

# HOW TO REGISTER A DIGITAL EVENT

MELBOURNE  
FRINGE  
EVENTS

*Bitch I'm Madonna*, Melbourne Fringe Festival 2020.

Photo by J Forsyth.

Image description: A crew working in a dark space monitoring the performance on the screen monitor.

# WHAT IS DIGITAL FRINGE?

The Digital Fringe platform will allow artists to get their pre-recorded shows, live events and other digital content to us so we can host, promote and sell tickets to their work online. It can host all kinds of work, from pre-recorded and live-streamed content directly embedded into the platform, to providing a framework for audiences to access and pay for one-on-one interactive events that rely on third party software such as Zoom. If you are presenting a digital work, please ensure you follow the steps below to ensure your work is hosted on our new platform!

Want to put on a digital show but not quite sure where to start? Email our team at [artists@melbournefringe.com.au](mailto:artists@melbournefringe.com.au).

# HOW TO REGISTER A DIGITAL EVENT ON EVENTOTRON

**MELBOURNE FRINGE FESTIVAL**

22%

Documents

**EVENT INFORMATION**

- STEP 1 - The Essentials
- STEP 2 - Contact Details
- STEP 3 - Digital Fringe**
- STEP 4 - Ticketing Info
- STEP 5 - Access
- STEP 6 - Finding a Venue
- Select Your Venue (Venue Browser)
- STEP 7 - Event Listing
- STEP 8 - Demographics

### STEP 3 - Digital Fringe

Digital Fringe

The Digital Fringe platform will allow artists to get their pre-recorded shows, live events and other digital content to us so we can host, promote and sell tickets to their work online. It can host all kinds of work, from pre-recorded and live-streamed content directly embedded into the platform, to providing a framework for audiences to access and pay for other digital events that rely on third party software such as Zoom.

If you are presenting a digital work please ensure you have read and understood the guide to registering digital events (including how to add links and embed codes) [here](#) and that you follow the steps in this section. Please note: the questions in this section will only appear if you have indicated in Step 1 - The Essentials that you will be registering a Digital event.

Want to put on a digital show but not quite sure where to start? Email our team at [artists@melbournefringe.com.au](mailto:artists@melbournefringe.com.au).

[Download](#)

Is your event in-person, digital or both?

Please Choose

In **Step 3 – Digital Fringe**, you'll be able to choose whether your event is in-person, digital or both. If your event takes place online only, please choose **Digital**. If your event is in person, but you also want to present a digital version (e.g. you are simultaneously livestreaming the in person event), please choose **Both In Person and Digital**.

**Step 3 – Digital Fringe** is where you'll put in most of the key info about your digital event. The info in this section will only show up if you've chose **Digital** or **Both In Person and Digital**.



I have read and understood the above instructions

I understand that I will need to enter the link(s) or embed codes to my digital content in Dates, Times and Prices by **at least 72 hours prior to my first session**. I have read and understood the guide to adding links and embed codes [here](#).

Please ensure you have read and understood the guide to adding links and embed codes [here](#).

Once you have ticked the box “I have read and understood the above instructions”, your event will automatically be added to the Digital Fringe venue. If your event is **Both In Person and Digital**, you’ll *also* need to add the venue where the in person event takes place.

## Scheduled vs On Demand

Is your event scheduled or on demand?

Please Choose

**On Demand** means your digital event will be able to be accessed by the audience at any time between the dates you select. This could be anywhere from 24hours to the whole 2.5 weeks of the Festival. This is a great option for online exhibitions, pre-recorded video or events that don’t rely on having multiple people watching and engaging at the same time.

**Scheduled** means that your digital event will **ONLY** be available at the dates and times you choose. If your digital event is livestreamed this is the option for you. It’s also a good choice if you have a non-live event that you want audiences to experience at the same time, with the option to add a live chat and enhance the communal audience experience.

## Choosing your platform

You will need to let us know which platform you are presenting your work on. This can be a video streaming platform like Vimeo, something like Zoom, your own website – basically anything you can provide a link to. For video and audio content (pre-recorded or livestreamed) we will embed any of the following platforms into our website, meaning audiences can watch/listen directly on the Melbourne Fringe website.

