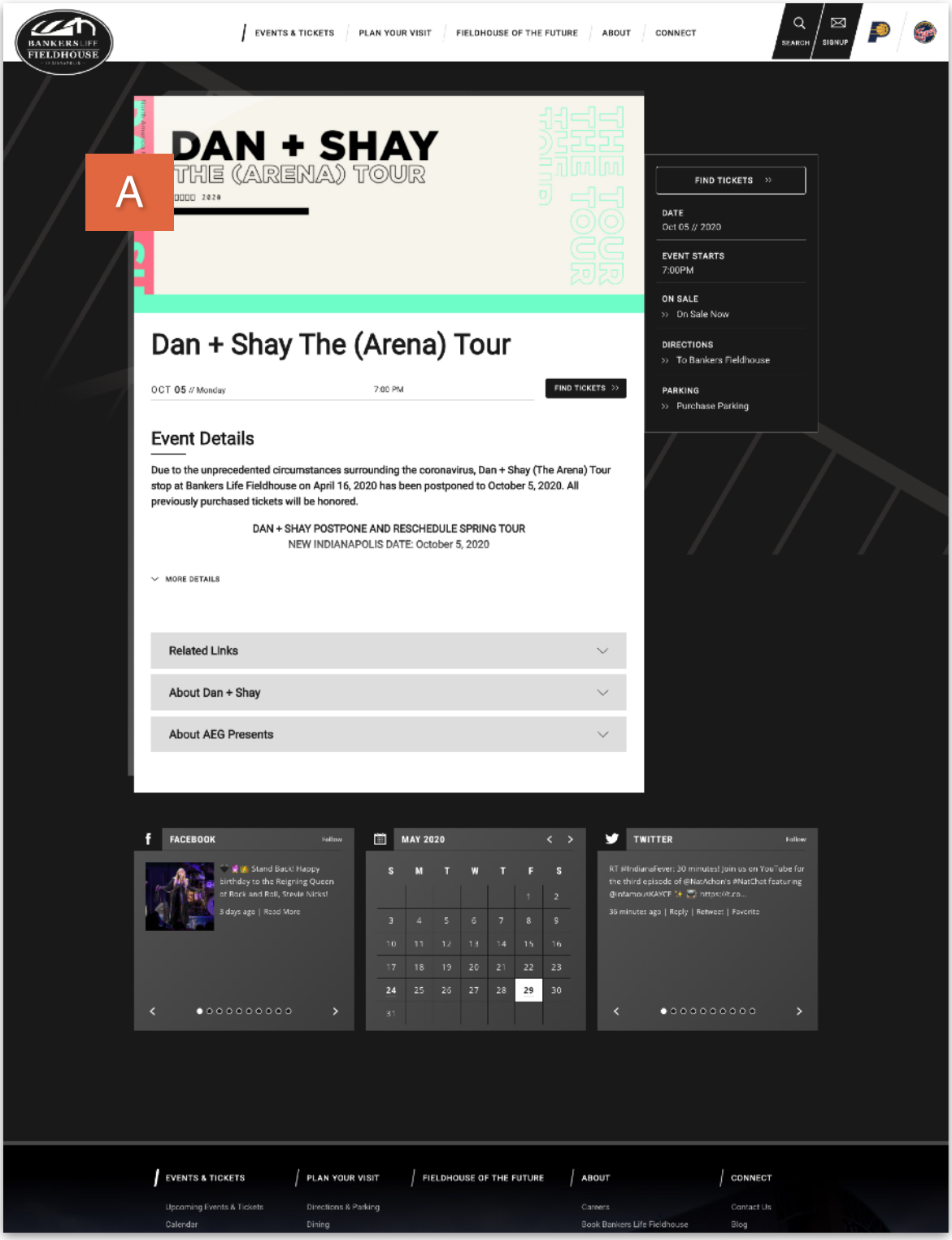
Make a Copy: Use this button to replicate all data for an existing event. Once clicked, an exact copy of the event will be added to your Events database. The title of the event will be appended with “-copy” at the end to distinguish it from the original. The URI will be appended with “-1” as well.

The event must be ON for the Display On date and time to register.

Generate Review Link: See Generate Review Link section

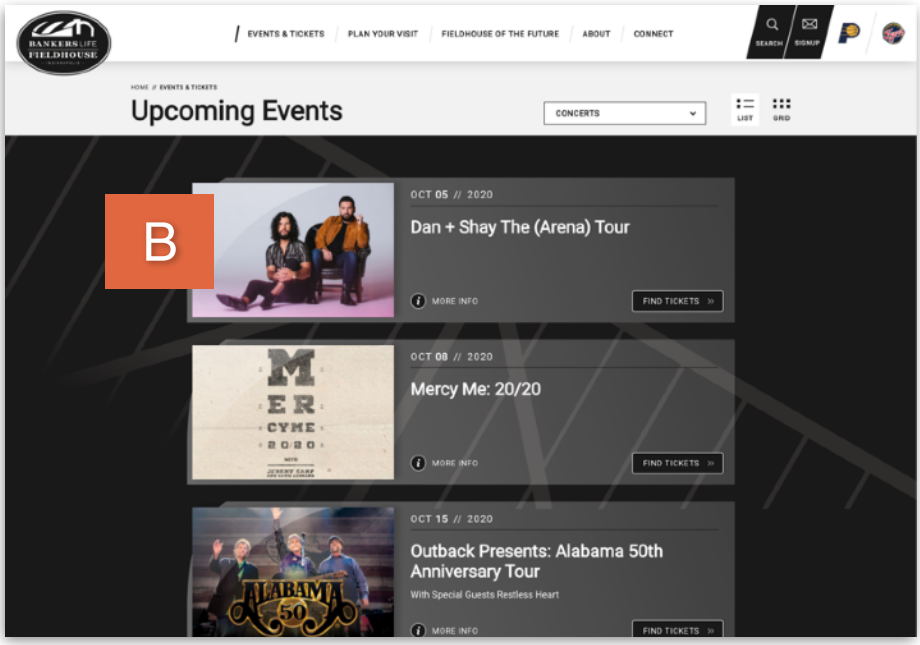
EVENTS

Front End Reference - Event Detail Page

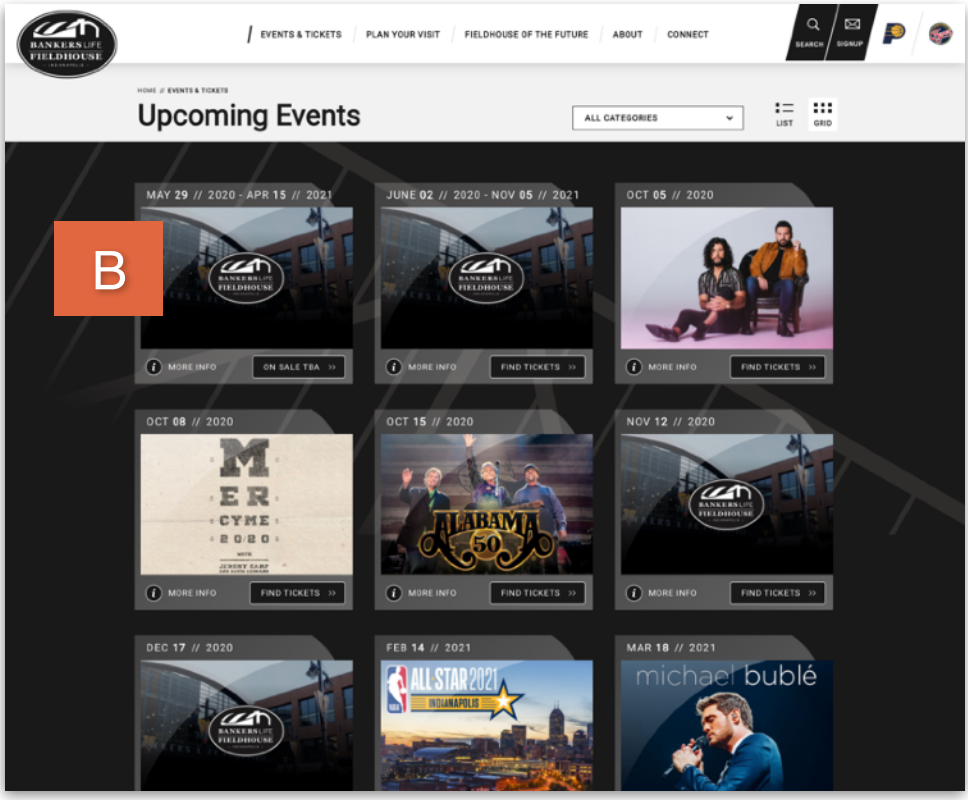


EVENTS

Front End Reference - Event Listing Page - List View



Front End Reference - Event Listing Page - Grid View



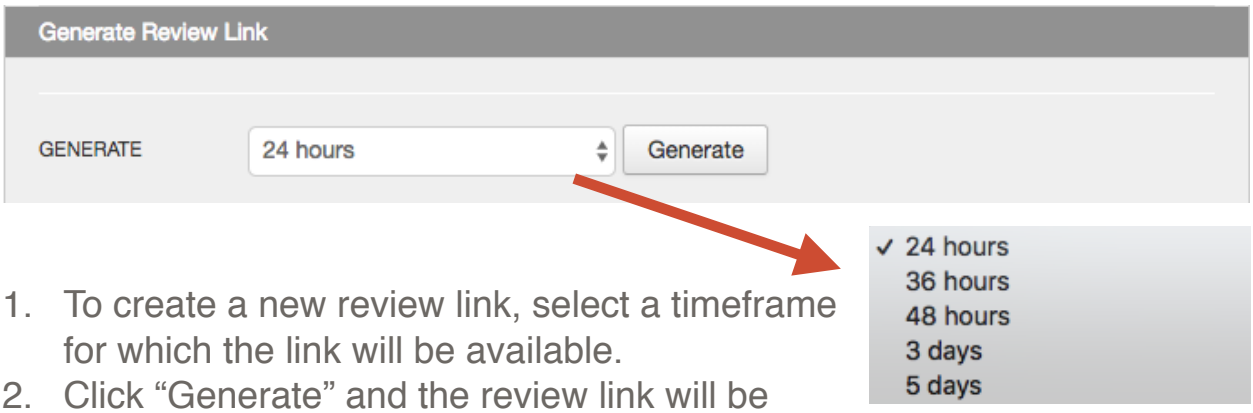
EVENTS

Generate Review Link

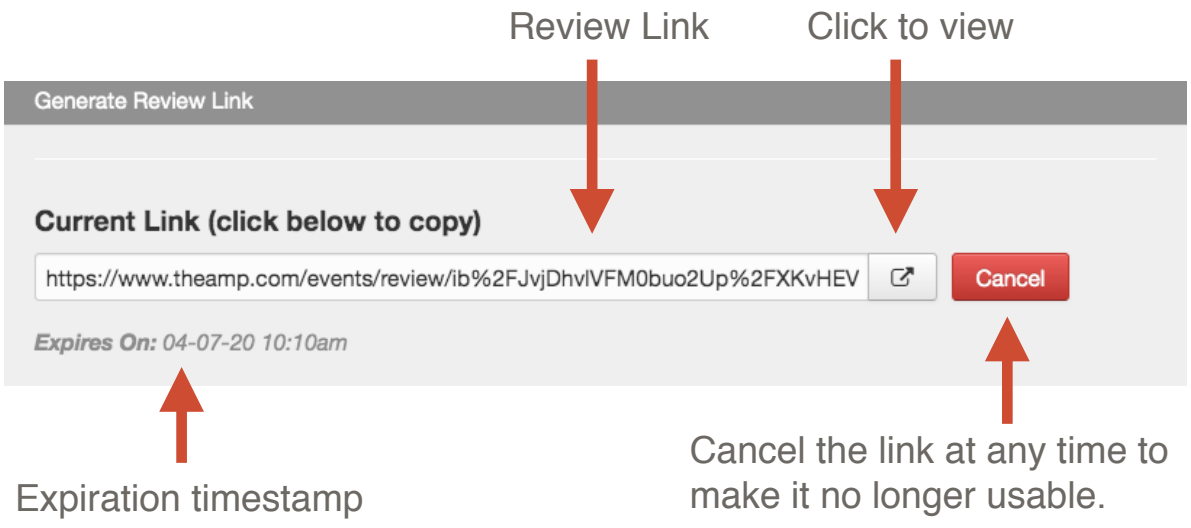
The Generate Review Link feature allows you to send Event Detail Pages in advance of their display date to outside parties without giving them access to Showtime.

Setting Up Review Link

The Generate Review Link feature is located on the Options tab of all events.

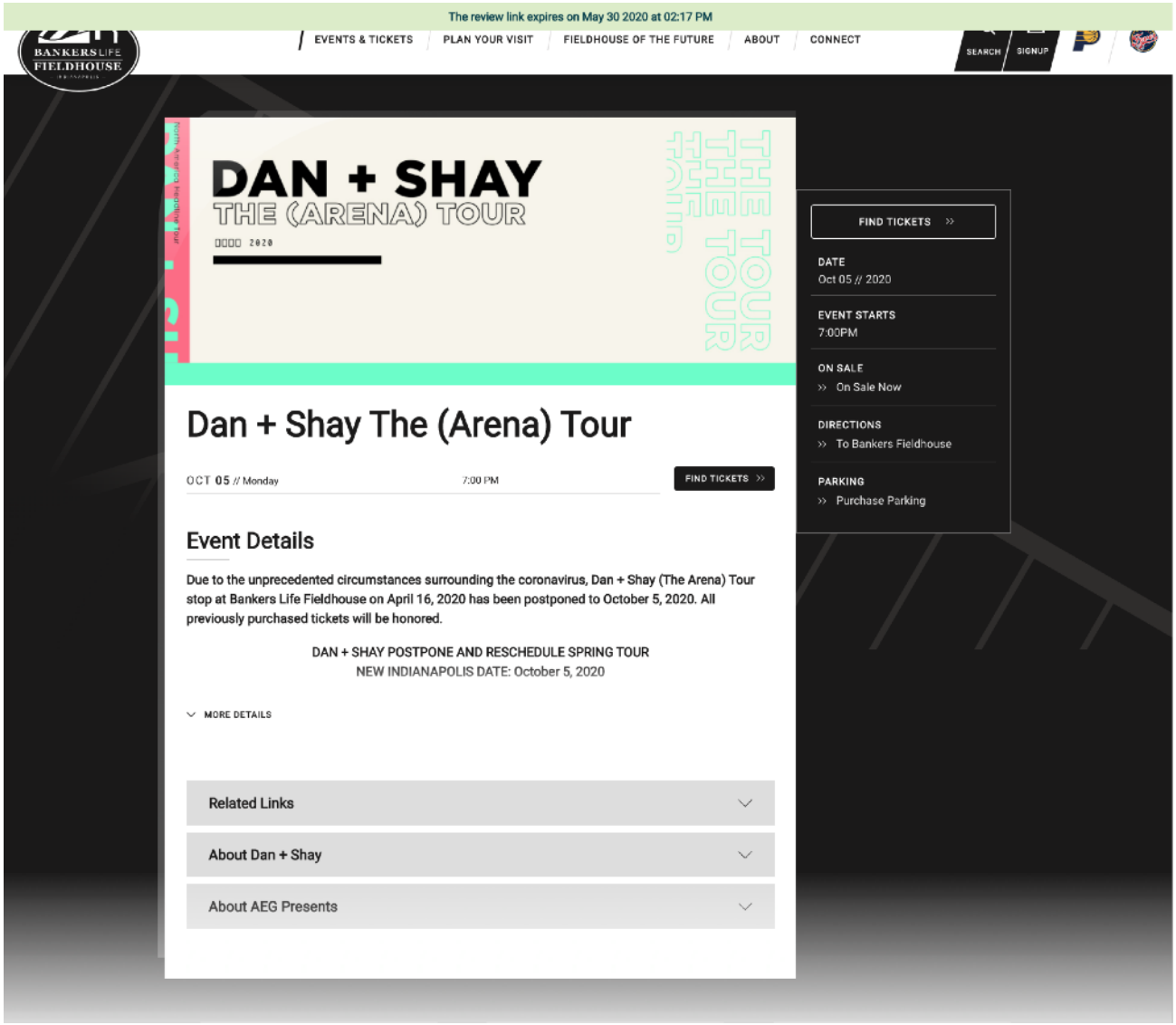


1. To create a new review link, select a timeframe for which the link will be available.
2. Click “Generate” and the review link will be created.



EVENTS

Front End Reference - Generate Review Link



The unique link created when you use the Generate Review Link feature will display a banner at the top of the page with the expiration timestamp, so the person viewing the link will know how much time they have left to review.

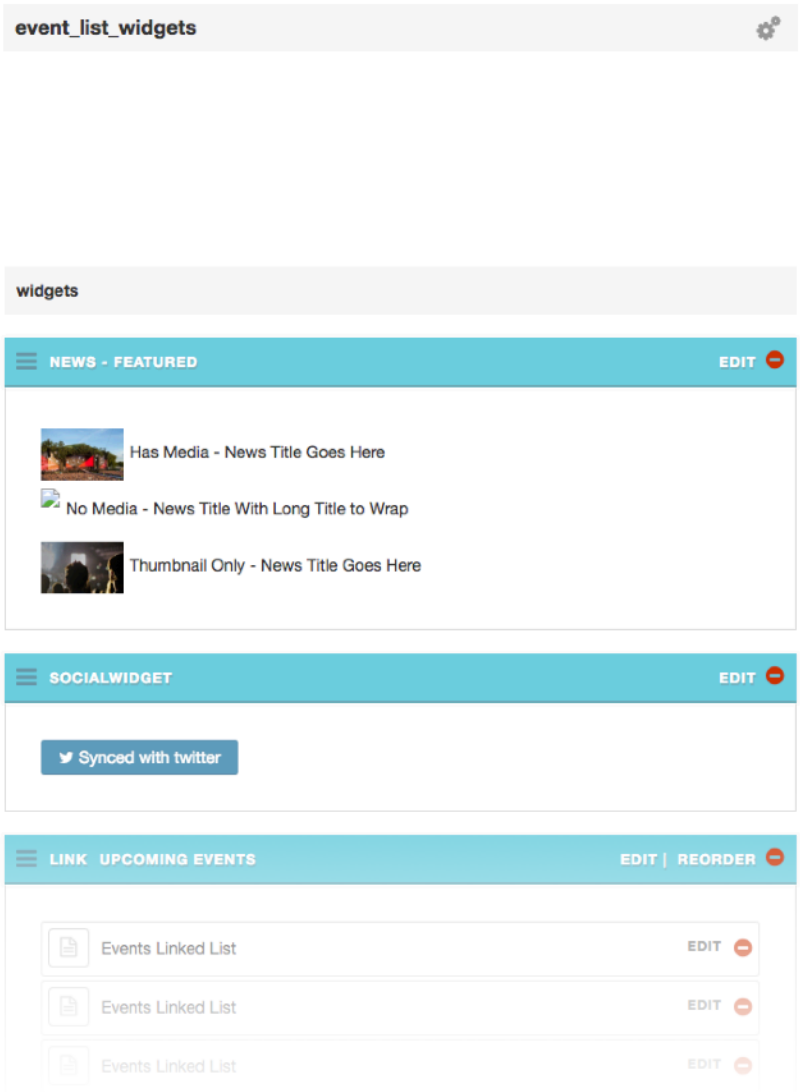
As a reminder, if the link is no longer being used, or you find it's being abused, you can cancel it at anytime so it becomes no longer usable.

