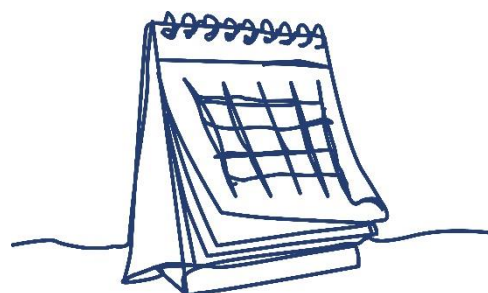


Creating and editing event pages on the new website

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Introduction

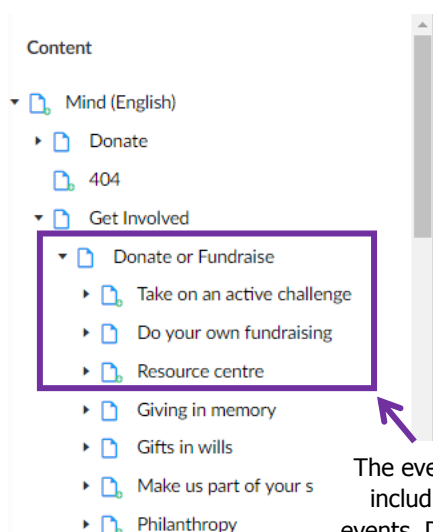
This guide will teach you all about how we create and edit Events pages on our website, and how the Events registration journey works for our users.

Let's begin by looking at where Events pages live on our website, and how the structure of the Events section works.

NB/ In order to understand this guide, you will first need to have taken our **basic training course** in creating and editing website pages on Umbraco 7. If you haven't done this yet, check the intranet for next available training dates and book on to a course (or contact digidev@mind.org.uk)

Structure of the Events Pages

Where do Events live on the website?



We have active events like runs, treks and swims, and we also have 'Do your own fundraising' events.

Both types sit under the 'Donate or Fundraise' section:

The event section, including active events, DYOT events and event resources

Active events

The 'Take on an active challenge' page is the home of all active events on the website. It is a listing page which shows all the events we currently have live, and you can choose to filter these down as you like.

Event search

What type of event are you looking for?

When

Choose the location

By region

OR

By postcode

All events found

43 events found

1 2 3 4 »

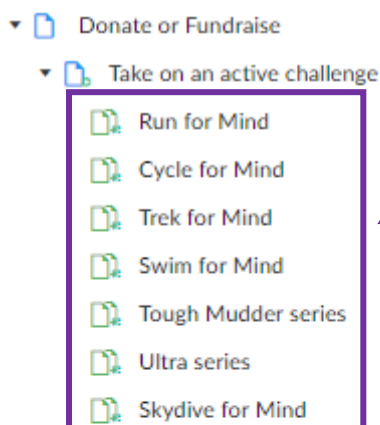


11 June 2018
Prudential RideLondon - Surrey 46
The Prudential RideLondon-Surrey 46 is part of the RideLondon festival of cycling.



01 January 2019
RED January
Support your mental health by doing something active every single day.





Beneath this parent page, 'Take on an active challenge', there are a number of other listings pages for each event type. They look very similar, only you'll notice that for the 'Run for Mind' page only shows running events, the 'Trek for Mind' page only shows trekking events and so on.

This means that we have one page that shows *all* our active events (Take on an active challenge) and then individual pages which show specific groups of events on their own page (Running events, cycling events).

Each of the specific event listings pages (Run, Trek, Cycle) hold all of the events of that type – so, for example, you'd find Berlin Marathon underneath 'Run for Mind'.

To find an individual event, click on the listing page (e.g. Run for Mind) and then find the tab called 'Child pages'. Here, you'll find a list of all the running events and can search through for yours. Remember there might be multiple pages of events so if you don't see your event on page 1, just keep looking.

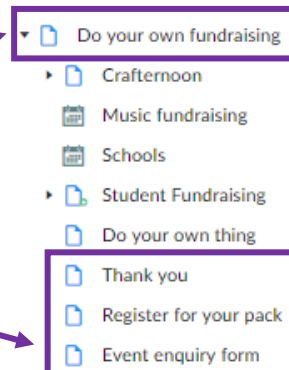
| Name | Sort | Link |
|--------------------------------|------|---|
| berlinmarathon | 30 | 20 |
| Royal Parks Half Marathon 2019 | 32 | 20 |
| london10000 | 33 | 2019-01-22 12:19 Lucy Taylor |
| Simplyhealth Great South Run | 34 | 2019-01-18 12:06 Lucy Taylor |
| londonmarathon | 35 | 2019-01-22 11:22 Elizabeth Akrofi-Assem |

Beneath the 'Take on an active challenge' parent page you'll also see the pages where our forms sit – this includes forms to register your own place, to pay for a Charity place, bespoke events forms like the Mind Hike sign up form, and the event enquiry form – and the 'Thank you' pages.