- YouTube
- Vimeo
- Twitch
- SoundCloud

If you are using any of the above platforms, what we need from you is an **EMBED CODE** (not a link!) You can usually find these in the “share” section of platforms, and there’s more info later in this document. You add your embed code or link at **dates, times and prices** (in between Steps 6 and 7). Please note that Twitch and Soundcloud aren’t options here – you’ll need to choose “other”.

For any other platforms or websites, your Digital Fringe page on our website will house a link and take audiences to the website or platform your content is hosted on. Digital Fringe will control when this link is made available to audiences.

Will your digital event be performed live?

YES

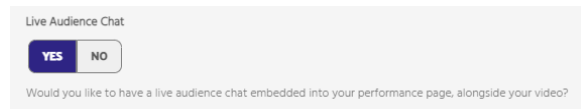
NO

Let us know if your event is happening live (e.g. livestreamed, on Zoom etc.)

If it’s **pre-recorded**, you’ll be responsible for uploading the content to your chosen platform.

If your event is **live**, you will be responsible for all the technical elements and will need to ensure you have the ability to stream with suitable equipment, including software (e.g. OBS) and internet connection (e.g. through a mobile hotspot). If you are presenting your event live, we strongly recommend that you have a technical admin person available during the event to deal with any technical or audience issues if they arise.

## LIVE AUDIENCE CHAT



If you've chosen one of our **embedded** platforms, you'll be asked if you would you like to have a live audience chat embedded into your performance page, alongside your video. We don't recommend this for on demand events that are available at all times. Please note, Melbourne Fringe will not be monitoring this chat so if you select **Yes** you will need to have someone available to monitor the chat during and prior to your event.

## IMPORTANT INFORMATION ABOUT YOUR DIGITAL EVENT

Tell us any other important details about your digital event, including how your audience will experience your event.

Audiences will need to have their camera and microphone on during the event, and should be wearing a gold hat.

This is where you should put any special instructions that your audience will need to know prior to attending your event. For example: will they be required to download a series of podcasts? Will they need to have access to a laptop/smartphone/tablet? Will they need their camera and microphone on? Will they need to have headphones in to best experience your event? Will they need to be seated, standing, make room for dancing or be in the bath? Where relevant, this information will be displayed on your event listing, and/or on your performance page so please enter any important information here.

## TECHNICAL CONTACT

Your Technical Contact is your Digital Front of House person. Digital events will require a technical admin person to be the first point of contact for audiences during your season. The technical admin person will be listed as the contact for audiences on our website who may be having technical difficulties accessing your event. It can be the same as your main admin contact, but please note that this person will need to be contactable via phone and email during your event if any issues arise.

# DIGITAL FRINGE – DATES, TIMES AND PRICES

This is where you can select the dates, times and prices of your digital event.


Digital Fringe ✕

Dates, Times & Prices

Venue Guide 2021 ✕

Dates, Times & Prices

Remember, if you've selected **Both In Person and Digital** at Step 3, you'll need to add a second venue for your in person event.



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Documents

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Digital Fringe ✕

Dates, Times & Prices

Venue Guide 2021 ✕

Dates, Times & Prices

Add Streaming Sessions
Add Archive Availability

Withdraw from venue

Date	Time	Length	Price	Concession:
Thu 30th Sep	6:00 pm	1hr	\$19.5	\$10.00
Fri 1st Oct	6:00 pm	1hr	\$19.5	\$10.00
Sat 2nd Oct	6:00 pm	1hr	\$19.5	\$10.00
Sun 3rd Oct	6:00 pm	1hr	\$19.5	\$10.00
Mon 4th Oct	6:00 pm	1hr	\$19.5	\$10.00
Tue 5th Oct	6:00 pm	1hr	\$19.5	\$10.00

## Instructions for On Demand events

**Online archive**  
Use this section if you have online content that is available on-demand for all or part of Melbourne Fringe Festival 2021.

Please note: This section is not suitable if you have content that you wish to stream at scheduled times. For example, if you're doing a streaming party or intend to live-tweet along with your content. In that case you should use the 'Add streaming sessions' section. Please contact your Season or Festival manager if that option is not available.