EVENTS

/showtime/pages/edit/23

Event Listing Page/Detail Page Widgets

The Event Listing Page and all Event Detail Pages share the same set of widgets. These widgets are controlled through a page in Showtime called event_list_widgets.



Please reference the Widgets Style Guide (/style-guide-widgets) for more information on individual widgets available to be added here.

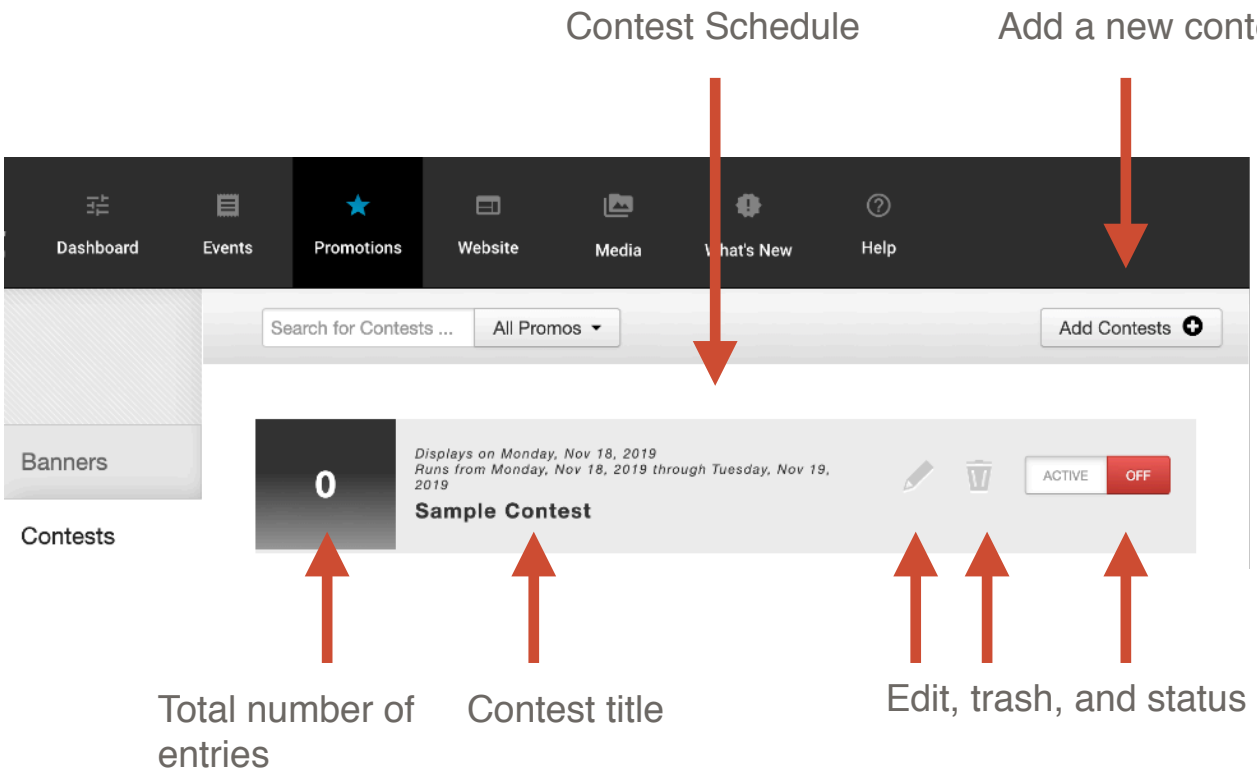
PROMOTIONS

CONTESTS

/showtime/contests

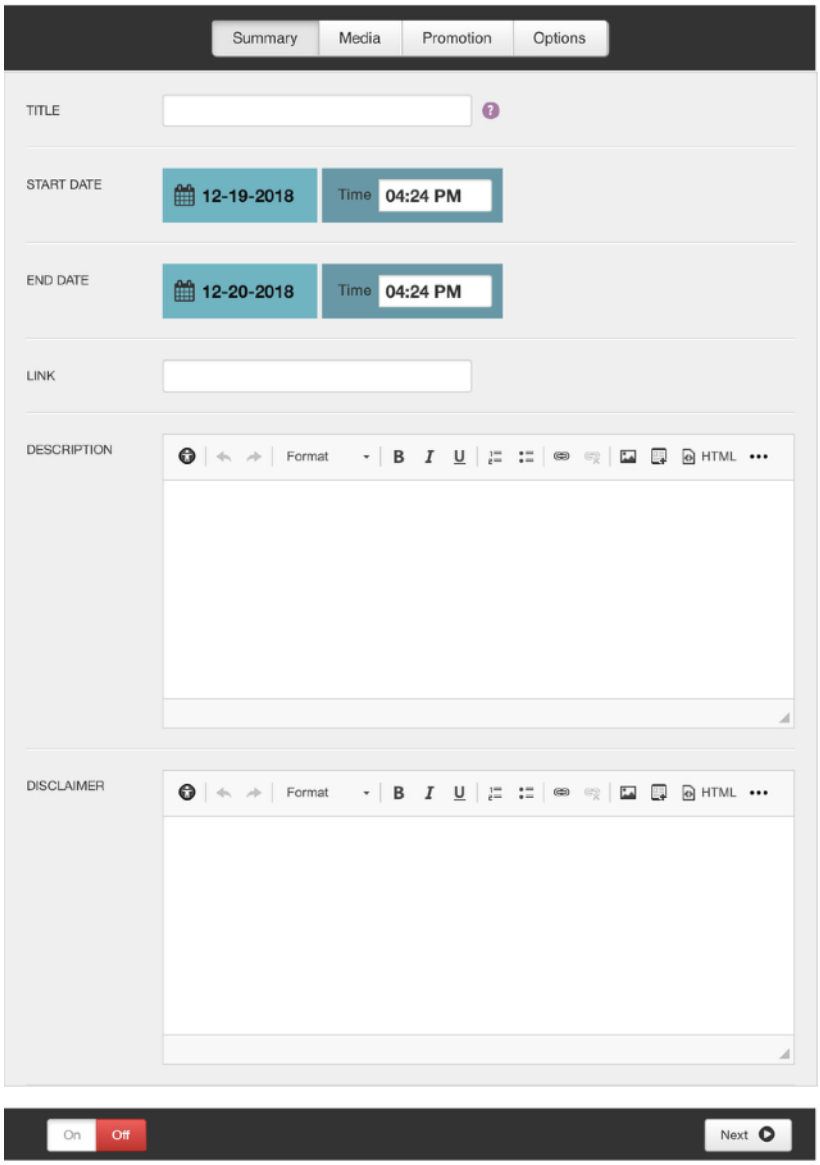
Overview

Contests are found under the Promotions tab in Showtime. Below is a diagram explaining all of the items you'll see in this module. Click on the Add Contests button to start a new contest.



CONTESTS

Summary



Title: Enter the contest title

Start/End Date: Schedule the contest (can be done in advance)

Link: Add link to additional contest details (optional)

Description: Enter the contest details

Disclaimer: Each contest should include a legal disclaimer.

CONTESTS

Media

You can add videos and images to each of your contests. Just like with events, videos should be placed in the slideshow only.

Main Contest Image:
Displays at the top of the Contest Detail Page. Uses the main event image size.

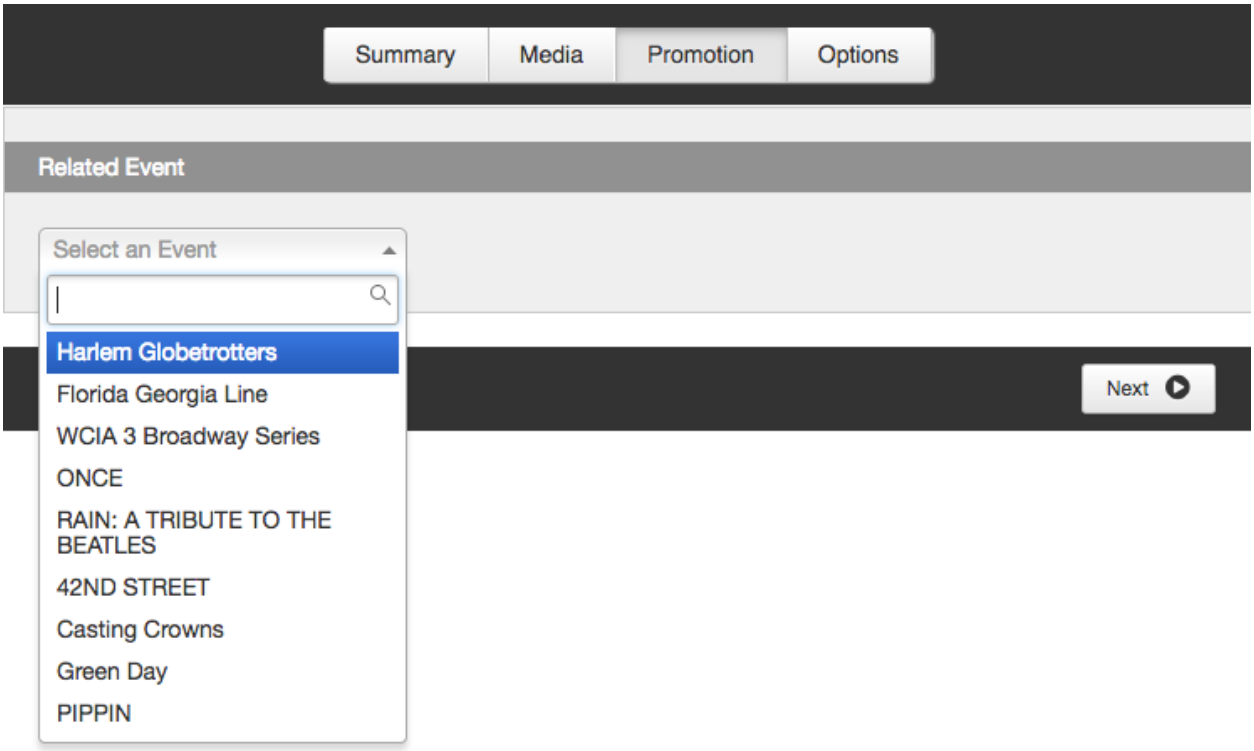
Contest Thumbnail:
Displays on the Contest Listing page. Uses the event thumbnail size.

Slideshow:
Displays at the top of the page. Overrides the main contest image. Can be used for images and video.

CONTESTS

Promotions

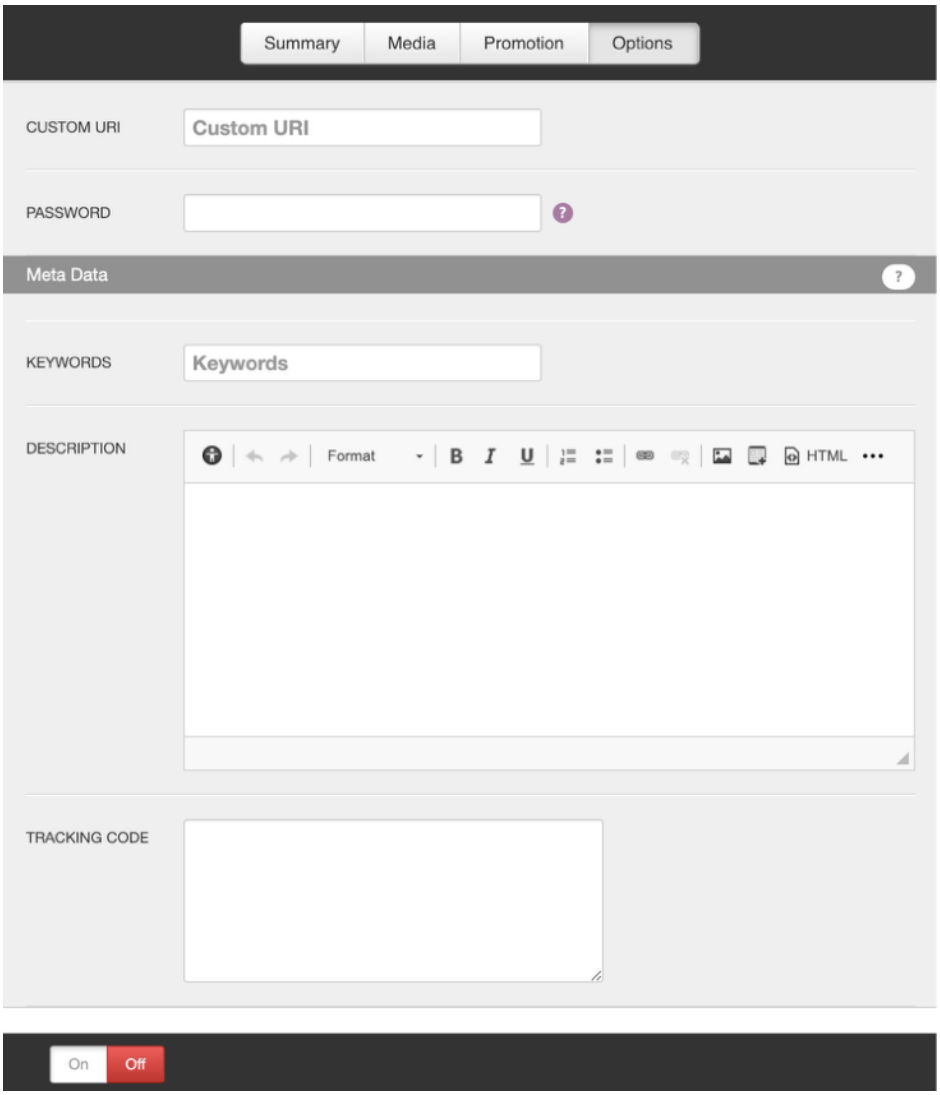
If the contest is related to an event, assign a related event from the drop down that appears on this tab. This will bring back a call to action for fans to buy tickets. The dropdown will pull from your upcoming event list.



CONTESTS

Options

The features on this tab are completely optional, however, we would highly recommend at least entering the Meta Data keywords and descriptions.



Custom URI: Override the URI*

Password: Protect the contest, if desired, so it is only available to a specific audience.

Meta Data: Add meta keywords and descriptions to enhance SEO.

Tracking Code: Add a unique tracking code, if desired, for additional analytics.

* All contests follow the same path: www.yourdomain.com/contests/detail/ followed by the URI. If you don't fill out this field, the system will generate a URI for you based on the title of the contest. You can override the system-generated URI by typing the desired URI here.

CONTESTS

Running Contests

Once you have finished setting up your contest you can turn the contest on.

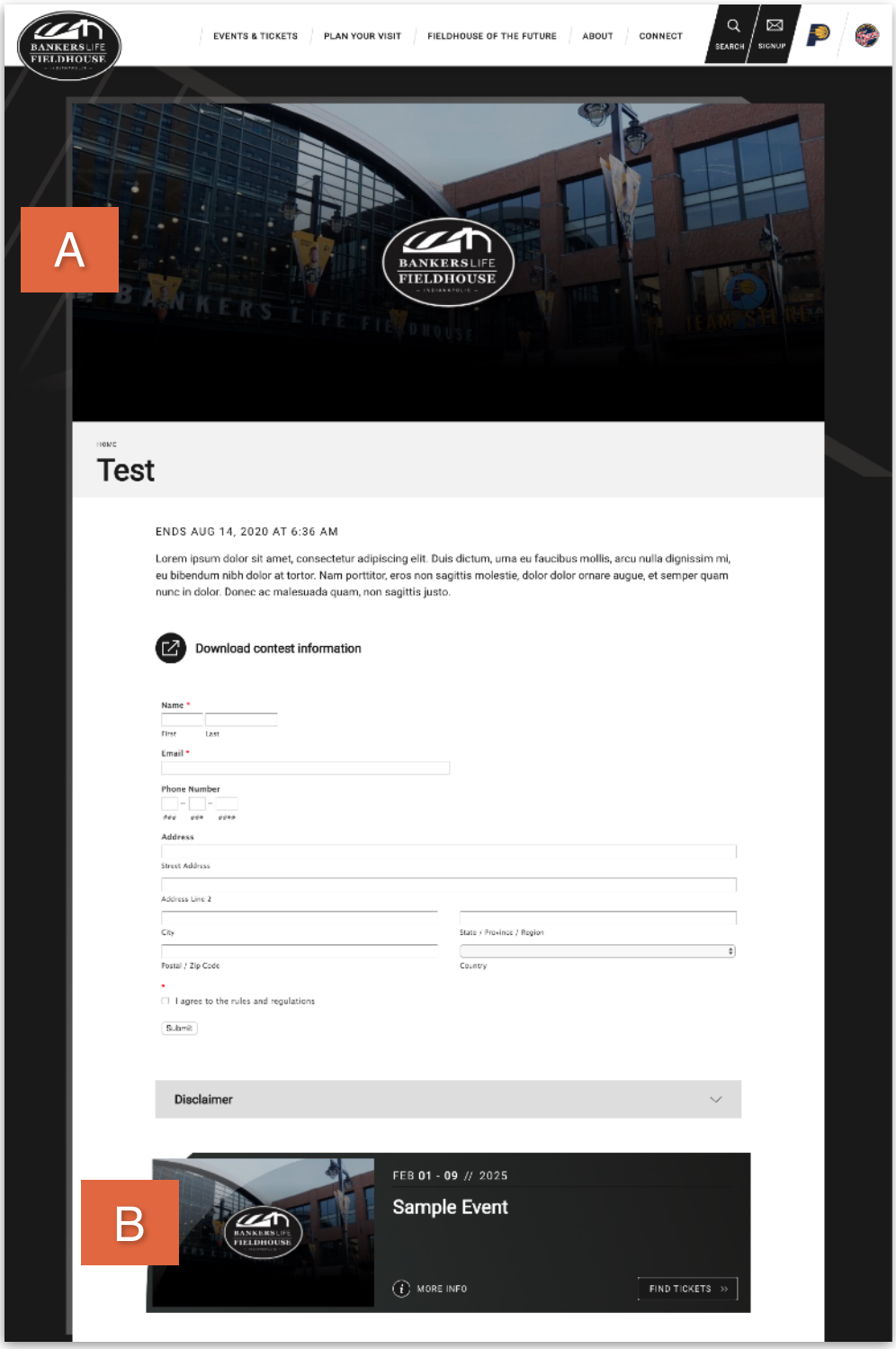
If the contest is set to start at some point in the future, the contest will display on the site, but will not be available for entry until the start date and time passes. Once the contest start time passes, the system will automatically display the form for fans to enter the contest. Once the end time passes, the form will be removed and the system will display messaging letting site visitors know that the contest has ended.

