Setting Up the TEXAS WINE CALENDAR
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Texas Tech University
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The project was initiated by the Texas Wine Marketing Research Institute in response to the need of the industry.

The purpose was to set up a central calendar that would be useful for the industry and the consumer.

The intent of this project was to do the initial set up and populate the calendar.

The future success of the calendar will depend on active participation of the Texas wineries and other organizations.

This presentation is intended to provide specific step-by-step directions on how to continue populating the calendar.

The Texas Wine Marketing Research Institute will provide assistance only with the initial registration process, but it will be individual wineries responsibility to add their events to the calendar in the future.
Texas Wine Calendar Project

- Students in a Wine Marketing class @ Texas Tech University set up and populated a Google Calendar with the events listed on the wine related websites within Texas and nationwide.

- Seven sub-calendars (categories) were identified for the students to classify the events they found:
  - Educational Events
  - Individual Winery Events
  - Restaurant Related Events
  - TWGGA Events
  - Wine Competitions
  - Wine Festivals
  - Wine Trails
Texas Wine Calendar Project

Each student submitted 12 events by a specific date culminating in 483 unique events occurring between January 2011 through August 2013.

From the 483 events, some were removed due to content or misinformation. Currently, there is roughly 350 events listed on the Google Texas Wine Calendar.

The Calendar was then split into:
- Industry calendar
- Consumer calendar
Texas Wine INDUSTRY Calendar

- Industry Calendar
  http://sites.google.com/site/texaswineindustry/

- The industry website was designed specifically to identify:
  - Educational Events
  - TWGGA Events
  - Wine Competitions (both in Texas and nationwide)
  - Conferences

Texas Tech University
Texas Wine Marketing Research Institute
Texas Wine CONSUMER Calendar

- Consumer Calendar
  [http://sites.google.com/site/texaswinecalendar/](http://sites.google.com/site/texaswinecalendar/)
- The Consumer website was designed towards the general wine consumer to learn about events happening in Texas
Creating a Google CALENDAR Account

- You do **not** need to have a Gmail account (email) to use Google Calendar. Your current email will work.
- Navigate to [http://www.google.com/calendar](http://www.google.com/calendar)
- Click the blue box that says ‘Create an Account’.
Creating a Google CALENDAR Account

1. Complete the registration form with your existing email
2. Click the box that says ‘I accept. Create my Account’
Creating a Google CALENDAR Account

Login to the email you used to create the calendar. In your Inbox, you should have an email from Google asking you to verify your account. Open the email, and click the link inside to verify your email and complete your registration.
Creating a Google CALENDAR Account

A new window will open that states your email address was verified. Now, click the link that says ‘Click here to continue’. You will be redirected to your personal Google Calendar that Google creates automatically.

The Texas Wine Calendar needs to be manually added to your calendar account (see next slides).
Adding Texas Wine CONSUMER Calendar

1. Once your personal calendar has loaded, navigate to
   http://sites.google.com/site/texaswinecalendar/

2. Once the Texas Wine Calendar website has loaded, click the ‘+ Google Calendar’ icon in the lower right of the calendar.
Adding Texas Wine CONSUMER Calendar

- A new window will open and you will be asked if you would like to ‘add these calendars’? (the subcategories)
- Click the button that says ‘Add all’.
Adding Texas Wine CONSUMER Calendar

When you click the ‘Add all’ button, it will populate the calendar with the Texas Wine Calendar categories under the ‘Other Calendars’ heading.
Creating Events on the Texas Wine Calendar

- The users must be approved by the Calendar Administrator before they are able to add events to the calendar

- You would need to be approved *just ONCE*

- To request approval, send an email to [texaswine@ttu.edu](mailto:texaswine@ttu.edu) from the email that you used to create your Google Calendar account

- Once you have been approved, you will receive a confirmation email with *a handout on how to add an event to the calendar*