Do your own thing Events

The parent of the whole 'Do your own thing' section is the 'Do your own fundraising' page. This is a listing page for all of our 'Do your own thing' options like music events, student fundraising etc.

Under this parent page you'll find all of the DYOT options, along with forms (register for a DYOT event, event enquiry form) and thank you pages.



How do I build an event?

Now you know what the events structure looks like, we can start building our own events!

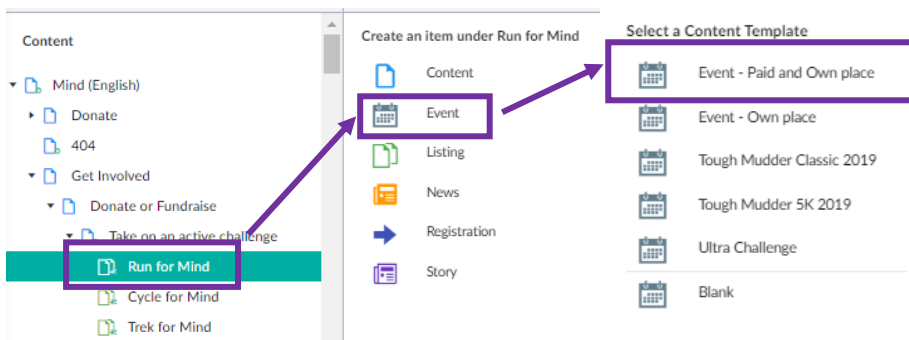
There are two different types of event, as we've just learned – active events, and do your own thing events. Each are built differently. Let's begin by building an active event.

How to build an active event

First, choose where your event should sit. Is it a Run, Trek, Ultra...? Wherever it belongs, right click on this parent page, e.g. to create a marathon right click on Run for Mind.

A menu will appear, and you should click 'Create', then choose the content type 'Event'

Finally, under templates, choose correct template. In this guide we will choose the template called 'Event – Paid and Own place' but you can also choose Ultra or Tough Mudder options.



Now in the right hand side of your screen, in the content area, you'll see a page appear with pre-populated content.

Naming your page

Before you start work, give your page a name and save it.

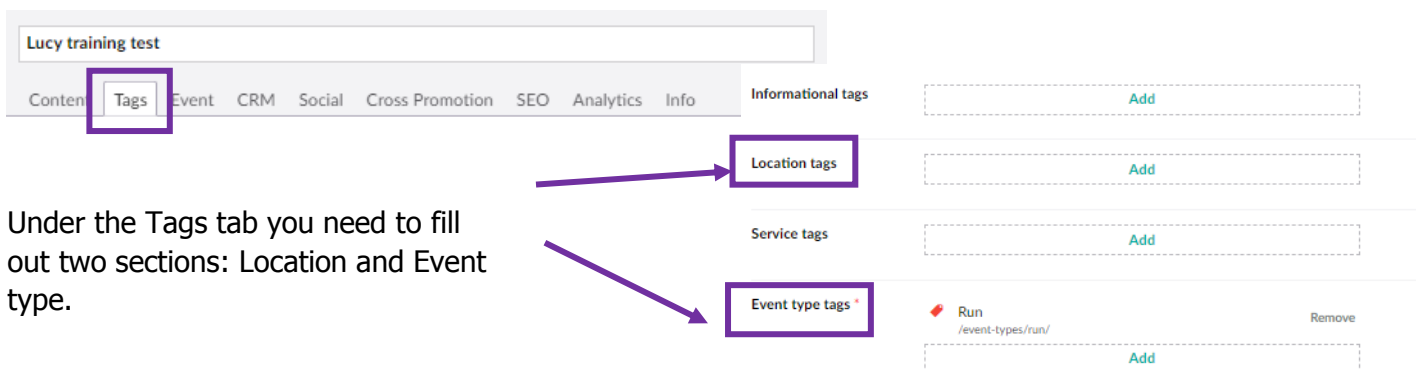
You should name your page using capital letters and spaces, and add the date where appropriate e.g. Berlin Marathon 2019 (not berlinmarathon19), or Christmas Cratfernoon. This will help to identify it more easily and will make sure that it is easily searchable using Umbraco search bar, too!