You can keep track of how many people have entered the contest by going into the contest module and viewing the ticket displayed next to the contest name. Once you have at least one entry, two new buttons will display that will allow you to either view the entries or download them to a CSV file.

You can bring contests into any page on the site by clicking the Add Content button and selecting the Contests widget.

CONTESTS

Front End Reference - Contest Detail Page



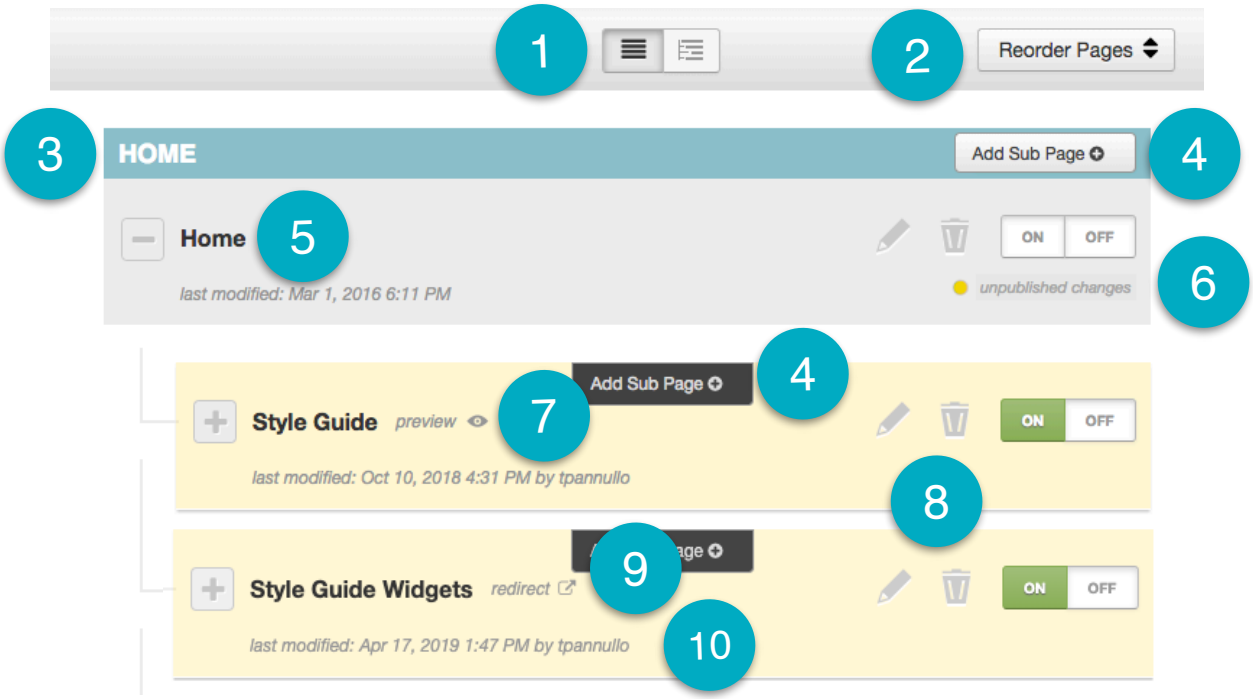
WEBSITE

PAGES

/showtime/pages

Overview

The Pages module is where you will control all of the static content on the site. Please refer to your Style Guide in Showtime for detailed instructions on how to attain specific styles for your site.

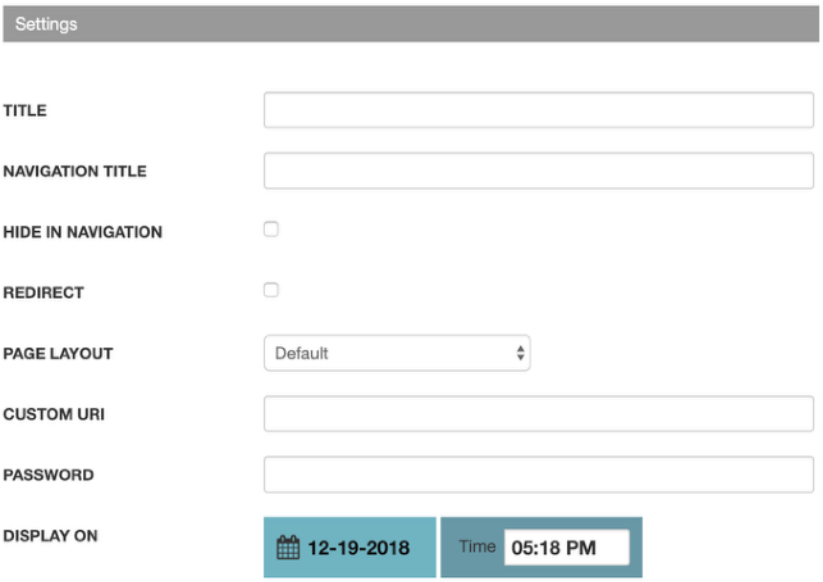


1. Expand or collapse the subpages to easily search.
2. Reorder Pages: Click to drag and drop the pages into the desired order.
3. Blue Pages: Main Navigation items
4. Add Subpage: Create new pages anywhere
5. Page Titles
6. Unpublished Changes: Indicates changes that were saved but not published.
7. Preview: Allows you to preview your changes before they go live.
8. Edit, Trash, Status:
   - Edit: Make changes to an existing page
   - Trash: Delete an existing page
   - Publish On and Off: Turn the page on and off. Pages that are turned off no longer show in the navigation.
9. Redirect: Indicates if a page is set to redirect elsewhere, on hover.
10. Last Modified: Date/Time stamp of last modification.

PAGES

Settings

Page settings can be accessed on any page by clicking the gear icon.



Title: The page name in Showtime, browser tab, default meta title.

Navigation Title: How it displays in the navigation.

Hide in Navigation: Check if you do not want the page to show in the navigation.

Redirect: Check to redirect the page to another location. A new field will appear where you can enter the URL of the redirect.

Page Layout: Default is set automatically.

Custom URI: Override the default URI of the page, if desired.

Password: Enter a password to protect the page on the front end. Passwords are case sensitive and not encrypted on the back end so you cannot lock yourself out of a page.

Display On Date/Time: Set a page to display on the site at a specific date and time in the future.

PAGES

Settings

Meta Title, Keywords, and Descriptions: Be sure to fill in your meta data to help Google search your site effectively.

Meta Image: The system will automatically pull a picture from the page, but if you want to change the default image, enter an alternate image here. This would be used for social sharing.

No Index: Check if you want search engines to ignore this page in their search results.

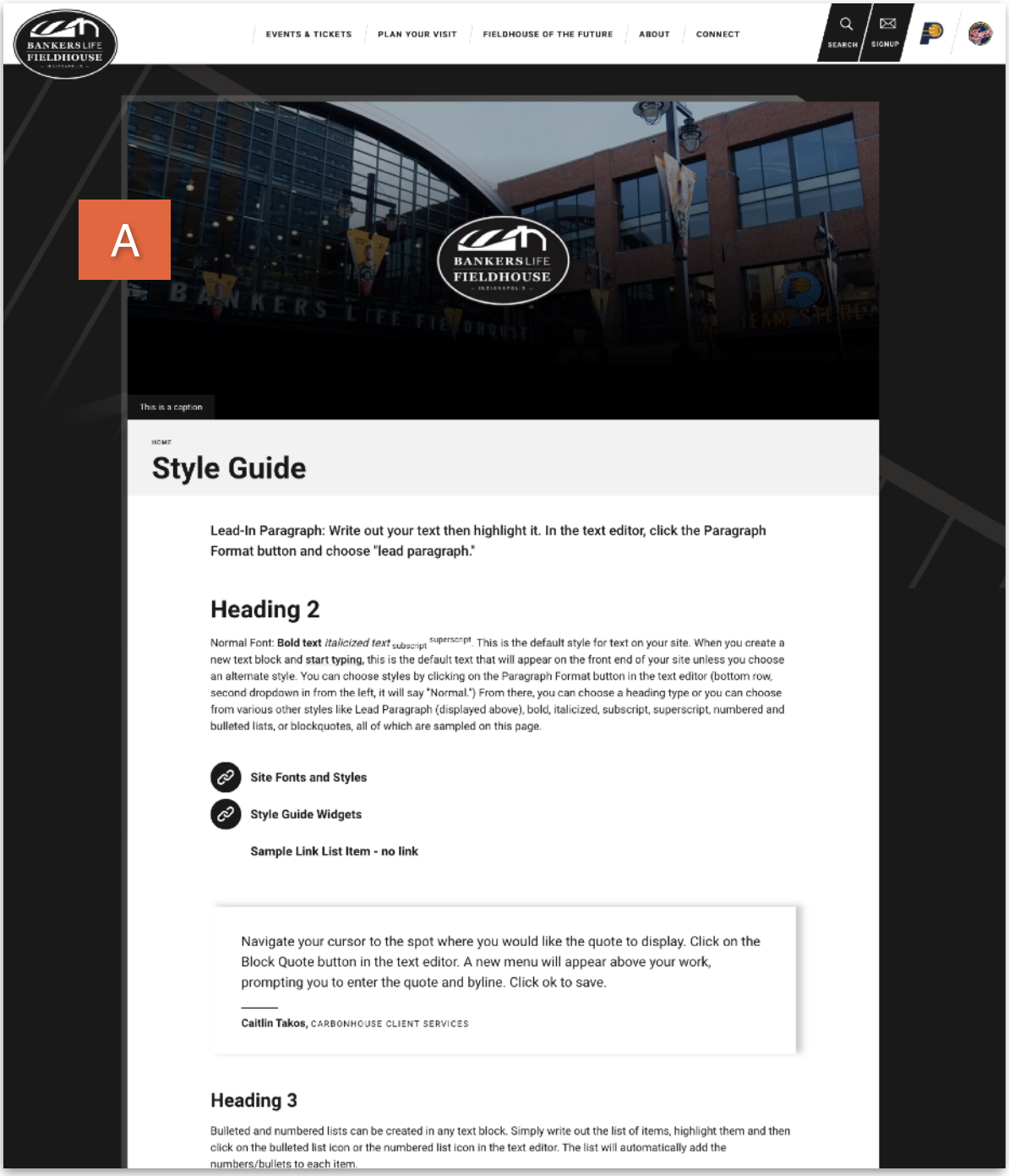
Tracking Code: Optional field that allows you to place a tracking pixel only on that particular page. If you have tracking code you want added to all pages, send it to the help desk and we can add it quickly for you.

Collapse All: Shows automatically at the top of the page even when Settings menu is closed. Allows you to collapse all content items for easy reordering.

PAGES

Slideshows

Add slideshows to any page. Slideshows can support video and images. Be sure to caption your images.

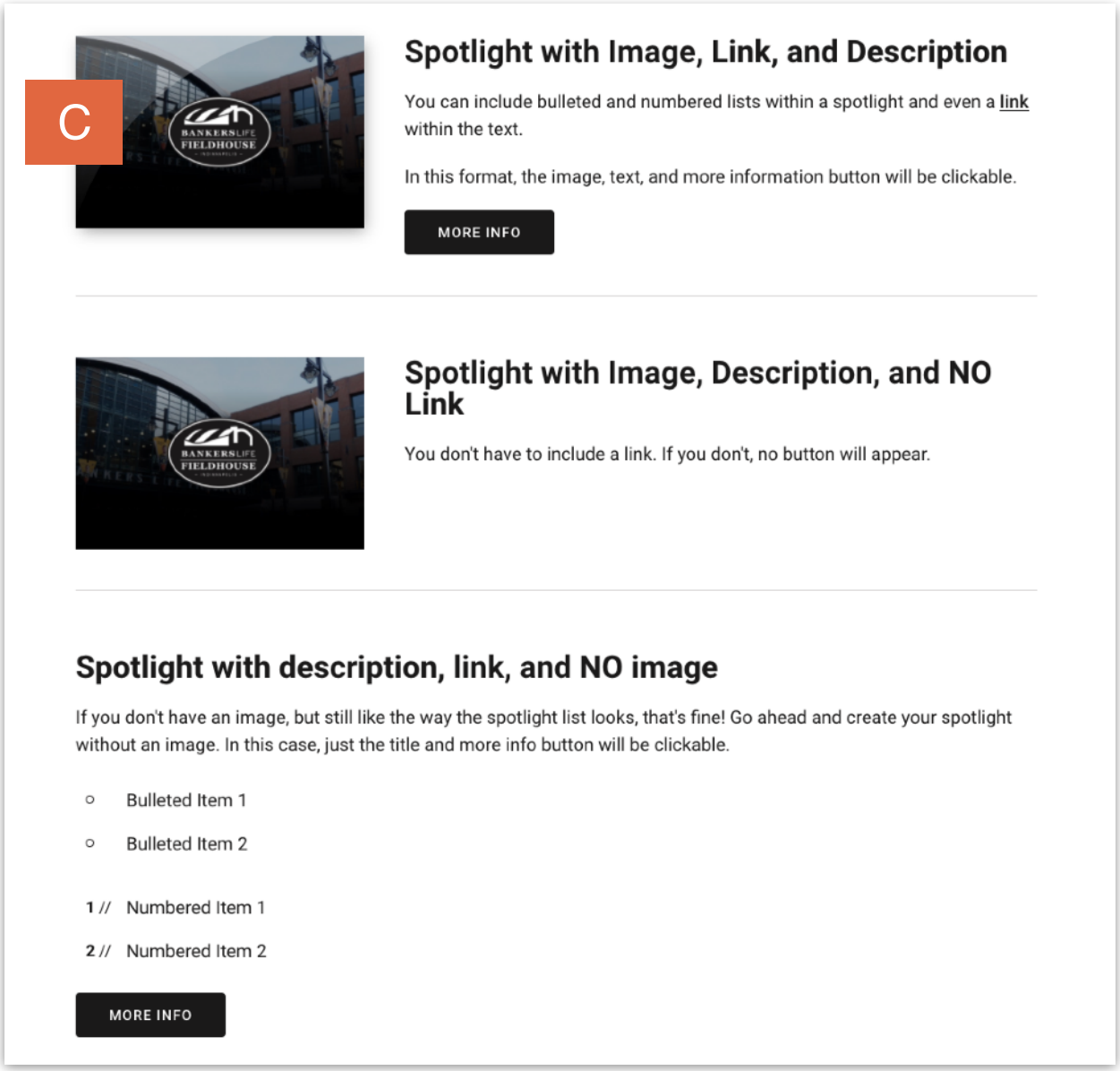


PAGES

Spotlight Lists

Spotlight lists are a great way to link to subpages or display sponsors. They are functional, but also add dimension to your pages and make them more engaging.

