



## Usage Guidelines and Standards

*The document hopes to provide a standard of usage for entering events into the BostonTangoCalendar.Com website (or subsequent technologies). It does not describe the HOW, but rather the WHAT. Primary users of this document are to be the Tango Organizers who regularly enter events into the calendar.*

### *Section Headings:*

- Who can add?
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- Event Content

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## Who can add?

Anyone who organizes events in the NorthEast. Very little restrictions are placed on who can enter, so long as your putting on Argentine Tango events (and you follow the rules), you can be approved.

## What events can be added?

- ❑ Argentine Tango Events Only.
- ❑ Not Salsa, ballroom, sports, not event American Tango... you get the idea.
- ❑ North-East region based (a flexible 'couple-hundred-miles' of Boston Area). See the Calendar Map Details for more information about what detail goes in region.

## Event Title Naming Standards

- ❑ As the Event Titles are the primary tool for a user to know what is going on, the desire is to have a **common feel and classification of all events**, The tango dancer should quickly knows what it is. Please refrain from descriptors like “amazing”, or “the best” in the title (unless its your Milonga name of course). Voluminous and Deep descriptions can be in your Event description section.
- ❑ **Classes** (all events flagged as any of the category classes) must have your *organizer-short-code* (with colon) as a preface to all classes. This allows viewers to see (WHO) what organizer the class belongs to. If you do not know your shortcode, send a message to [ADMIN@bostontangocalendar.com](mailto:ADMIN@bostontangocalendar.com)
  - ❑ Good Examples:
    - ❑ ABCTango: Advanced Turns.
    - ❑ TangoGold: Basic first timer workshop.
    - ❑ ArgenBoston: Jiro vs Molenete.
  - ❑ Bad Examples:
    - ❑ Learn Tango Today - every tuesday at 8pm

- ❑ Jiros at ABCTango.
  
- ❑ All **Workshops/Milonga/Practicas** should NOT get appended with your organizer-short-code. Each of these events should already be named distinctly, and should be the only part of the title. A traveling special DJ or teacher as a short non-regular extension is appropriate.
  - ❑ Good Examples:
    - ❑ Milonga Perfecto
    - ❑ Practica Pequitina.
    - ❑ Giganta Milonga with DJ Jose Garcia
  - ❑ Bad Examples
    - ❑ The Best Milonga in town : Milonga Greatness.
    - ❑ Practica Pequina, learning how to properly dance the tango.
- ❑ All Workshops should be clearly labeled by the event name, or the instructor.
- ❑ The full size of event title must be less than 35 characters.
- ❑ Title naming leeway is given on 1 time special events that do not fit the normal Milonga / Practica models described.
- ❑ The Admin may change the name to comply with the rules.

## Event Category (Flags) Usage

Category flags instruct the site to place events on pages, color event titles, and structure the look of the event. All events need to have at least a single CATEGORY flag OR IT WILL NOT SHOW UP IN THE CALENDAR! Usage of event categories must be adhered to. We are not trying to define these events, nearly the usage of the flags! Your local events category usage may 'differ' and applying the flags to your local 'usage' is appropriate, but mis-use will be requested to be modified.

There is a 'cancel' flag if do cancel and event. These events are ORANGE and show on every page. If you do **cancel an event**, you MUST REMOVE all other Category FLAGS (milonga, Practica, etc) and **only** use Cancel flag. Only this configuration will allow the event to show as ORANGE and therefore Canceled. Note, you should also change the title to reflect a CANCEL (Canceled : Milonga Perfecta)

- ❑ **Workshops** - are special events that are 1 time or yearly. Entirely focused on intensive learning (non-beginners). Often they are larger multi-day events.
- ❑ **Milongas** - are typically events where dancers focus on social dancing and tango socializing and not learning/practicing. Typically evening events where dancer use tango etiquette, appropriate attire.
- ❑ **Practicass** - are more relaxed and may have classes in a lights up environment. Practica dancers focus on practicing the dance.
- ❑ **Open Classes** - typically are meant for anyone at that level to join as 1 time. Agendas are not 'progressive by design.
- ❑ **Progressive Classes** - typical are progress for a few weeks and months and the end or start over.
- ❑ **Shows** - Are staged events about tango. Likely no local dancing, or standards floor. It can be about tango music or tango dancing.

## Event Content

- ❑ Voluminous and Deep descriptions can be in your **Event description** section. Go all out.
- ❑ The **structured Times** on the calendar events ( must match the actual times the events will occur. The admin may notify (or change times) to match actual events. Mis-management of the times and dates can cause problems for the site. Questions? - send the admin a letter.
- ❑ Reasonable efforts should be made to keep your events updated and accurate.
- ❑ Changes and canceling of events should be maintained by you.
- ❑ As the system allow **ANY** organizer to select **ANY** of the Venues and Other Organizer,
  - ❑ Be careful of selecting Venues that are not yours.
  - ❑ IF you are selecting an Organizers that is not you, must be done with prior authorization of each.
  - ❑ DJ are organizers as well.
- ❑ Uploaded Images must be appropriate.