Populating the tabs

Now that you've named your event, it's time to start work on the page content. However, we don't begin in the content tab!

First, navigate to 'Tags'...

Adding tags



Under the Tags tab you need to fill out two sections: Location and Event type.

Location

Beside location click 'add' and choose the location of your event from the list. Be sure to be as specific as possible – e.g. don't just choose 'Wales' but choose 'Cardiff' if that's where your event is taking place.

If there is a town missing from the list, e-mail digidev@mind.org.uk and we can add this tag for you. We only add big towns to our tags (otherwise we'd have to tag every village in the UK and abroad!) so if your event is taking place somewhere small just choose the area (e.g. North East).

The only exception is overseas tags – we have a blanket tag for these, so whether an event is in Berlin or Paris, you should just tag it 'Overseas'.

Event Type

Beside event type you'll notice that your event will have been automatically tagged with 'Run'. You need to delete this *even if your event is a run!* Delete the tag 'run' by clicking 'Remove'.

Now click add, and in the menu which appears choose the appropriate tag. Again, you need to be as specific as possible – so don't just tag 'Run' but tag the distance of the run. If you choose the tag 10km under 'Run', your event will still be tagged as a run automatically so you *don't* need to also add the tag 'Run'.

It may be that your event needs multiple tags, such as some of our Ultra Challenges. Some of these can be a walk or a run, or you can choose a distance of 10k, 20k or an ultra distance... there are lots of options! (If your distance isn't listed, email digidev@mind.org.uk)

In this case, add multiple tags. E.g. Add the tag 'Ultra distance' from the run section and 'ultra distance' from the walk section, and so on. You can tick and select multiple tags at once. Be sure to keep the tag 'Ultra challenge series' which is preselected for you in the Ultra Template.

- ▼ Run
 - 5km
 - 10Km
 - Marathon
 - Half Marathon
 - Ultra distance
 - Other
- ▼ Walk
 - Team Sports
 - Trek
- Cycle
- Swim
- Skydive
- Do Your Own Thing
- Ultra challenge series
- ▶ Tough Mudder

Adding event details

Now move along to the 'Event' tab. Here, you'll fill in all the details of your event. Whatever you fill in here will appear in the sidebar of your page.

The screenshot shows the 'Event' tab in a registration system. The main form is for 'berlinmarathon' and includes fields for Event name, Advertise until, Start date, End date, Registration deadline, Registration fee, and Fundraising target. A purple box highlights the 'Event' tab and the form fields. A purple arrow points from the 'Event' tab to the sidebar. The sidebar contains the following information:

- When:** 28 April 2019
- Registration fee:** £100.00
- Minimum fundraising target:** £2000.00
- Minimum age:** 18
- Starting points:** Blackheath Station, Maze Hill Station or Greenwich Station
- Your own place in the ballot:** If you are successful in the Virgin Money London Marathon your accepted magazine, or you got your place through a deferred entry we would be delighted to have you join the Team as those with the charity place, but there are no spx. We are always grateful for your support and for any fund
- About the event:** Run for Mind in the Virgin Money London Marathon! This is one of life's great challenges; the atmosphere is se achievement is wonderful. As a fundraising event nothing can compete with the marc people taking to the streets each year, many in fancy dres close to their hearts. We'd love to have you running as part of our team.
- How we'll support you:** Whether your a seasoned or first time runner, Mind will bi way. We offer all our runners a fantastic support package We will do all that we can to ensure that your Virgin Mone experience is one you will never forget. What to expect when you join our team:
 - loads of training and fundraising advice

Here is some guidance about how to fill out these fields...

Event name: The name should match the name you gave your page, e.g. Berlin Marathon 2019

Advertise until: Set the event to advertise until the day AFTER it takes place. This will mean that if somebody is looking for details on the website on the day of the event, they'll still be able to find it.

