

# Web Summit Vancouver Events Calendar

## Submission Instructions

### Summary

The Events Calendar on the Innovate BC website features a curated schedule of programs and events happening across B.C. in the lead-up to and during and immediately after Web Summit Vancouver — bringing together innovation, culture, learning and community.

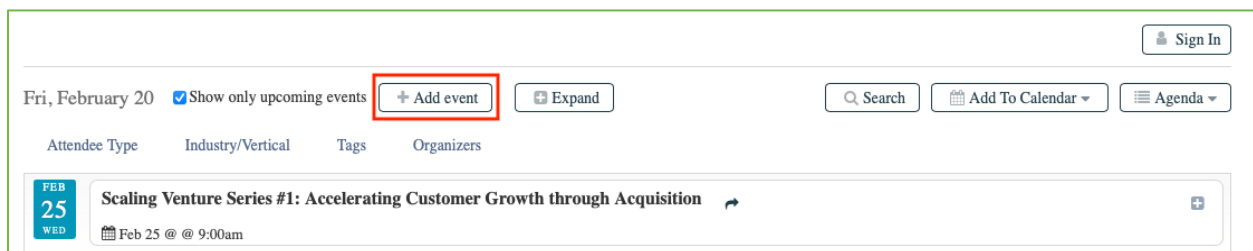
Each listing is reviewed to ensure it delivers clear value to participants and directly supports the Web Summit Vancouver project goals. Events are selected based on the following criteria:

- **Create Opportunities:** Events should create opportunities for meaningful business outcomes, such as customer leads, partnerships, investment conversations, or market entry discussions for participating companies.
- **Participation:** Events should encourage broad and inclusive participation in Web Summit Vancouver, supporting engagement across regions, sectors, stages, and diverse founders and teams.
- **Intentionality:** Events should help companies prepare for Web Summit Vancouver through clear positioning, goal-setting, and intentional planning to maximize their participation before, during, and after the conference.

This document outlines how to submit events to the Events Calendar through the Time.ly integration.

### Step 1. Access the Event Submission Form

Visit our event calendar at <https://www.innovatebc.ca/eventscalendar>. Click on the [+ Add Event] button.



### Step 2. Login or Sign Up for an Account

Note: You must have an account to submit an event through our calendar. Fill in your information to create an account.

- First name, last name, email address, password, and check that you agree to all the [terms and conditions](#)

### Step 3. Fill out all required sections of the form:

- **Event Title:** The full name of the event.
- **Start and End date and time:** Please provide the full start and end dates, along with the corresponding start and end times for your event.
- **Event Description:** This is where you can include the full details of your event. Include information around event details, target audience, what to expect, etc.
- **Featured Image (if applicable):** Please add an event image or organization logo in .png format, with dimensions of at least 300px wide.
- **Categories, Tags and Filters:** This section includes segments that help attendees understand if they are the right fit for your event. Please include the categories to the best of your ability.
  - **Filter by Attendee Type:** Select the type of attendees this event is designed for from the drop down menu.
  - **Filter by Industry/Vertical:** Select the industry or vertical this event is designed for.
  - **Filter by Organization:** Select your organization from the drop down menu, or click [New] to add your organization to this list.
- **Registration Link:** If a registration link is available for your event, please include it here. If the event is not open to the public, provide guidance on how interested individuals can request more information.
  - **Example:** “This is an invite-only event. If you are interested in attending, please contact us at [marketing@innovatebc.ca](mailto:marketing@innovatebc.ca).”
- Once you are done, click on the green [SUBMIT EVENT] button.

### What Happens After You Submit

All submitted events will be reviewed by the Innovate BC team for approval before they appear on the public. Each listing is carefully assessed to ensure it delivers real value to participants and aligns with Web Summit Vancouver’s broader goals, with events selected based on the aforementioned [criteria](#).

This process can take up to 3 business days. We may reach out to you to gather additional information.

### Editing or Updating Your Event

Once your event is approved, you will be able to view and edit your submitted events through the logged in section of the calendar.

### Need Help?

If you have questions or need support while submitting your event, feel free to contact us at [wsv@innovatebc.ca](mailto:wsv@innovatebc.ca).