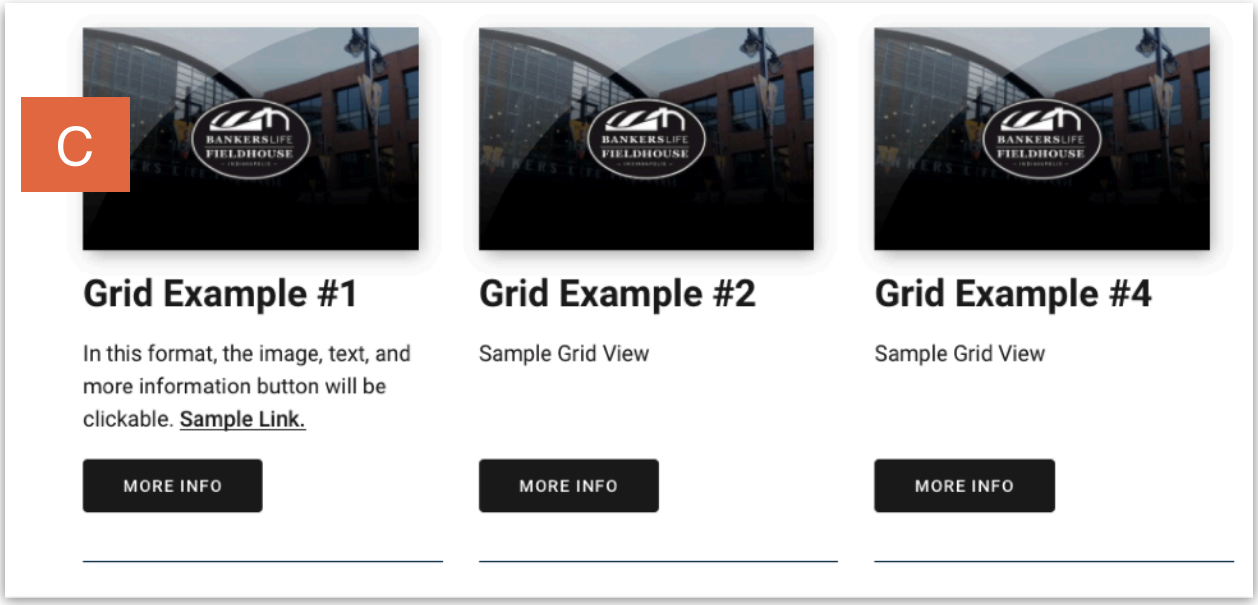
LIST/WIDE LAYOUT



PAGES

Spotlight Lists

SQUARE/GRID LAYOUT



LOGOS/ICONS LAYOUT

PAGES

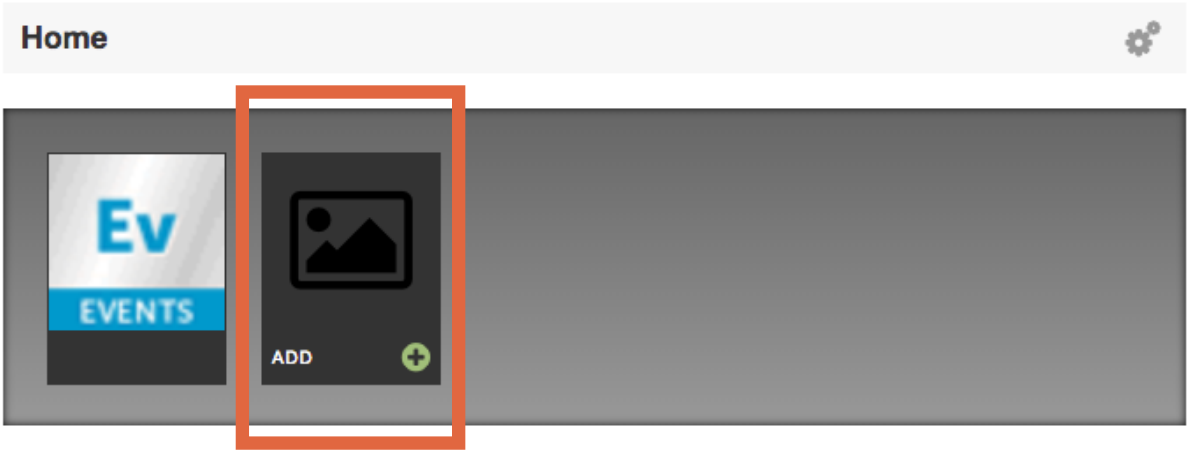
Adding a Homepage Non-Event Slide

Display a non-event related slide in the Primary Promotion spot on the homepage.

Example Use Cases:
- Opening Night
- Contests
- Season On Sale
- Important Show On Sale

Go to the Home page in Showtime. In the slideshow, click on the Add button to open the media gallery and select the promotional image you would like to use.

Be sure to add a caption and/or link to the asset.

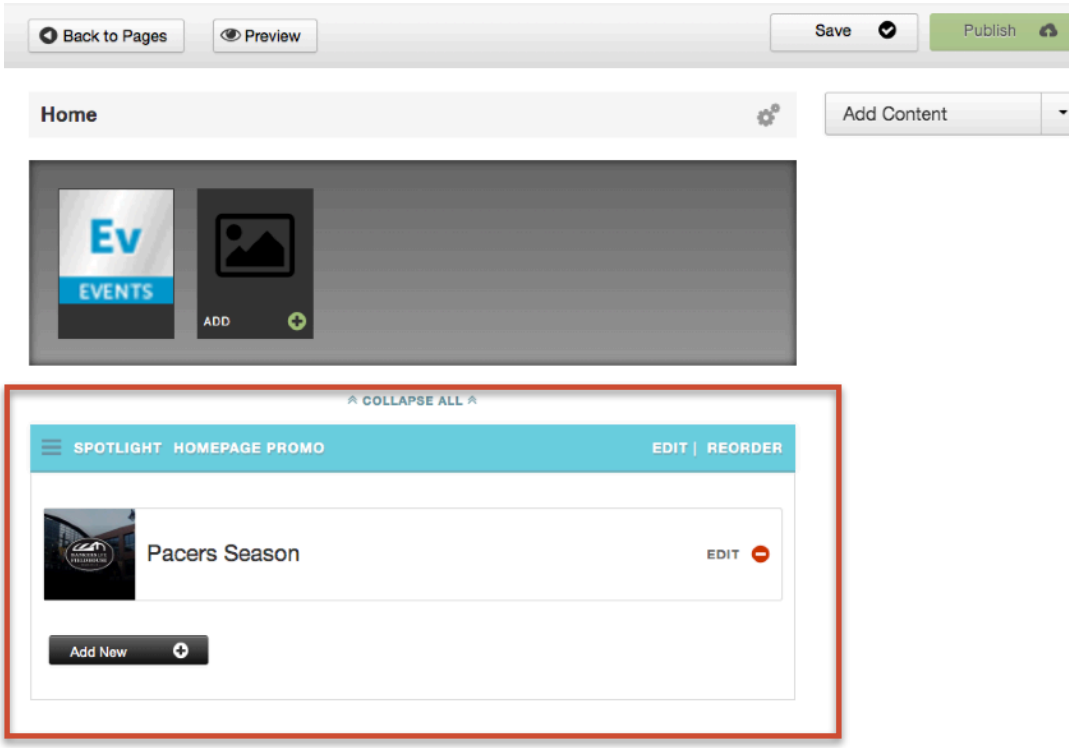


Once you've added your image to the slideshow, drag and drop it into the first position, ahead of the Events placeholder so it will display first.

PAGES

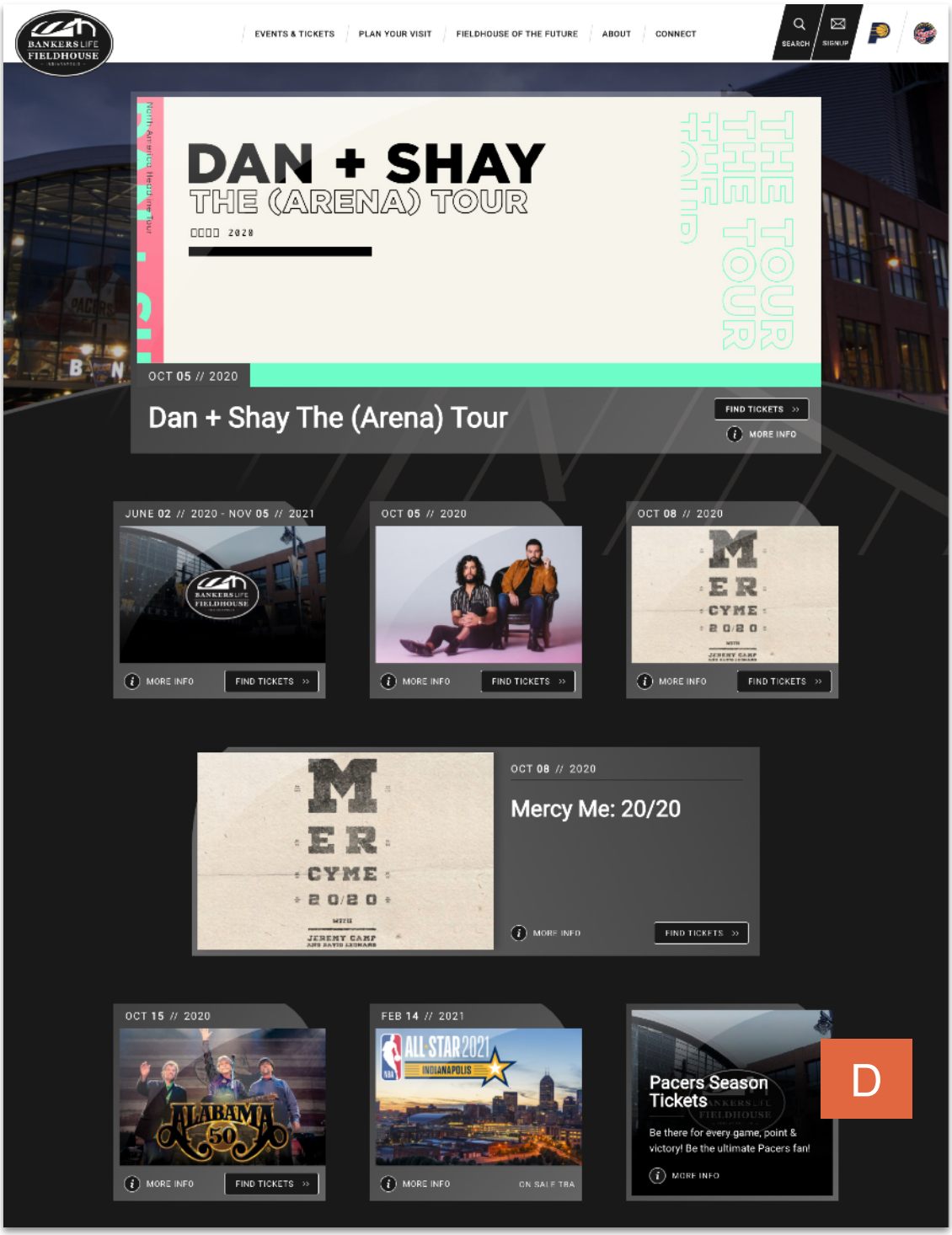
Updating Homepage Promo

Navigate to the Home page in Showtime. Below the slideshow you'll see a spotlight list titled Homepage Promo. Click on the Edit button to modify the Title, URL, or text of your homepage promo.



PAGES

Front End Reference - Homepage Promo



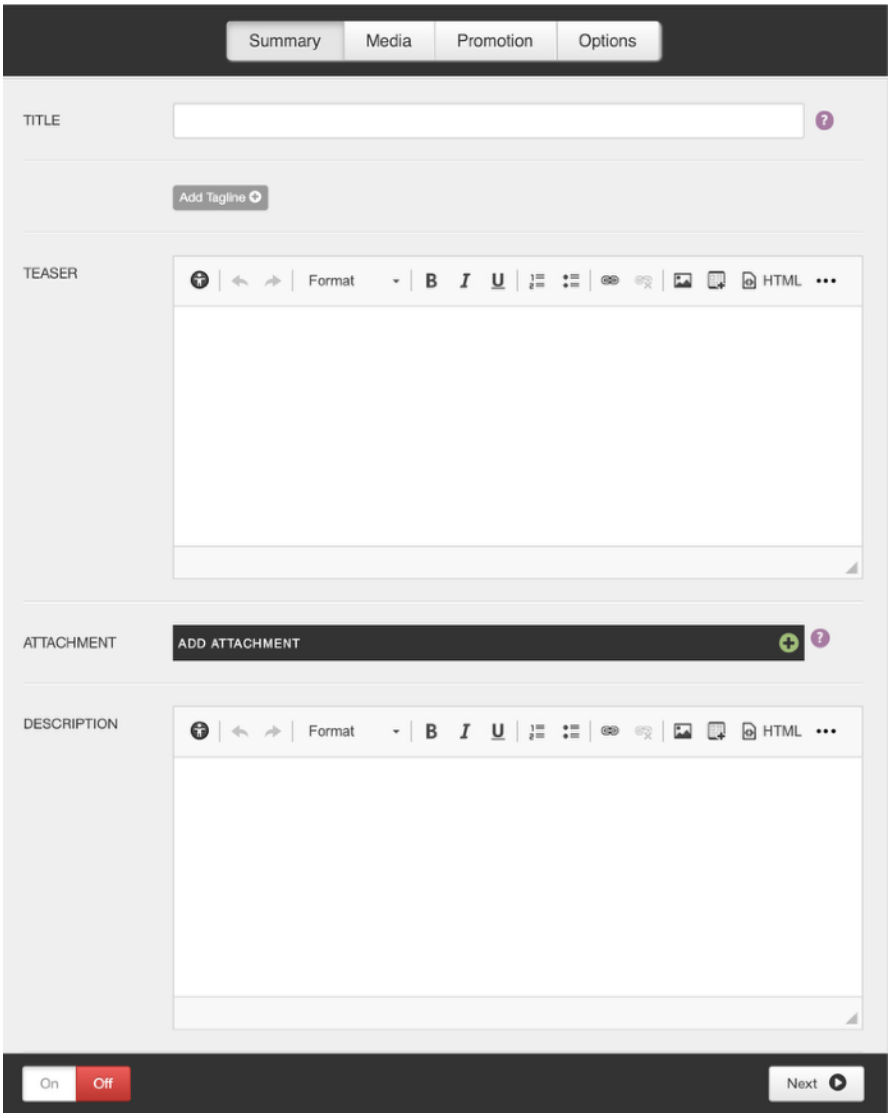
NEWS

/showtime/news

Overview

Much like the Events, the News database is where all of your past and upcoming News articles are created and managed.

Summary



Title: Enter title of article.

Add Tagline: Optional. Displays below title of article on News Detail Page.

Teaser: Displays on News Listing Page.

Attachment: Optional. Adds link to attachment on News Detail Page.

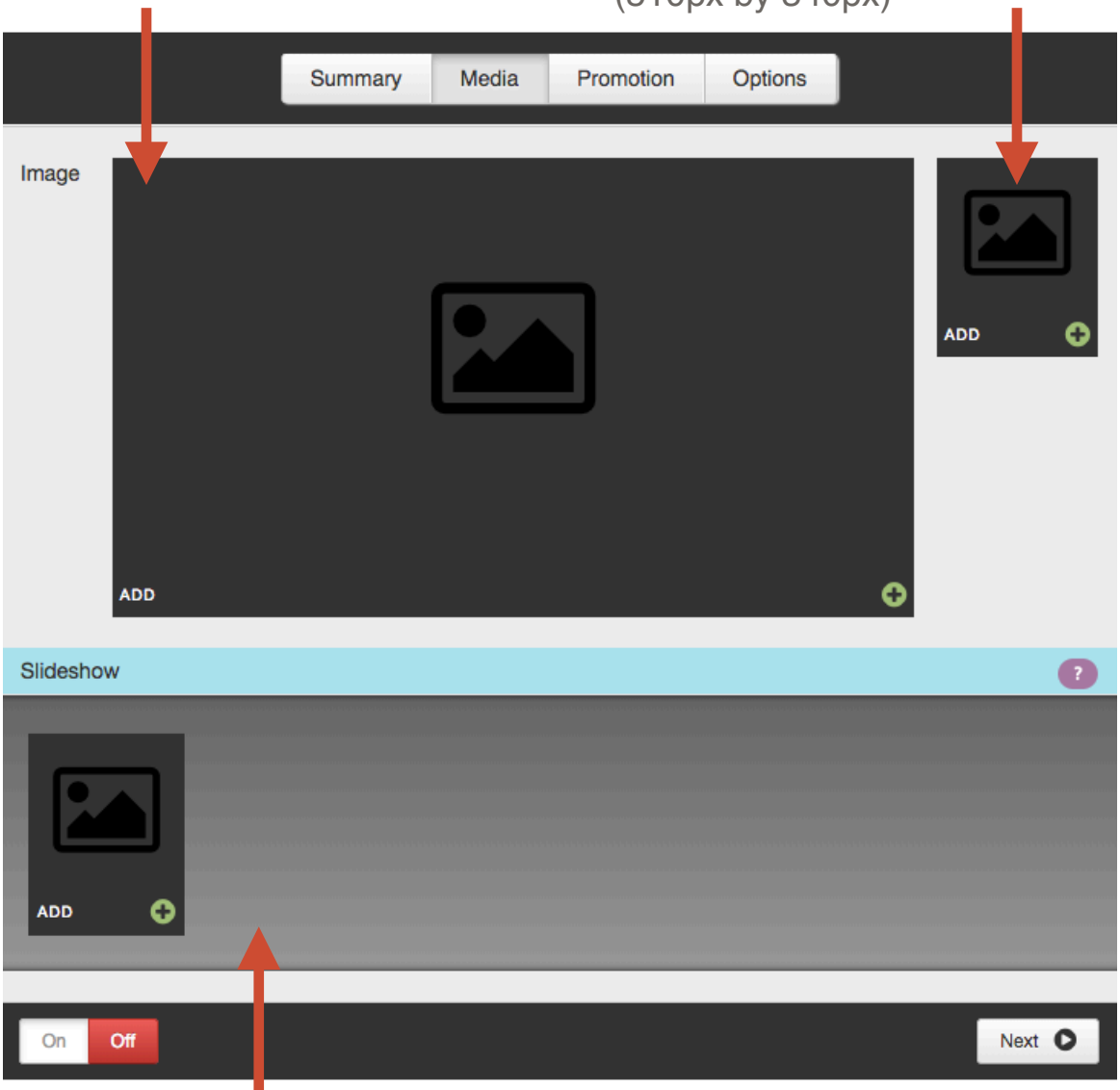
Description: Body of news article.

NEWS

Media

Main News Image:
Displays on News Detail Page
(1180px by 500px)

News Thumbnail:
Displays on News Listing Page
and on the News Detail Page
(510px by 340px)



Slideshow:
Overrides Main News Image on News Detail Page. Accepts both static images and video.
(1180px by 500px)

NEWS

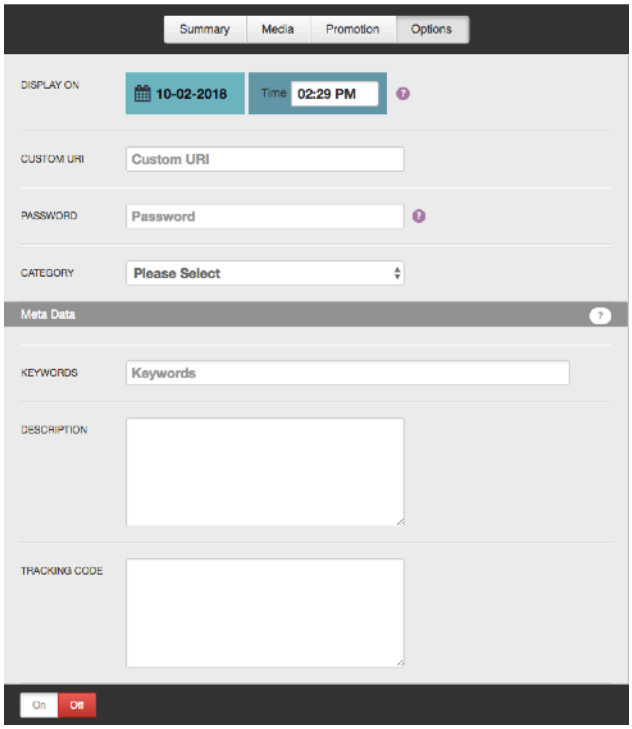
The news article must be ON for the Display On date and time to register.