Start date and End date: NB/ If your event is only on one day, you can leave End Date blank

Registration fee: How much a paid place costs – just write the number and not the £ pound symbol

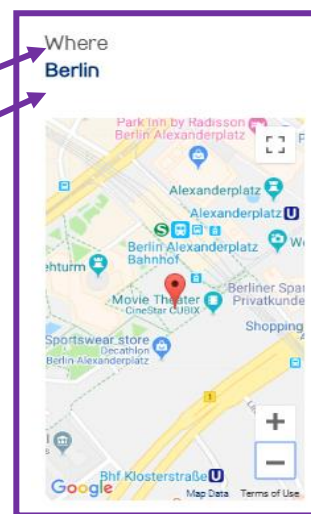
Fundraising target: Just write the number and not the £ pound symbol

Minimum age label: This is automatically set to Mind's default minimum age to take place in a fundraising event (17) but specific events may have higher limitations so be sure to edit this if so. If your event doesn't have a minimum age at all (e.g. a DYOT event) you can delete this label by clicking the trash can icon.

Where label: Here you need to add a **label**, a **Text Location** and **location coordinates** which will be shown on a map.

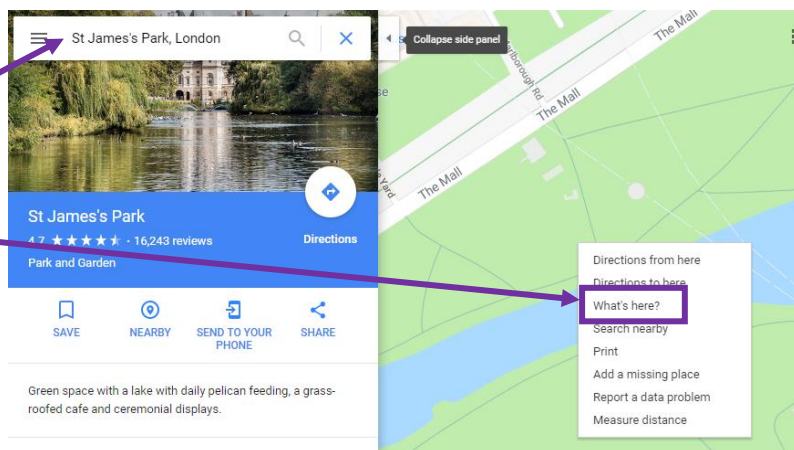
The **label** should read 'Where' and the **location** text will appear beneath this. (Please see guidance [below](#) if your event has multiple starting points)

| | |
|-------|--------------------|
| | 52.520425,13.41108 |
| Label | Where |
| Text | Berlin |



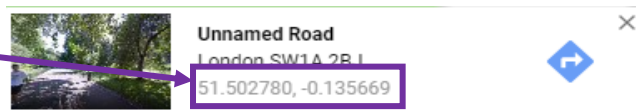
Now we have a label, we need to enter the coordinates so that the map can display the location ...

In order to find the **coordinates** of your location, head over to Google Maps and search for the location using the search bar. When the location appears on the right, right click on it and a small menu will appear. Click 'What's here?'



Now you'll see another box appear, containing the coordinates.

Copy these and paste these into the location coordinate area on Umbraco, replacing the default coordinates set for you within the template.



If you copy and paste these coordinates, but find that you'd like to adjust the placement a little, in Umbraco 7 you can click and drag the red location marker.

If your event doesn't have a fixed location, or can take place anywhere (like DYOT events, for example) you should delete the map to avoid confusing the user.

Once you have done this, under the Label section add a new label. Choose the 'Text' type.

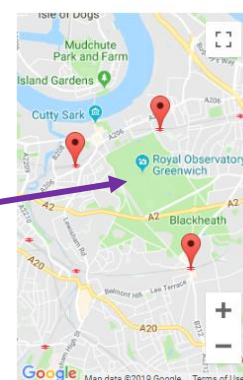
Fill out this section with a title (label), and some text such as Label: Where / Text: You can fundraise for us anywhere! (*This is optional – fill out at your discretion*)

If your event has multiple starting points, begin by adding one 'Where' label. In the **Label** field type Starting points, and in the **Text** field write out all of the starting points.

Then, enter the coordinates of your first starting point. This will add the first starting point pin to the map.

Now, keep adding 'Where' labels for each of your starting points. Begin filling these out by adding your co-ordinates. You'll also need to add a Label in order to save, but this label won't appear on your page. Once you're done adding starting points, save your work and preview.

Starting points
Blackheath Station, Maze Hill Station or Greenwich Station



Add more starting points by adding more 'Where' labels

You'll see that on your page, one map appears but it has multiple red markers on it to show that there are multiple starting points. You'll also see the first label you set up, 'Starting points'.