Type:  Standard

Running time:

Availability start:

Availability end:

Link or Embed code:

Tickets:

Full Price:

Concession:

**Accessibility**

Signed

Captioned

Audio Described

Create Archive
Close

- Choose **"Add Archive Availability"** and select the desired date range.
- **Running time** should be how long the event takes. If it doesn't have a set running time (e.g. an art exhibition) you can put an approximate.
- **Link or Embed Code** is where you will put the embed code (for content on YouTube, Vimeo, SoundCloud or Twitch) or the link (for anything else). Remember, we need these entered into Eventotron at least **72 hours before your first session.**

## Instructions for Scheduled events

- If your event is **Scheduled**, please click the button that says "**Add Streaming Sessions**".
- Choose your event's start time and select dates – this means your event will be available on Digital Fringe at this time on the specified date(s)
- **Stream Type:** Choose what platform you're using. If yours isn't listed, choose **Other**.
- **Link or Embed Code:** This is also where you will add the embed code or link to your event once you have it.

### Adding Links and Embed Codes

You will add your links or embed codes into the Dates, Time & Prices section of Eventotron. If you already have them when you register, you can enter them straight away (see above). If not, you have until **72 hours before your first session**.

Fri 1st Oct	6:00 pm	1hr	\$19.5	\$10.00
Sat 2nd Oct	6:00 pm	1hr	\$19.5	\$10.00

Login to Eventotron and go to Dates Times & Prices, and click the red video camera icon. A pop up will appear. Add your embed code (for Youtube, Vimeo, Twitch or Soundcloud) or your link for anything else. You **don't** need to enter a password.

For **Scheduled** events, you'll need to add a link or embed code for every session. It can be the same link, or different. For **On Demand** events, you'll only be able to add a single link/embed code for the whole season.

Once you have added your link or embed code, PLEASE DO NOT UPDATE OR CHANGE IT without first letting artists@melbournefringe.com.au know.

We will need Embed Codes in the iframe format. See screenshots below for where to find this info on each platform.

## YOUTUBE

The screenshot shows a YouTube video player for 'The Night Melbourne Returned to the Theatre - Melbourne Fringe Festival 2020'. The video title is 'Tonight we're creating Midnight Mess which is our Melbourne Fringe'. The video has 122 views and was posted on Feb 26, 2021. The 'SHARE' button is circled in red. Below the video, there are two panels: 'Share' and 'Embed Video'. The 'Share' panel shows various sharing options (Embed, WhatsApp, Facebook, Twitter, Email, 카카오톡) and a URL: <https://youtu.be/2mybIf36TWw>. The 'Embed Video' panel shows the embed code: 

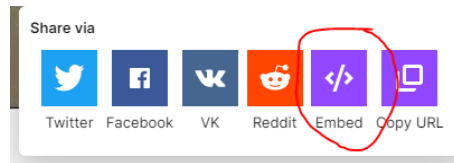
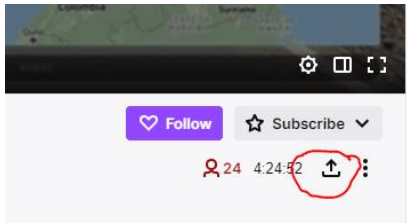
```
<iframe width="568" height="315" src="https://www.youtube.com/embed/2mybIf36TWw" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

## VIMEO

The screenshot shows a Vimeo video player for 'Wire #13: Fringe - Interrogating the Model'. The video was posted 1 month ago and is by APAM (Premium). The 'Share' button is circled in red. Below the video, there are two panels: 'Share this video' and 'Embed'. The 'Share this video' panel shows the video link: <https://vimeo.com/532094348> and social media sharing options (Facebook, Twitter, Pinterest, Tumblr, LinkedIn). The 'Embed' panel shows the embed code: 

```
<iframe src="https://player.vimeo.com/video/532094348" width="640" height="360" frameborder="0" allow="autoplay; fullscreen; picture-in-picture" allowfullscreen></iframe>
```

## TWITCH

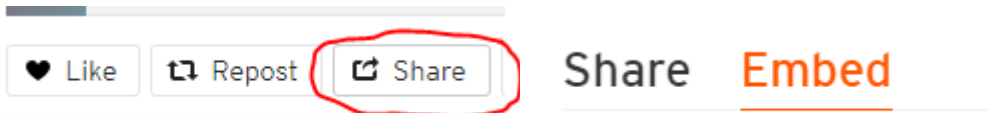


Using an iframe

```
<iframe src="https://player.twitch.tv/?channel=planetpearse&
```

Be sure to fill in the placeholder with the site you want to embed Twitch on!

## SOUNDCLOUD



Code

```
<iframe width="100%" height="300" scrolling="no" frameborder=
```