Promotion

If used, tag the news article with the appropriate promotion type. If the news article is related to a specific event, choose an event from the Related Event drop down list to bring back a call to action on the news article for people to buy tickets.

Options

If the Display On date and time is set to the future, the news item will not show on the site or be searchable until that date and time has passed.



Custom URI: Generated automatically by the news title. Use this field to override it, if desired.

Password: Type in a password to password protect the news article.

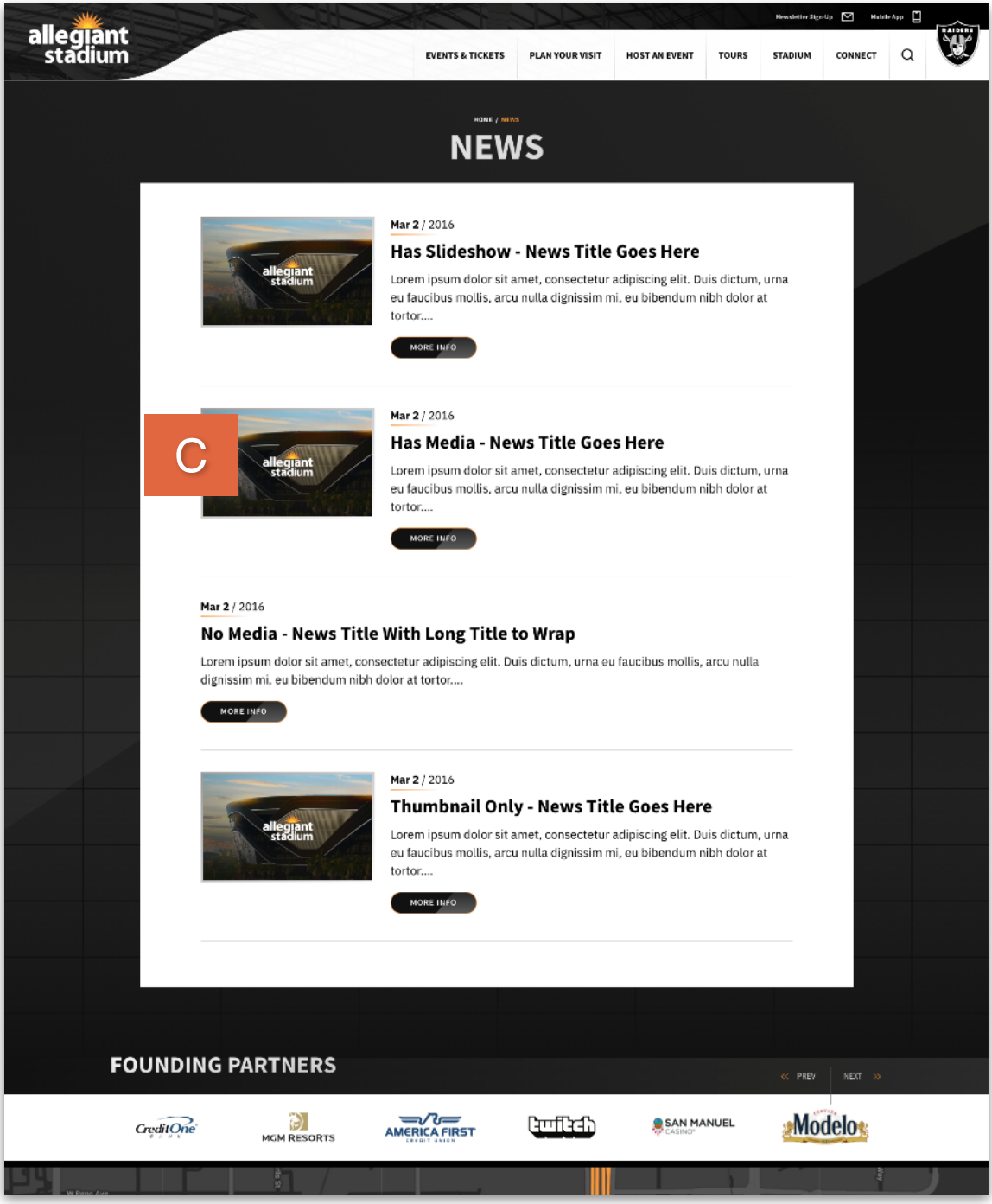
Category: Choose a category.

Meta Data: Be sure to fill in your meta data. Keywords and descriptions are used to help Google search your site effectively.

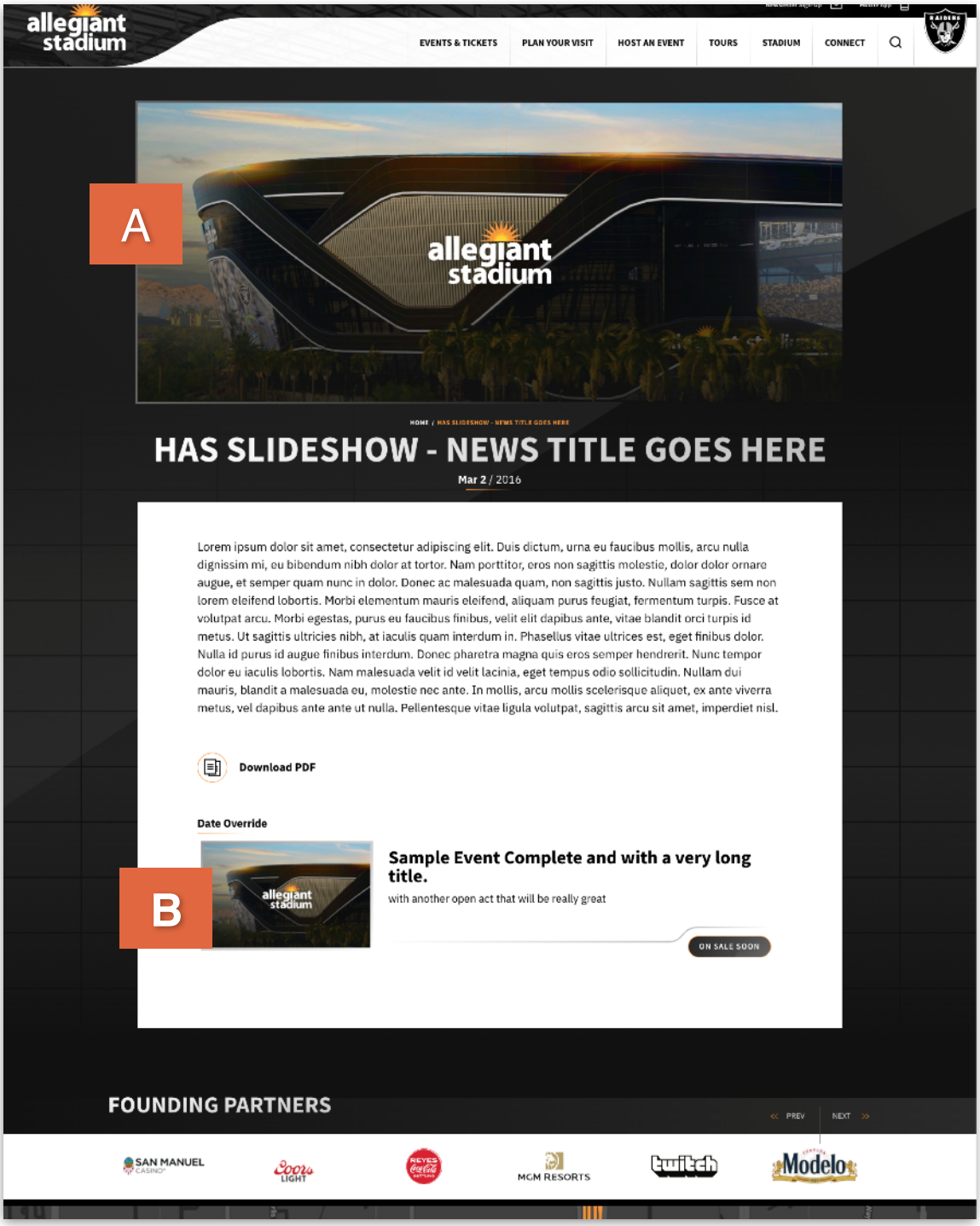
Tracking Code: Optional field that allows you to place a tracking pixel only on that particular news item.

NEWS

Front End Reference - News Listing Page



Front End Reference - News Detail Page

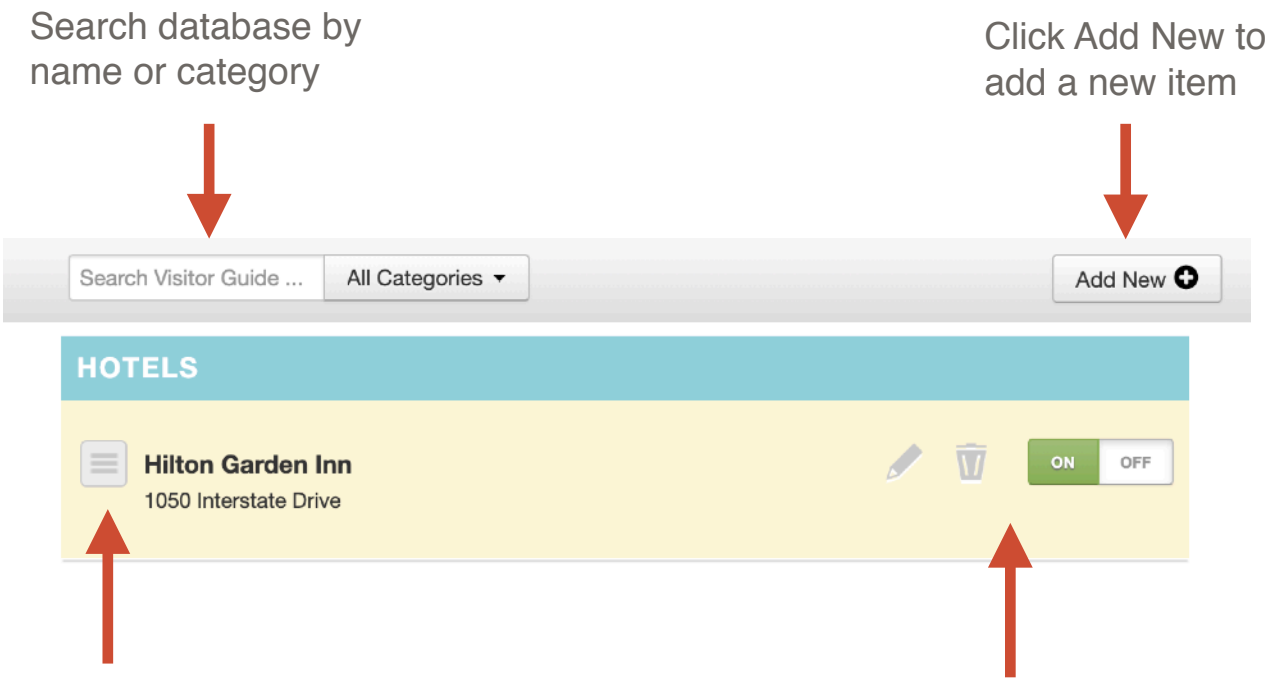


VISITOR GUIDE

/showtime/visitor-guide

Overview

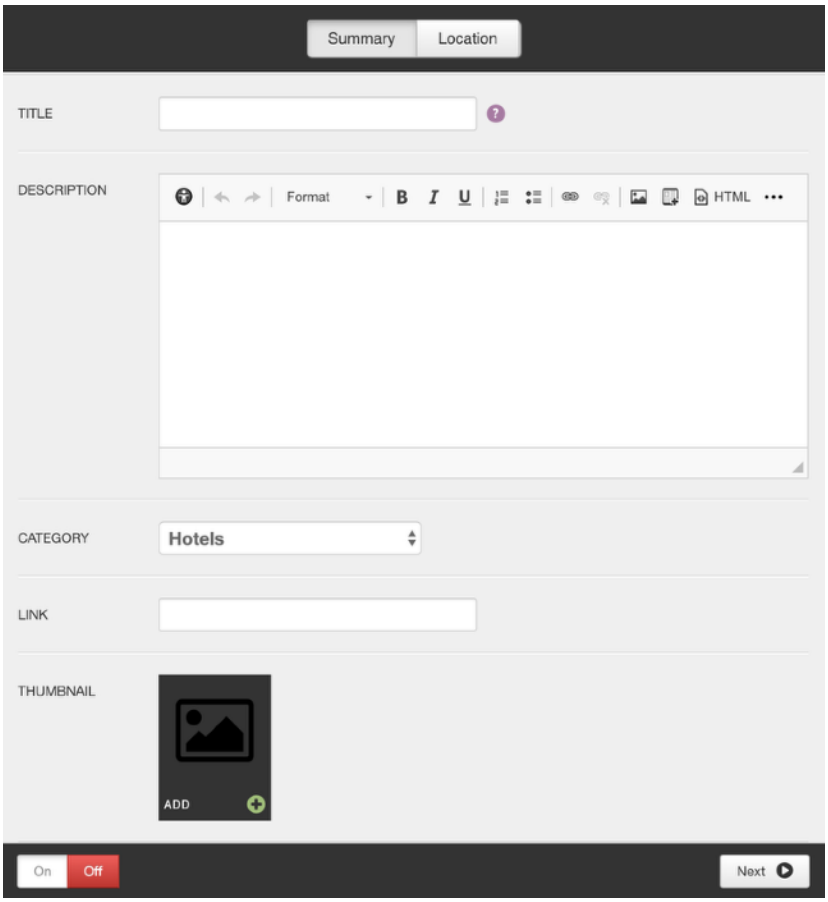
The Visitor Guide module is the database for all of the concierge items on the site. By adding them here, you'll be able to bring back a listing of any concierge category (e.g., Restaurants, Hotels) on any page of the site.



VISITOR GUIDE

Summary

Click the Edit button to edit the individual Visitor Guide item.



Title: Enter title.

Description: Add a description of the item.

Category: Choose a category.

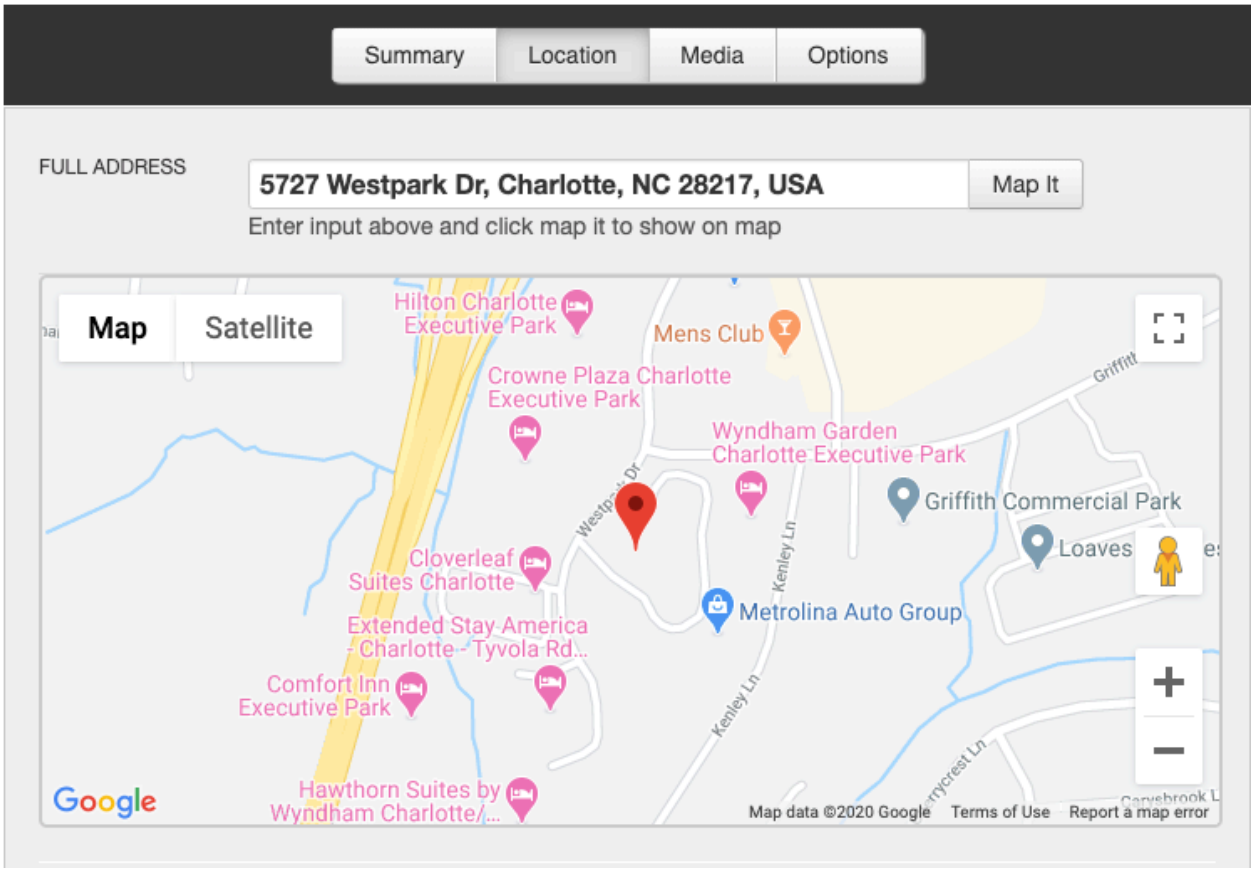
Link: Enter the link.