NB/ For Ultra pages we use a different map – all the details you need are in the Ultra template.

Text Labels: You can also use Text labels if you need to add some extra information (e.g. Dress code: fancy dress!) or if one of the set fields, like start/end date, or fundraising target, isn't descriptive enough for your needs.

For example, this event has different fundraising targets for different registration options. Using a custom Text label we can add 'Subtext' to explain this to the user. The normal 'fundraising target' label doesn't have an option for subtext, so we can use this instead. Remember *not* to fill out the fundraising target field too, or else you'll get two 'Fundraising target' labels!

▼ Fundraising target

When
16 July 2019

Until
21 July 2019

Registration fee
£275.00

Capacity: Set the capacity of your event. This is for paid Mind places only – we don't set an Own Place capacity. If your event has unlimited capacity, set this to 999999.

Some capacity tips:

- Although sign ups through external providers (e.g. Charity challenges overseas events) are dealt with separately, and we do not set capacity for these through our website, we still need to edit the capacity counter. Be sure to set the capacity to be above zero as this will tell Umbraco to show users the 'Register' button. If you set the capacity at zero, the 'sold out' button will appear!
- The registration count for events with external links or with 'Bespoke' Mind forms (e.g. not the standard paid form (see Mind Hike)) will always appear as 0, even if lots of people have signed up, because the registration counter *only* counts Mind Charity Place registrations through our paid form. You can check registration numbers for these events by exporting the form data.
- When adding or removing capacity from your event, remember to factor in the number of current registrations. For example, imagine you have a capacity of 5 places and 3 people have registered for your event. This means you have two places left to sell, but more room has opened up and you want to add another place so that you will have 3 places left to sell. In this case, update the capacity from 5 places to 6 places.



18 May 2019

Tough Mudder Midlands 2019

At the beautiful Vale of Belvoir will be bringing the best mud

Sellout threshold: When your event comes close to selling out, a little label will appear to warn people. Choose the number of places you would like to be remaining when you want this message to appear.

Registration page: This is where we set up the link to send users to our paid 'Charity place' form. If your event links to our standard paid registration form, you can leave this section as it is set to direct to this form as default.

If your event links to a different form (e.g. Mind Hike) click Remove and then choose *your* form from the content tree. All forms for active events sit directly under 'Take on an active challenge'. (*We cover DYOT events [below](#)*)



Got a place already?

Order your Mind fundraising pack and join our team!

Register own place

External registration: If your event links to an external registration process on a different website (e.g. Ultra Challenge, Choose a Challenge), first 'Remove' the registration page link.

In the section below turn on the button which says 'Enable external registration'.

Finally, paste the URL that will take them to the sign up process into the External Registration Link box.

Registration page
The page to take users to when they want to register

Add

Enable External Registration
The setting to enable external registration and disable internal registration

External Registration Link
The external link to take users to when they want to register

https://endurancecui.active.com/event-reg/select-race?e=550X

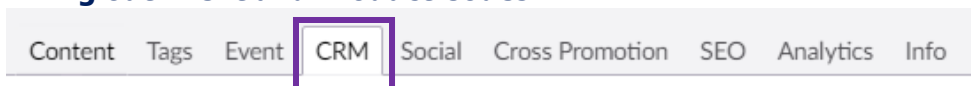
Order page: This is where we set up the link for the 'Own place' form, i.e. ordering a registration pack. If your event links to the standard own place form, you can leave this section as it is set to direct to this form as default.

If your event does not have an own place option, simply click 'Remove'.



Well done, you've finished filling out the Event tab. Be sure to save all of your hard work!

Filling out Event and Product Codes

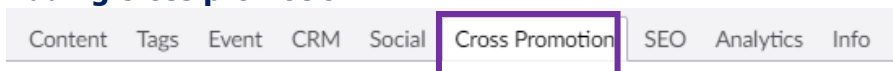


Now move along to the CRM tab, where you can fill out the Event and Product codes for your event. You'll notice these are set to some random letters as default, and you will need to change these.

Either fill out the event and product codes for your event, or if your event has none, then please type 'None' in each box.

Save and continue!

