



Your simple 'how to' Tribe guide

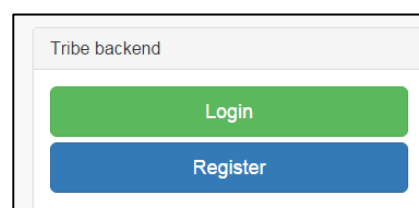
~Event hosts edition

Welcome to the Tribe! We're thrilled to have you on board letting our people know about the great stuff you do via the Tribe platform. We reckon it might just help you reach more people and we have a sneaking suspicion you'll enjoy getting live feedback on how many people are seeing and interested in your event!

Still being in our shiny, new-born stage, we welcome any feedback you have.

Registering & creating events:

1. To start submitting your events to Tribe, start by creating a profile [here](#). Look for the 'Tribe back-end' heading, where you can either login or register.

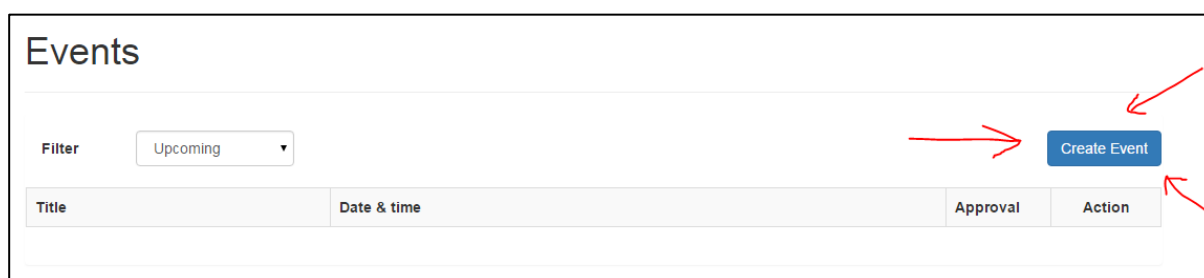


2. [Registering](#) is a simple process. If you're swift on the keyboard, we reckon you can get this done in about 22 seconds. We'll ask you for all the usual details - email, name and phone number. If you happen to represent one, you can list your organisation's name (optional).

Have a photo of you and/or your logo on hand to upload here - this will appear next to your events on the app when we tell users who the event is being hosted by. This can always be changed down the track if you find a more flattering head shot.

... If you beat 22 seconds, let us know and we'll update the record!

3. Now you're ready to [create events](#). Look for the pretty blue button to get started.



4. **Creating your event:**

This bit is pretty self-explanatory. And for the bits that might confuse, look for the blue text guidance. Under price and age range, you'll see a slider that you can click and drag. If that's not your style, you can also just type in numbers at either end and it will adjust automatically.

Here's a sneak peak of what the event submission page looks like. We like the way it's simple and to the point. Stuff with a little red star needs to be included. No red star? It's your choice.

The image shows a web form for submitting an event. It includes fields for start time, title, blurb, state, address, suburb, classification, price, price range, focus, target demographic, age range, kosher food, and event URL. There are also checkboxes for various categories and a section for event images. Annotations in blue boxes provide additional information: one points to the address field stating it won't be published on the app; another points to the price range slider saying to click and drag at either end; and a third points to the event URL field saying it's okay if you don't have one and suggests including contact details in the blurb instead.

Start time * ☐ **End time?**

Title *

Blurb *
0 of maximum 255 characters

State *

Address *

Suburb *

Classification *

- ☐ Art & Leisure
- ☐ Educational
- ☐ Israel
- ☐ Social
- ☐ Social Justice
- ☐ Spiritual

Selected 0 of 2

Price *

Price range +

Focus *

- ☐ Individual-focused
- ☐ Family-focused

Target demographic *

- ☐ Pre-school children/babies
- ☐ Primary school students
- ☐ Secondary school students
- ☐ University age young adults
- ☐ Young professionals
- ☐ Older professionals
- ☐ Seniors/Retirees
- ☐ All ages

Age range

Kosher food

If yes, a kashrut icon will show on your event. If no, this icon will not appear on your event.