Thumbnail: Upload an image to be displayed next to the item.

VISITOR GUIDE

Location

Enter the address and click “Map It.” A map will appear with a pin at the location. Google determines the pin location. But you know your neighborhood better than Google, so if the pin isn’t precisely where you’d like to send people, go ahead and move it to the exact location.



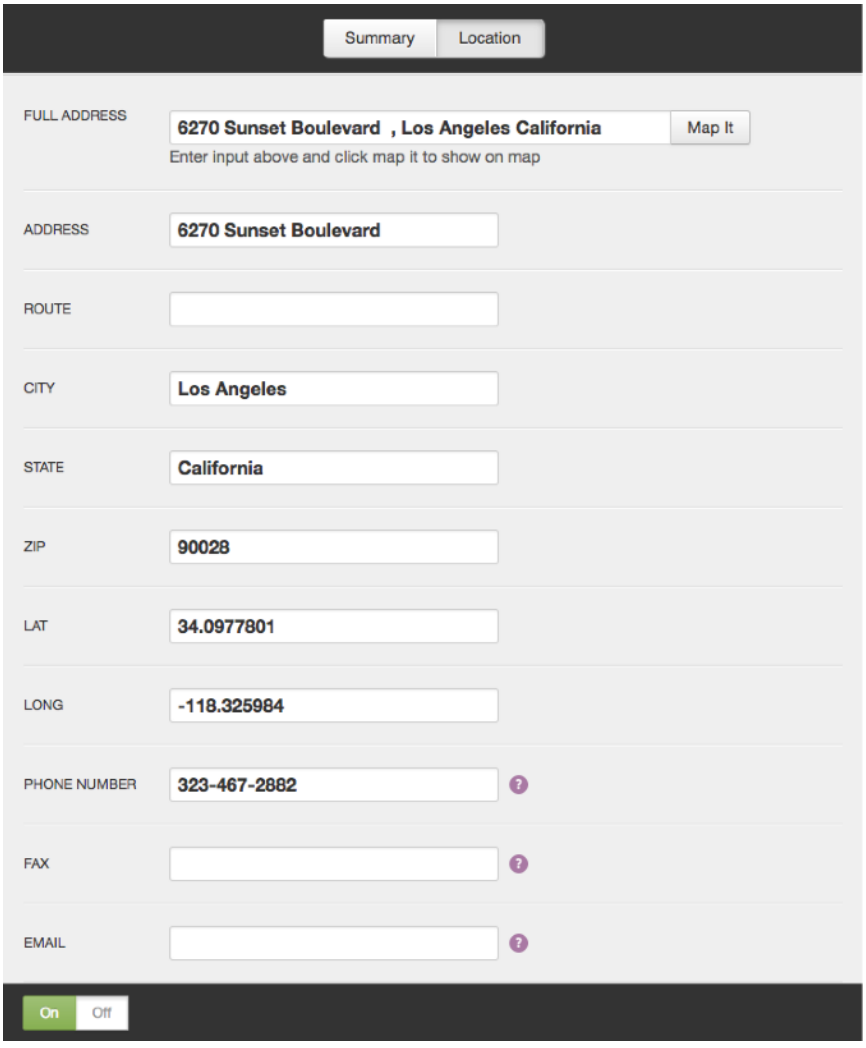
VISITOR GUIDE

Location

The address fields below the Full Address field and map are how the address will display on the site. These fields will automatically fill in based on how the address is listed with Google, but you can update it however you'd like. Example: You could change Southwest to SW or Road to Rd.

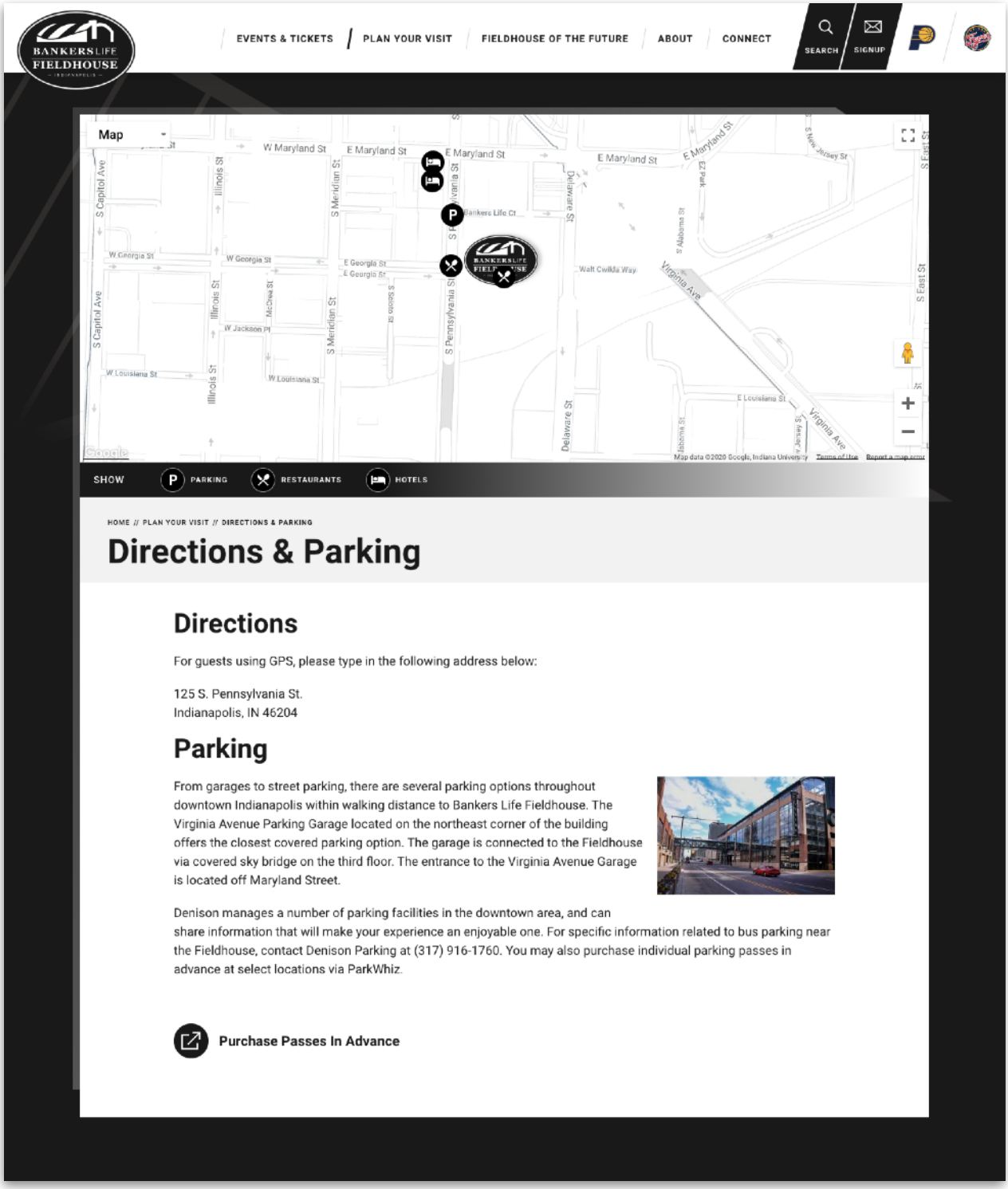
The Lat and Long fields are determined by where the pin is dropped. If you move the pin these fields will update automatically.

Add a fax number and/or email address if desired.



VISITOR GUIDE

Front End Reference - Visitor Guide



VENUE

/showtime/venues

Overview

For all sites, the Venue module controls how the information for your venue is displayed in the footer, such as address and phone numbers.

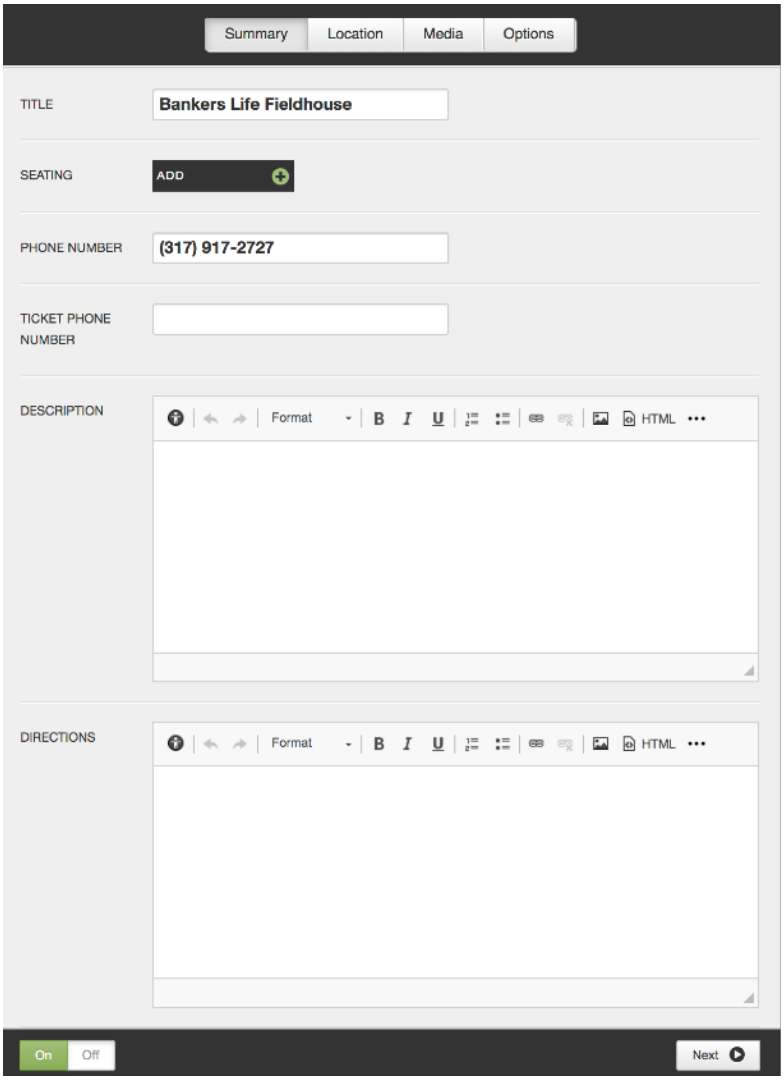
For sites with more than one venue, it also controls which venues appear in the Venue drop down menu on the Event set up screen as well as the venues that appear on the Venue Listing Page if enabled.

Managing Footer Information

Only a handful of fields will be used to control the footer information.

Title: Name of venue, only shows in Showtime

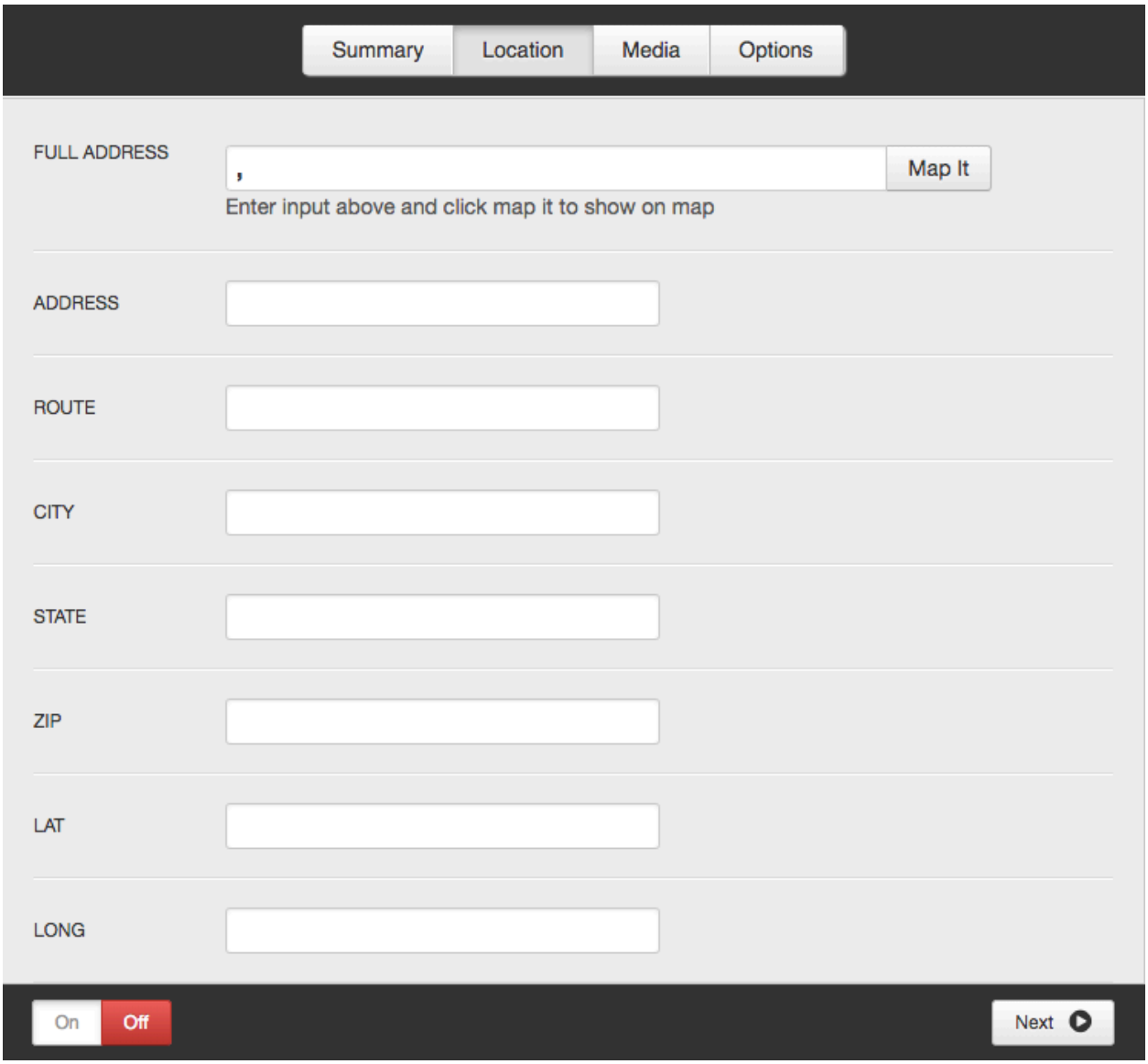
Phone Numbers: Update phone numbers as needed



VENUE

Location

Enter the address in the Full Address field and click Map It. A map will appear with a pin at that location. Drag and drop the pin to change the location and latitude and longitude, which will edit the location for GPS. The address fields below the map are for display purposes only and control how the address reads in your footer.



VENUE

Media

Only used if displaying Venue Listing Pages & Venue Detail Pages

Main Venue Image:
Displays on Venue Detail Page

Venue Thumbnail:
Displays on Venue Listing Page

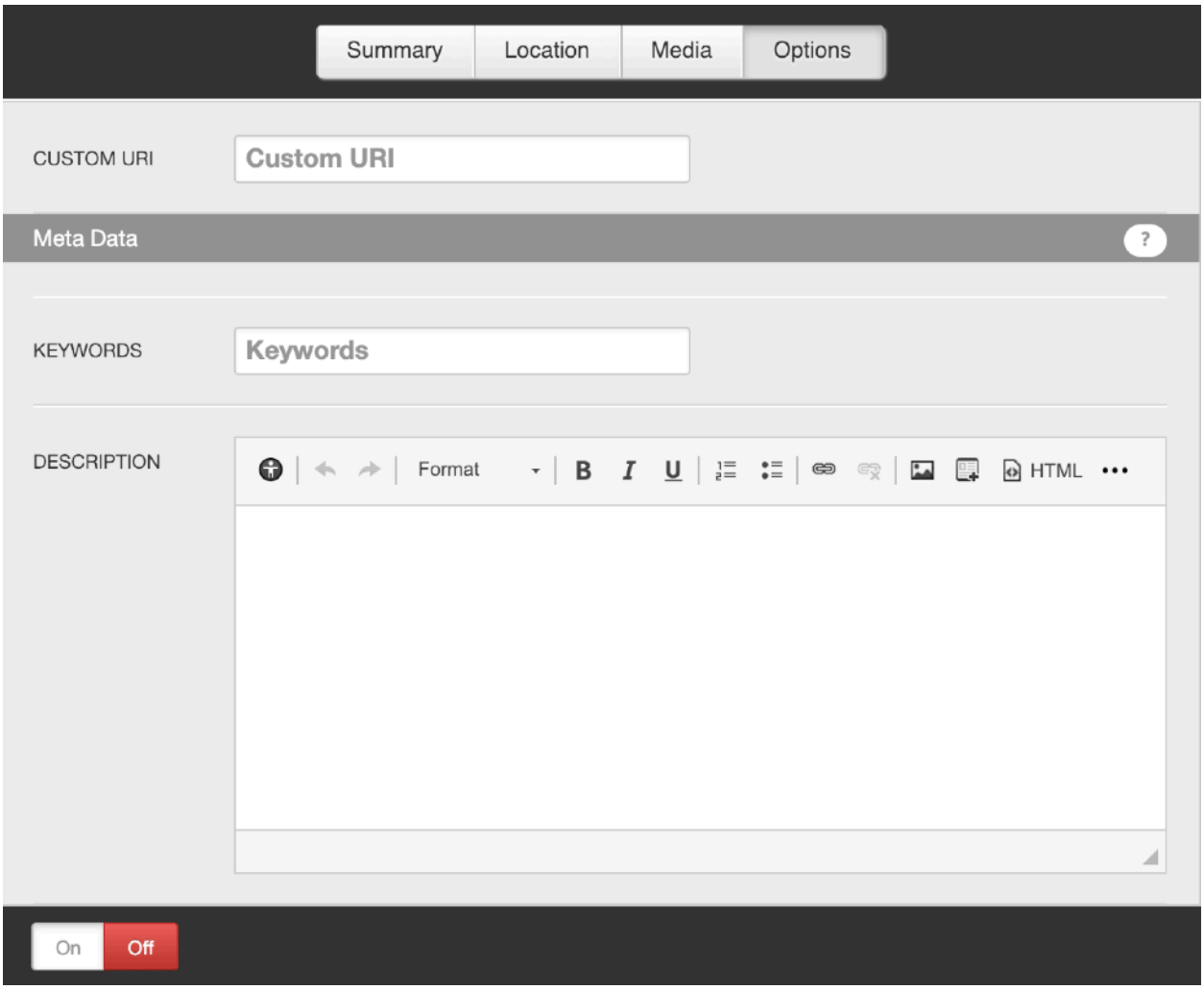
Slideshow:
Overrides Main Venue Image on Venue Detail Page. Supports both images and videos.