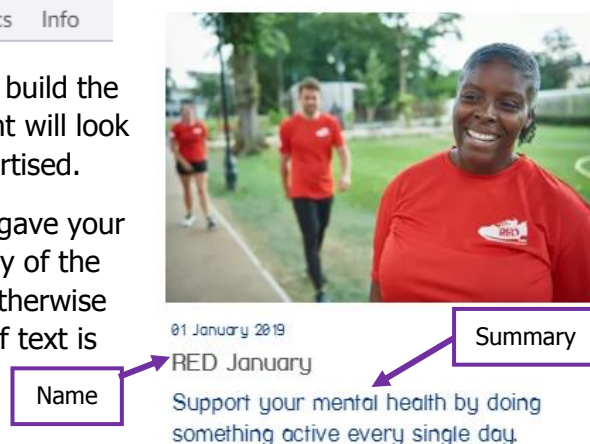
Adding cross promotion



Move across to the Cross Promotion tab. This is where you'll build the cross promotion module for your event. This is how the event will look on a listings page, or on other events pages where it is advertised.

You'll need to fill out your event name (the same name you gave your page, e.g. Berlin Marathon 2019), then write a brief summary of the event. This should be no more than 70 characters max, as otherwise the text will become very long below the image – 2-3 lines of text is ideal.

Finally, choose a lovely image to catch people's attention.



Adding SEO details

In the SEO tab, fill out your event title under SEO Title (e.g. Vitality London 10k)

Type in your keywords (around 4 or 5) in the focus keyword box e.g. Vitality London 10k race. Use spaces not commas.

Now add an SEO description – this will be like a longer version of the cross promotion description you just added! It should be a snippet of text which quickly summarizes the event.

Congratulations, you've filled out all of the event details! Now you need to work on the content of your page, to make sure everything looks and works like you want it to.

Editing your page content

The Event Sidebar

Begin by editing your event sidebar, as this is the most important part of functionality on your page. It's on the left as you scroll down.

The Event Sidebar is made up of 3 elements – the **Event Summary**, **Event Registration** and **Event Order**. You may remember some of these from the Event tab!

The **Event Summary** is auto-populated with all the content you filled out in the event tab, such as the date of the event, the fundraising target, location, any custom labels you added and so on.

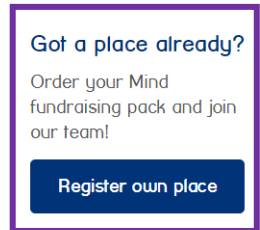


The **Event Registration** content generates a button which links to the paid sign up form, or to the form you chose (e.g. Mind Hike form, or an external form/webpage).

This button automatically comes with the title Charity place, and the button says 'Register'. If you need to change the title to something other than 'Charity place' or if the button should read something other than 'Register' you can edit these.

Click on the content block, make your edits in the menu which appears and click 'Update'. (NB/ Your button MUST be purple)

The **Event Order** content contains the 'Got a place already?' copy, and the 'Register own place' button. This should not change. If your event doesn't have an own place option, simply delete this block of content.



The About section

Now you can focus on making your page look lovely! Remember as you go along to keep saving and previewing your work, as this will help you judge how everything is looking.

1. Begin by editing the banner, choosing a great image from our library and editing the copy to be accurate for your event.
2. Now edit the introductory copy – the full width piece of content on a dark blue background which quickly introduces the event.
 - a. If you have no introductory copy you can leave the rich Text block blank but *do not* delete the row – our event pages are styled purposely to have a blue strip below the banner, and deleting the row will delete this blue strip.
3. Then move on to editing the 'About this event' section. Change the title to 'About [Event Name]' and add in some copy describing the event.
4. If you have a video for your event, replace the video of the Great North Run with your video. If not, you can delete this.
5. Now add information about the support Mind can offer for this event under the 'How we'll support you' subtitle.
6. You can leave the FAQ section as is for any standard events, or edit this section to reflect how people can get in touch if you have custom contact details.

The featured story

Beneath this 'About' section, you will need to choose a 'Your story' to feature. Choose a story that's really relevant to your Event.

On the left, you should choose an image for your story (try the 'Your Stories' folder in the media library for your picture!). On the right, the title will be the name of the blog followed by '– [Name]'s story'

Then add a short quote from the blog, one which will encourage people to read more.

Finally, edit the button to say 'Read [name]'s story', and edit the hyperlink so that it directs users to the correct story.

Beneath the story, the rest of the page has pre-populated content. You can leave this, as it has all been built for you in the template. Congratulations, you've almost finished building your Active Event!

How to build a Do your own thing event

Do your own thing pages are a little different, since they're not events with dates and locations like our standard events.