Event URL

Event images

Suggested image size: 823px x 514px (minimum width of 500px). We recommend including minimal text on images that appear in the app.

Annotations:

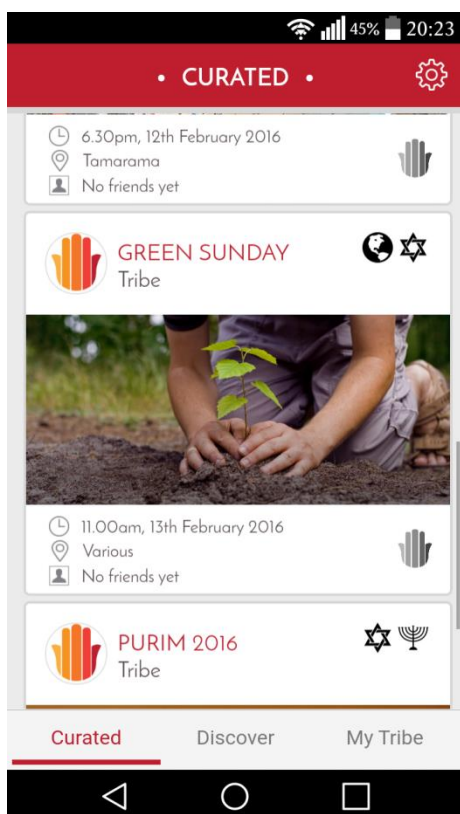
- The event address won't be published on the app and will only be given out to users with your express permission.
- Click and drag at either end!
- If you don't have a URL, it's ok. We just suggest you then include contact details in the blurb above so people know how to get further details about your event.

- Once you click 'submit', your event is sent through to the Tribe admin team for approval, and once approved, will appear live on the Tribe app. Approval will be granted so long as the event meets the Tribe event guidelines (see appendix A). You will be able to monitor approval status via your login home screen. It will look something like the image below, only with your events listed.

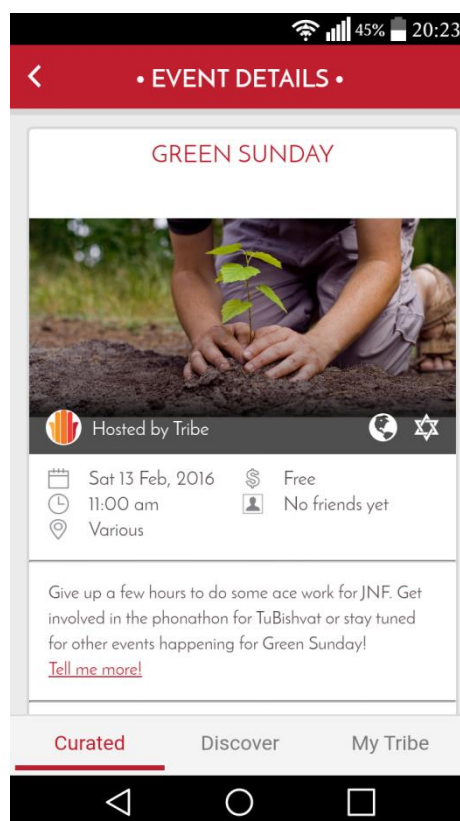
Green means go – the event meets our event guidelines and is live on the app. Red means the team is yet to review the event, or it doesn't meet our guidelines (in which case we'll get in touch to chat about how we can make it fit!). 'View count' and 'interested count' will start increasing once the app is approved and thus live.

Title	Date & time	Organiser	View count	Interested count	Approval	Action
Purim 2016	8.00 AM, 23rd March 2016	Tribe	1	1	Approved	Edit Delete
Adventures in South America	8.30 AM, 28th February 2016	Gesher	0	1	Approved	Edit Delete
Green Sunday	11.00 AM, 13th February 2016	Tribe	1	1	Pending	Edit Delete
Tamarama Beach Shabbat Dinner	6.30 PM, 12th February 2016	Tribe	4	0	Approved	Edit Delete
AUJS Summer 2016	10.00 PM, 7th February 2016	AUJS	0	0	Pending	Edit Delete

Check out how pretty your event will look on the app once it goes live:



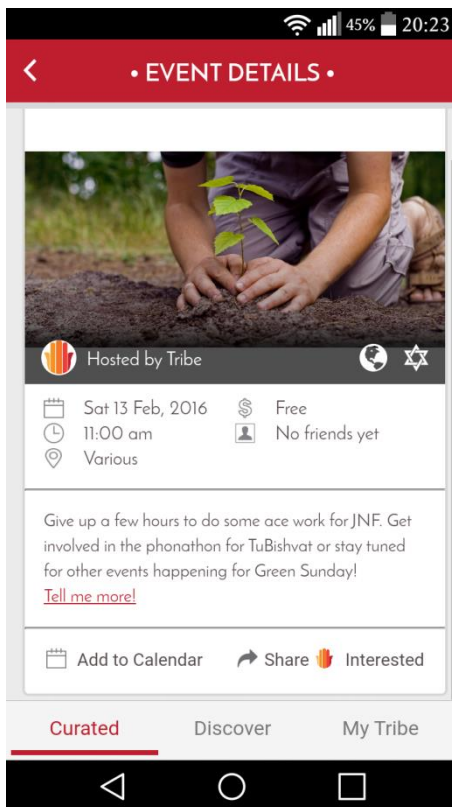
How the event appears when scrolling through events



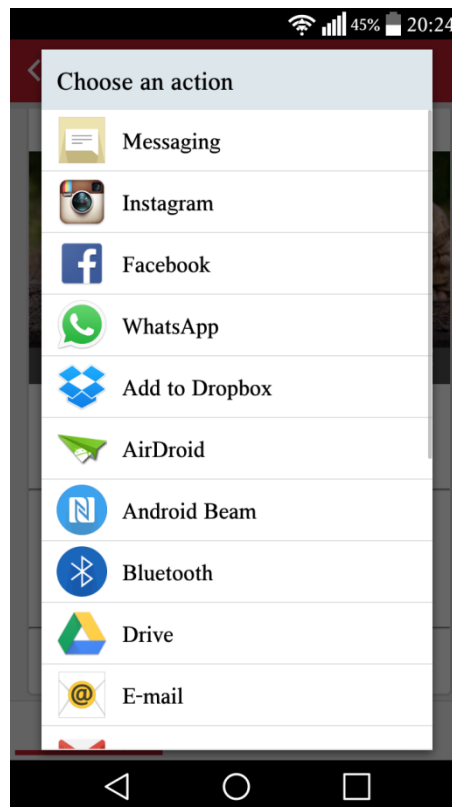
Event details view – 'tell me more' links to the URL you can list when uploading your event via the back end.

6. Once approved, you'll be able to keep tabs on how many people are looking at your event and what the level of interest is in real time. This is a premium function, though for now it's all yours for free!
7. Promote Tribe as a platform. The more all Tribe event hosts do this, the greater the reach we will all have across community! There are various ways you can do this:
 - a. Include the Tribe logo in your facebook event and cover photos
 - b. Let people know they can find your event on Tribe
 - c. Give Tribe the odd shout out via your newsletters and social media.

Tribe users also have a range of options to share your event with friends:



Users can share each event from the event details screen



The app will automatically connect users with sharing options already on their phone including all the usual favourites.

Appendix A: Tribe Event Guidelines

For an event to be approved on Tribe it must comply with the following guidelines:

- The event must be interesting and/or relevant to members of the Australian Jewish community.
- Event hosts do not need to represent a formal organisation.
- Events must not be regular, recurring events, such as a weekly service. However, a special service or event that has a point of difference, e.g. a guest speaker, may be featured.
- Events that contain racist language or intent will not be approved; nor will events that explicitly delegitimise the State of Israel.

The Tribe administrators do not guarantee the accuracy, integrity or quality of events posted by others. Nor do we endorse any opinions expressed by event hosts.

Under no circumstances will Tribe, or any of its consultants, advisers, affiliates, subsidiaries or third-party partners be liable in any way for any information, including, but not limited to, for any errors or omissions in information posted, emailed, transmitted or otherwise made available in connection with our Platform, or for any failure to correct or remove information.