VENUE

Options

Custom URI: The default URI is based on the venue name. This field allows you to override the default URI.

Meta Data: Add meta keywords and descriptions to enhance SEO.



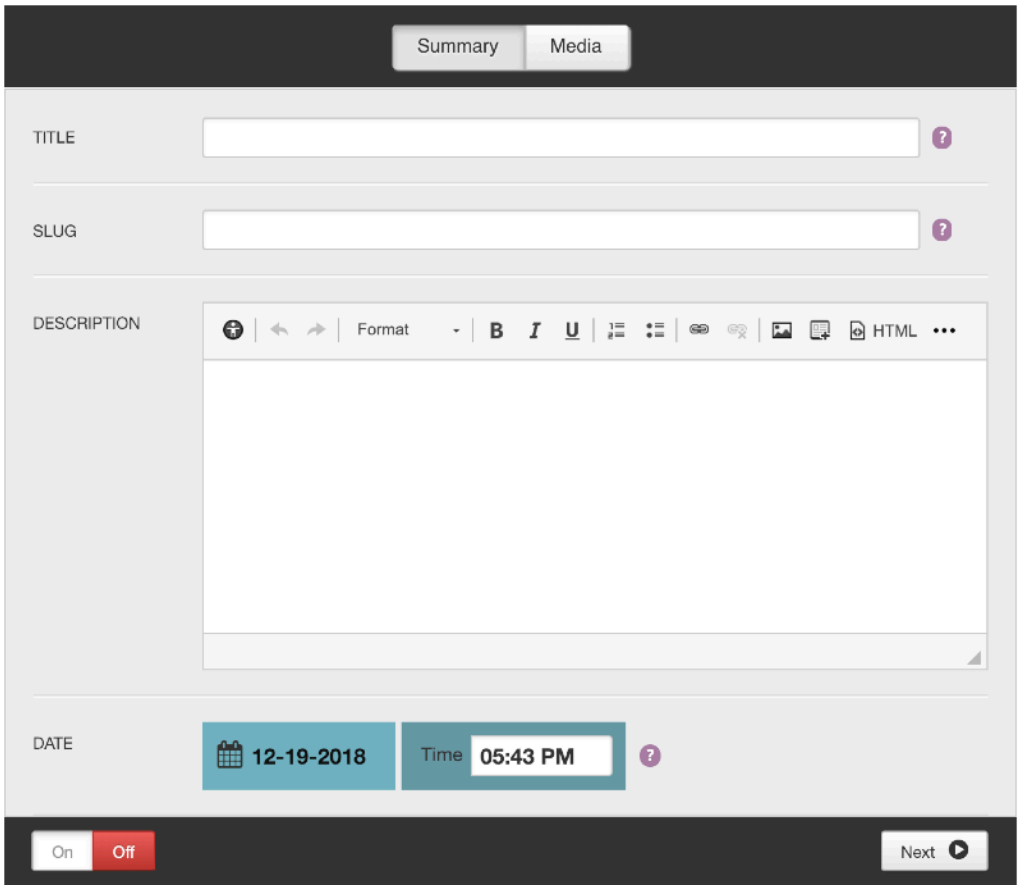
GALLERIES

/showtime/galleries

Overview

The Galleries module is the database of galleries that appear on the Galleries page. Click the Add New button to create a new gallery.

Summary



Title: Enter Gallery title

Slug: Created based on the title. Edit if needed.

Description: Enter Gallery description.

Date: Assign a date for the gallery (only the date appears, the time does not)

GALLERIES

Media

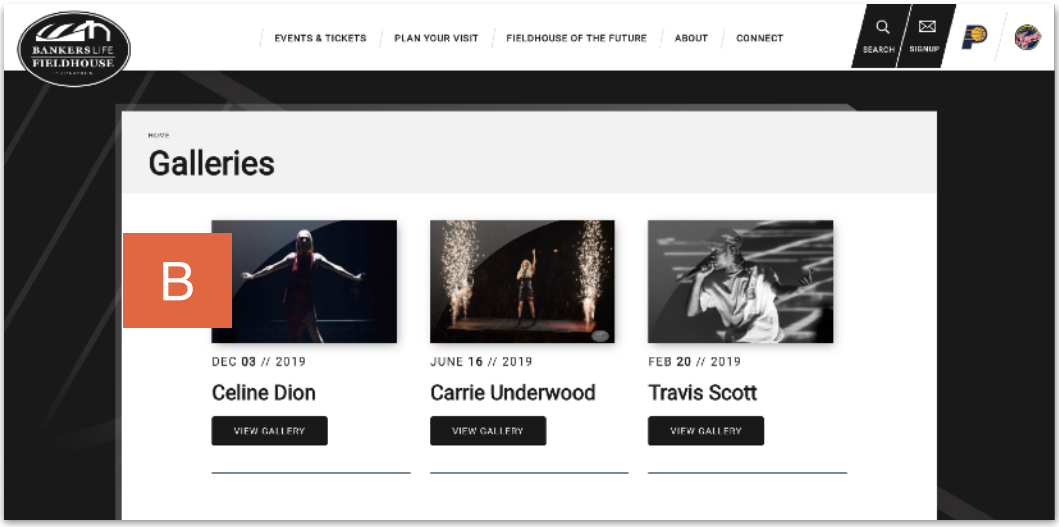
Thumbs: Assign a thumbnail to represent the gallery on the Gallery Listing Page.

Media: Add images to the gallery. These images will display on the gallery detail page.

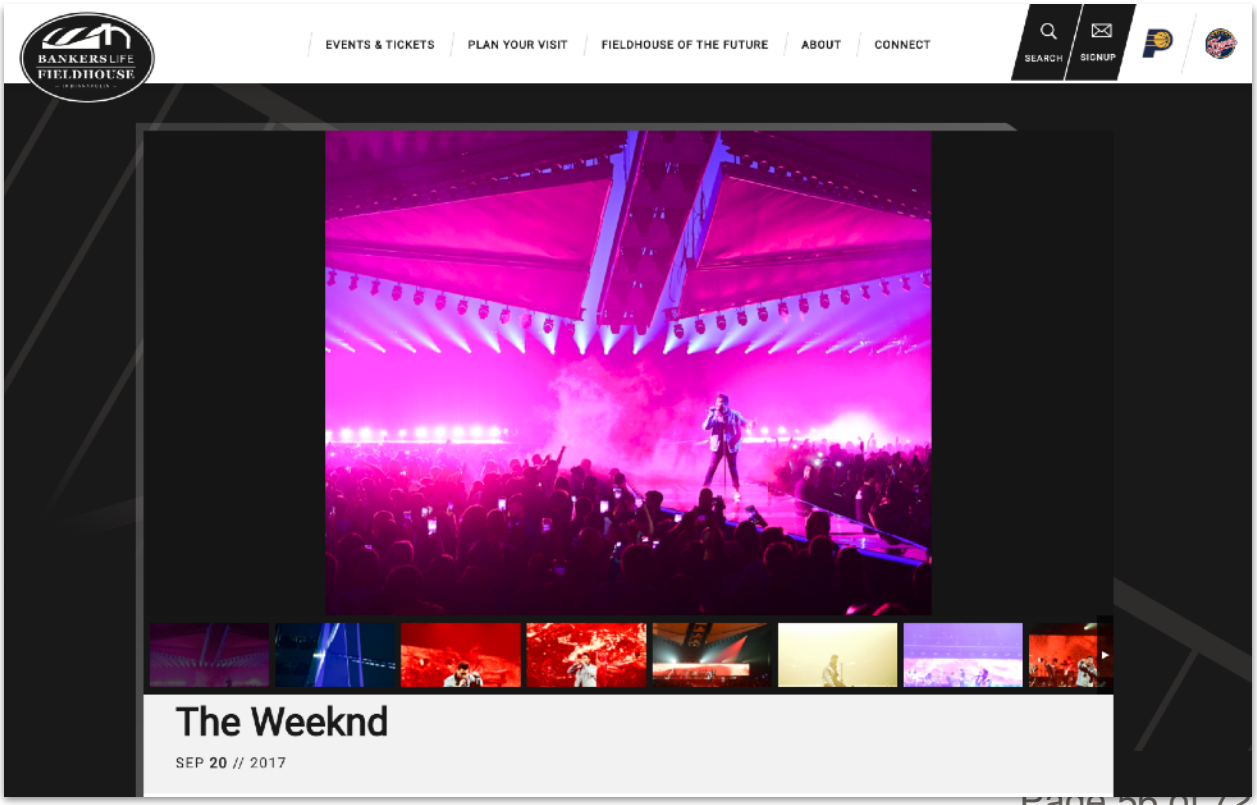
While the slideshow images in your gallery can technically be any size, please remember the larger the individual images, the larger your gallery, the slower the gallery will be to load.

GALLERIES

Front End Reference - Gallery Listing Page



Front End Reference - Gallery Detail Page



SEATING CHARTS

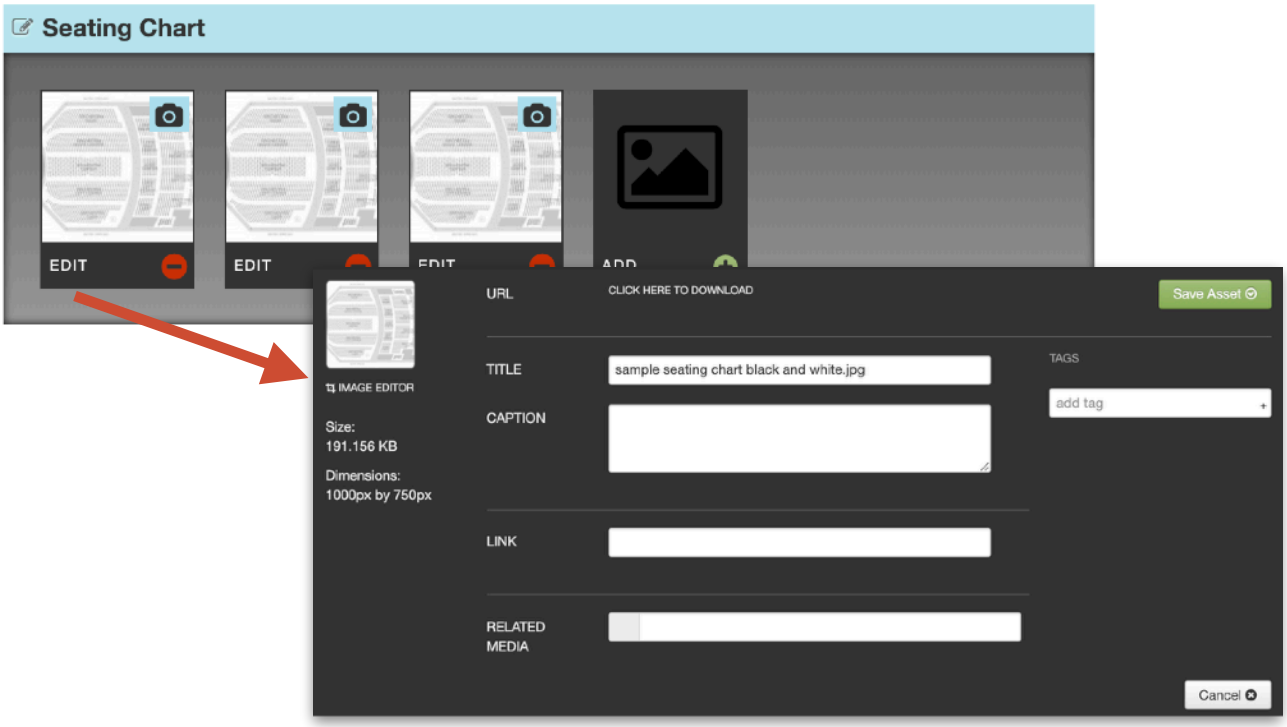
/showtime/seating_charts

Overview

The Seating Charts module controls the seating charts that appear on your Seating Charts page. They are not tied to your Event Detail Pages. To add seating charts to your Event Detail Pages, please refer to the Events section.

Managing Seating Charts

- Click Add to add a new seating chart, drag and drop to reorder.
- On each Seating Chart, give it a title and a caption. The caption displays on the front end.
- Add a link to a PDF version of the seating chart so users can easily download the seating chart.



ALERTS

/showtime/alerts

Overview

The Alerts module is where you can view old alerts, update alerts currently running, and set up new alerts to run in the future.

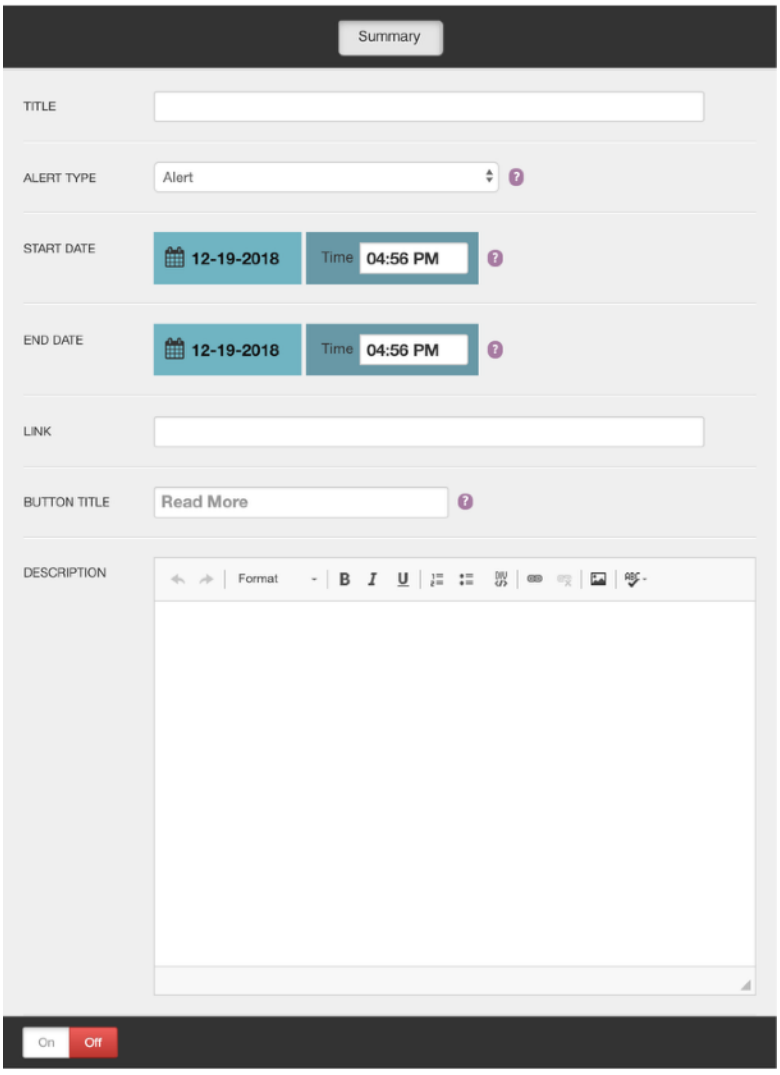
ALERTS

/showtime/alerts

Text Alerts

Text Alerts are a great way to alert patrons to on sales, important news items, or other announcements, such as inclement weather.

In Showtime, navigate to the Alerts module and click on the Add Alert button in the top right corner.



Title: Displays within the alert itself.

Alert Type: Choose Alert for Text Alerts.

*Alert Location: Choose where you would like the alert to be displayed.

Start and End Date: Schedule when you would like the alert to appear.

Link: Add a URL to make the alert clickable.

Button Title: If you add a link, assign appropriate text for the call to action.

Description: Enter additional details.

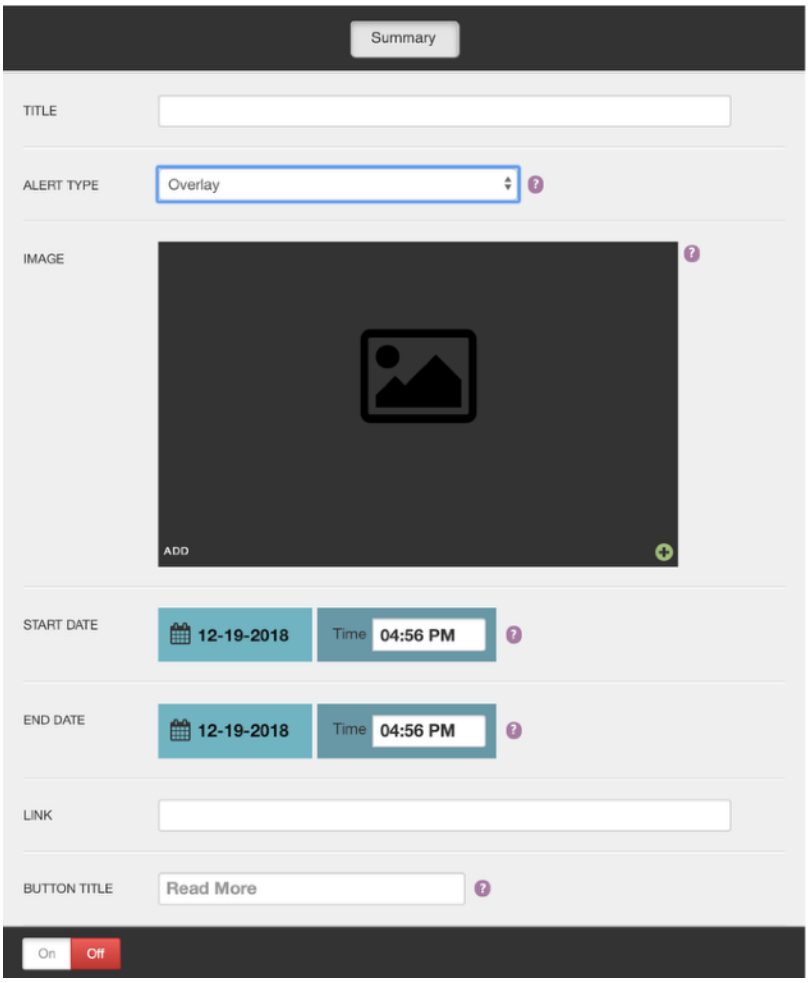
*Add on feature. Default is the homepage, but we offer the ability to add text alerts to Event Detail Pages, Venue Detail Pages, Concierge items, and interior Pages. Contact Client Services for more information.

