

**Submitting Events:** There are 3 ways to submit events on TourLouisiana.com

- Through the member login
  - Simply login using the member login area
  - Choose “Submit Events” from the menu
  - Choose “add an event”
  - Fill in the form
- Excel Spreadsheet
  - Find directions here: <http://www.TourLouisiana.com/Specs/EventDataStructureInstructions.pdf>
  - Find a sample spreadsheet here: <http://www.TourLouisiana.com/Specs/EventUploadSampleSpreadsheet.xlsx>
- XML Feed: Providing an XML feed allows us to automate the process of receiving event data for TourTexas.com.
  - We would need a URL to connect to so we could retrieve the XML.
    - The XML feed needs to be in compliance with W3C standards. <http://www.w3.org/standards/xml/>
    - Any special characters in their data need to be escaped or enclosed in CDATA tags. (see [http://www.w3schools.com/xml/xml\\_cdata.asp](http://www.w3schools.com/xml/xml_cdata.asp) )
    - XML feeds can be validated via [http://www.w3schools.com/xml/xml\\_validator.asp](http://www.w3schools.com/xml/xml_validator.asp)
    - The XML feed must remain consistent and we need to be notified if it has to be changed.
  - The XML feed **is required** to contain the minimum fields below:
    - Title
    - Start Date
    - End Date
    - Address/Location
    - City
    - State
    - Zip
    - Description
  - The XML feed can also contain the following but aren’t required:
    - Phone
    - Email
    - URL
    - Time
    - Cost
    - Attendance
    - Recurrence

**Upload your XML feed URL to: [materials.ajrmediagroup.com](http://materials.ajrmediagroup.com)**