ALERTS

Overlay

Overlays, or splash pages, are a visually dramatic way to bring attention to patrons about exciting things happening at your venue.

Selecting Overlay for the Alert Type will reveal a new field for Image.



Title: Does not display on the front end.

Alert Type: Choose Overlay

Image: Click on Add to chose an image from your media gallery or to upload a new image.

*Alert Location: Choose where you would like the alert to be displayed.

Start and End Date: Schedule when you would like the alert to appear.

Link: Add a URL to make the alert clickable.

**Button Title: If you add a link, assign appropriate text for the call to action.

*Add on feature. Default is the homepage, but we offer the ability to add text alerts to Event Detail Pages, Venue Detail Pages, Concierge items, and interior Pages.

**Add on feature. Overlay normally does not include a button.

ALERTS

Front End Reference - Homepage Overlay

Front End Reference - Text Alert

FRIENDLY URLS

/showtime/friendly_urls

Overview

You're sending out an ad with a discount code for an upcoming event and you'd like a short and easy to remember URL to include on the ad to direct people to that event. For this example, we'll say the code is "SAVE" and you'd like it to link to your event detail page, in this example the Event Detail page URL is http://www.venue.com/events/detail/eventname.

Setting up Friendly URLs

Click on the Friendly URLs module.

TITLE: Enter your friendly URL. Using our example above, you would enter "SAVE" here, which would create the new URL of www.venue.com/SAVE.

URL: Enter the URL for the page to which the friendly will redirect. In this case, it would be "events/detail/eventname" since we are linking to an internal page within the site. If you were linking to an external site, you would need to include the entire URL here "http://www.venue.com/events/detail/eventname."

Click Save.

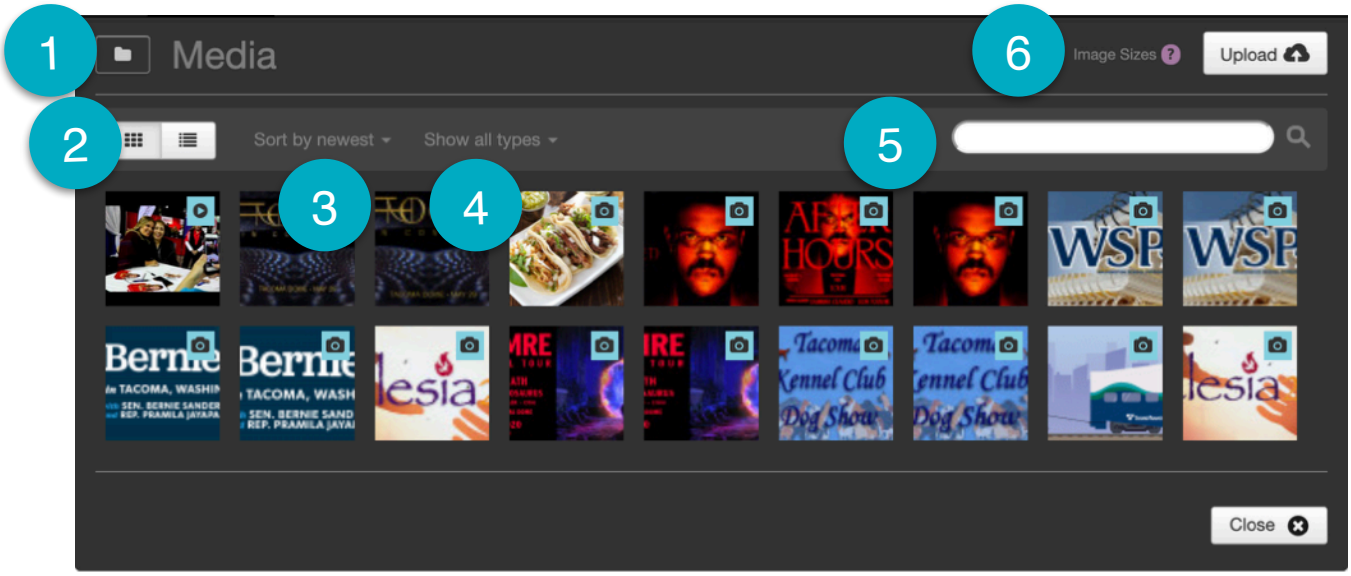
You're done! Now, if anyone enters www.venue.com/SAVE they will automatically be redirected to your event detail page and buy tickets!

MEDIA

MEDIA

Summary

All of the assets on your site are listed in the media gallery. You can click on the Media button from anywhere on the site and it will automatically display as an overlay on top of the page you are on so you will not lose your work.



Filtering

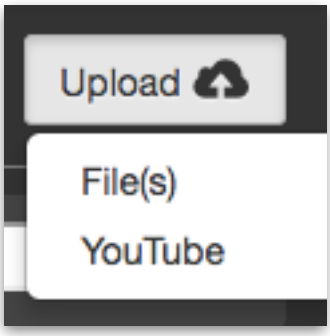
1. Folders: The folder button allows you to view images based on tags.
2. View: The default is grid view, but you can sort by list view as well. On list view, the name of the file is displayed. On grid view, the name is available on hover.
3. Sort: The media gallery defaults to being sorted by newest, meaning the most recently uploaded assets will show first. You can also sort by the file name alphabetically or by the oldest item.
4. Type: The default setting is to show all types, but you can sort by file type to show only one type of asset: images, videos, audio, or documents.
5. Search: Use the search field to find the exact item you're looking for by typing some or all of the file name.

MEDIA

Image Sizes

6. Image Sizes: Click here to view the image sizes used on your website. The sizes will appear in an overlay on top of the media gallery. Click the Close button to go back to the gallery.
7. Upload: Click here to add new files or videos

Uploading New Assets



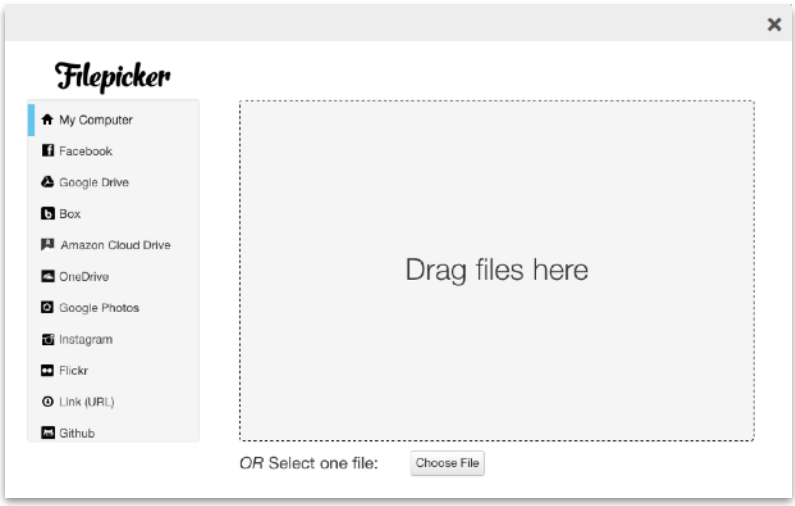
To upload new assets to the media gallery, go to the Media button in the navigation and click on the Upload button. You will have two options: File(s) or YouTube.

- Files(s): Images, documents, or audio files
- YouTube: Videos

Files

If you choose File(s), you will be brought to the Filepicker, which gives you multiple ways to find the assets you would like to bring into the site.

1. Social feeds and shared drives
2. Dragging files from your computer
3. Selecting files from your computer

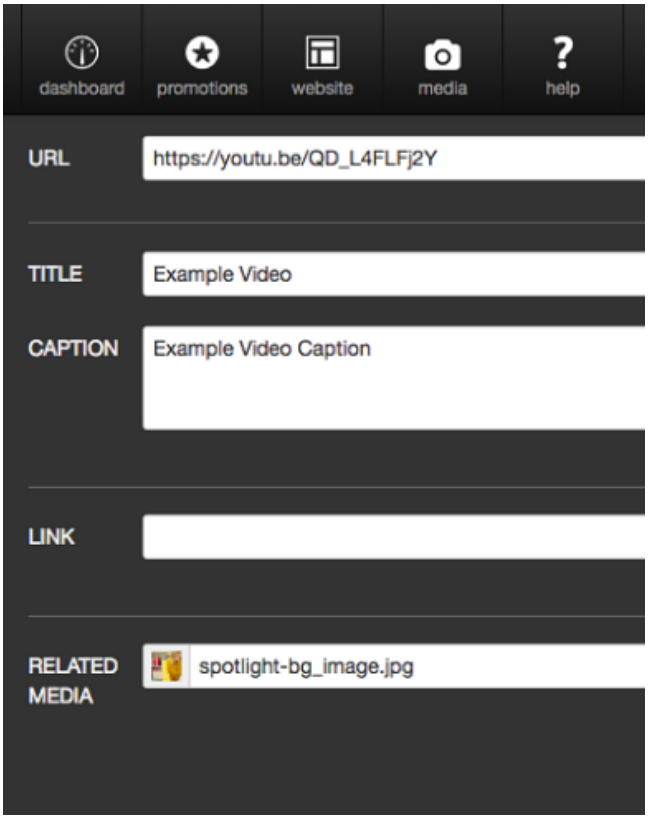


MEDIA

Video

ACCEPTED FORMATS:

1. Upload your video to YouTube or Vimeo
2. Copy the link to the video
3. In the Showtime media gallery, click on the Upload button and choose "YouTube"
4. Paste the URL you just copied from YouTube/Vimeo into the field labeled "URL."
5. Related Image: You MUST assign a related image to each video. It appears in place of the video when added to slideshows. The system will automatically add a play button on top of the image.



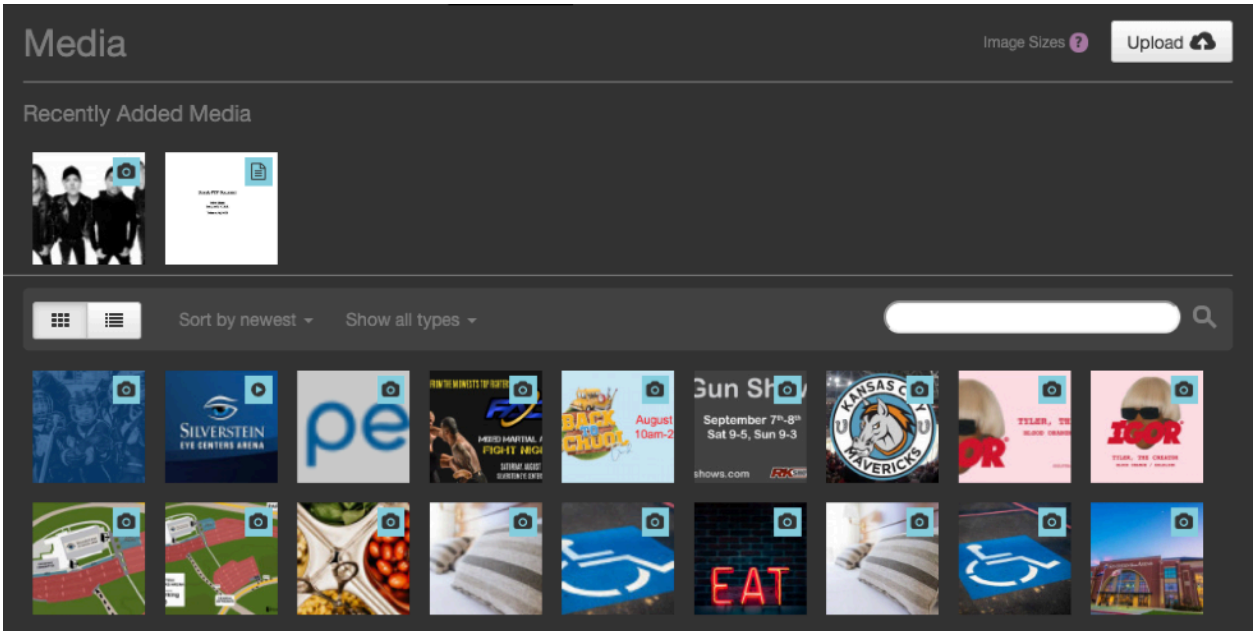
Video isn't playing? Check to see if the link contains "&feature." If so, remove &feature and everything that comes after it. The link will still work, but it removes any of that additional tagging YouTube tends to tack on.

Related Media: Upload your related media first before you upload the video. Type the name of the related media item in the Related Media field and it will auto-populate with matches.

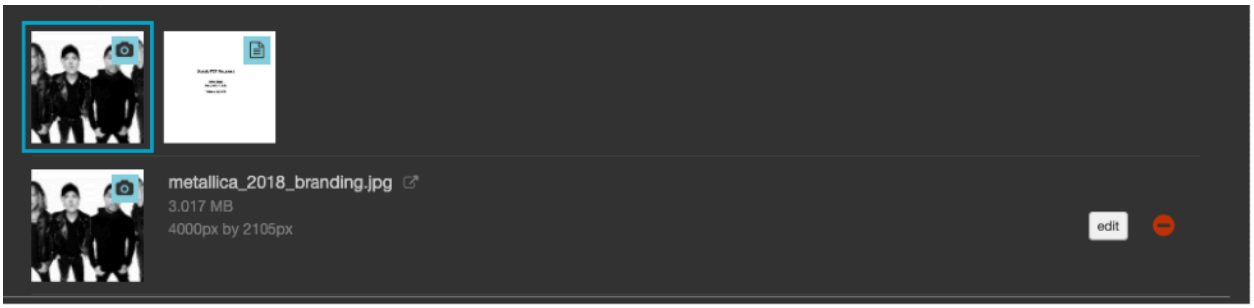
MEDIA

Settings

Once you have uploaded your assets, the system will display them at the top under Recently Added Media to highlight them for you in case you are going to use them right away.



Click on any item to reveal additional details including size and dimensions and to reveal the edit and trash buttons.



The Edit button will take you to the settings for that particular media item. If you click on the Trash button it will ask you to confirm before deleting it.

MEDIA

Settings

1. Image Editor: Quick tool to crop, resize, and general alterations.
2. URL: Link for the asset on the servers.
3. Title: Image file name.
4. Tags: Use tags to help you find your assets in the media gallery.
5. Image Size Warning: Displays if an asset is larger than 1mb.
6. Caption: Description that appears on top of the image in slideshows.
7. Size and Dimensions: Image specifications.
8. Link: Add link to make asset clickable in slideshows.
9. Related Media: Used for placeholder image on Videos.

MEDIA

Sizing Images

Use the image editor to crop your images to the exact specifications for your site. Here are some helpful tips:

- Saving Changes: If you make changes using the image editor, the system will not override the original image. A new image will be created.
- Cropping: The larger your original image, the more options you'll have. The smaller the original image, the less options you'll have.

The bigger your image, the longer your page will take to load. It is imperative that you make sure everyone on your team is sizing your images correctly and optimizing them for the website.

SETTINGS

SETTINGS

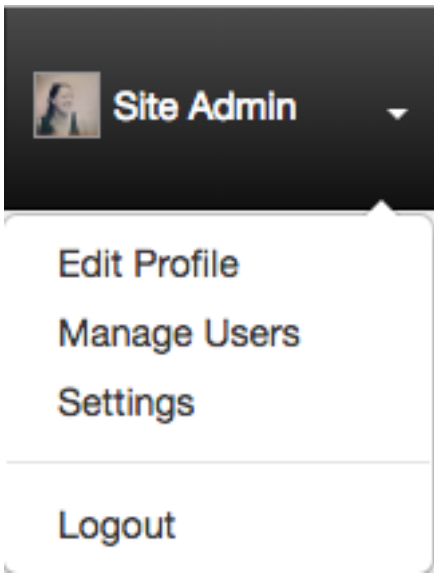
/showtime/users

Manage Users Overview

Anyone who is a site administrator or is a site editor with permission to create new users can add and manage users.

User Settings

Users can be managed by any site administrator. When you sign into Showtime, your username will appear in the top right corner with a little arrow just to the right of it. If you click on your username, a menu will drop down with the options:



- Edit Profile: Click this to edit your own account settings
- Manage Users: Click this to change or delete existing users or to add new users
- Log Out: Click this to log out of your account

Editing and Deleting Existing Users

When you click on the Manage Users button, a new screen will appear with a list of current users. To search for an existing user, you can either type the person's name or scroll through the list on screen to find the user.

- To edit an existing user's account, click on the EDIT button next to the person's name to open their permissions settings.
- To delete an existing user, click on the TRASH button.

SETTINGS

Adding New Users

When you click on the Manage Users button, a new screen will appear with a list of current users under the highest permission level (Site Administrators).

Click on the Add User button in the top right to grant access to a new user. Once you click the Add User button, you will be asked to fill in the following fields:

- First and Last Name: Enter the new user's first and last name.
- Email: Enter the new user's email address.
- Username: Choose a new username. They will be able to change their username if so desired.
- Password: Choose a password and encourage the new user to change the password the first time they log in.

Now you have to assign the user permissions. First, start by selecting which role you want them to have. There are two choices:

1. Site Admin: Full permission to access, read, and edit any section of the site, including manage other users as mentioned above.
2. Site Editor: Have specific access granted by the admin. This can include managing other users as well, but only if they've been assigned that permission level.

If you are granting Site Admin permission, there is nothing more you need to do. The user will automatically get access to everything. If you are granting Site Editor permission, you have to assign them permission to at least one item before the system will let you save.

Click the save button. The user will now be able to access Showtime with only the permissions you've granted.