Choosing the template

To build these, we just use standard content pages (like you learned about in your basic training). So go ahead and:

1. Right click on the page beneath which you want your page to sit, and click create
2. Choose 'Content' as the page type
3. Choose the template 'Standard page with banner and footer'.
4. Give your page a name and click save.

Now you're ready to start building!

Editing the content

When building your page, use the template to guide you and be sure to include the following elements:

- A banner at the top of the page, with the event title (e.g. Music Events)
- Some 'About' copy explaining the event
- A 'Register' button, which links to the DYOT form
- Some images, or a video if you have one, to make your page engaging
- The 'Other ways to get involved' links at the bottom of your page, which have been pre-built for you in the template

Congratulations, you've almost finished building your DYOT Event! Only a couple of steps left now...

Final step: Test that everything is working

For both Active Events and DYOT events, the penultimate step is to test your page.

Now that you've made all your edits and saved everything, check over your work one last time.

1. Check that all the tabs have been set up correctly – you've added the right tags, you've submitted the right product & event codes, you've set the correct event dates and so on.
2. Now preview your page, and check over all of the content. Are there any typos? Does anything look warped or out of place? Make any corrections you need.
3. Finally, check all the links on your page. Click all the buttons and hyperlinks and make sure they're taking your user to the right places.

You can use our handy [Webpage Checklist](#) to make sure you cover everything.

When you've had a thorough check, save your page one last time!

Submit to publish

Final step! Now you're all done testing and are happy with your work, send an e-mail to webedits@mind.org.uk to request that your work be published. Be sure to include explicit details of what page you would like to be published and when, so that we don't make any errors. If your work needs to be scheduled to publish on a certain date, be sure to include this information in your e-mail.

If you're making a lot of edits, please e-mail us once with details of the changes you've made rather than sending lots of small publish requests over the course of your time editing.

When we receive your e-mail we'll take a final look over your work. We may be in touch if we have queries, or if you have made errors in your page. **This will prolong the publishing process, so be sure to use the [Webpage Checklist](#) and this guide to make sure your page is ready to publish.**

Once we're happy your page looks and works as it should, we will publish or schedule this to publish for you.

Additional Event Tips

Editing 'Popular Events' on a listings page

On the listing page for any Event Type (Run for Mind, Cycle for Mind etc.) you might notice that there is a section called 'Popular events'.

To edit these, go to the listing page in Umbraco and locate the 'Popular Events' content block.

When you click on this block, a menu will appear where you can add 4 'Popular Events'.

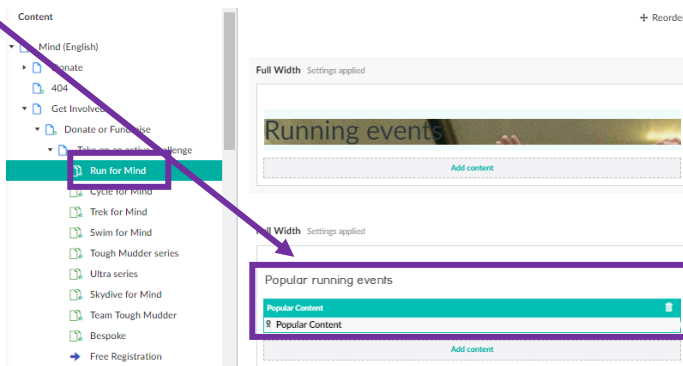


Popular Content

Edit your content here

Content

| | | |
|--|--|--------|
| | londonmarathon /get-involved/donate-or-fundraise/take-on-an-active-challenge/run-for-mind/londonmarathon/ | Remove |
| | greatnorthrun /get-involved/donate-or-fundraise/take-on-an-active-challenge/run-for-mind/greatnorthrun/ | Remove |
| | Cardiff /get-involved/donate-or-fundraise/take-on-an-active-challenge/run-for-mind/cardiff/ | Remove |
| | Richmond Marathon /get-involved/donate-or-fundraise/take-on-an-active-challenge/run-for-mind/richmond-marathon/ | Remove |



Appendix

FAQs

How does the event registration process work?

Sometimes, in order to troubleshoot a problem on your page it's helpful to know how the event registration process works.

This is a quick overview of the different journeys a user may take for Own place registration, Charity place registration, Bespoke form registration (e.g. Mind Hike) and DYOT registration:

Paying for a place on a regular active Event



Registering your own place on a regular active event



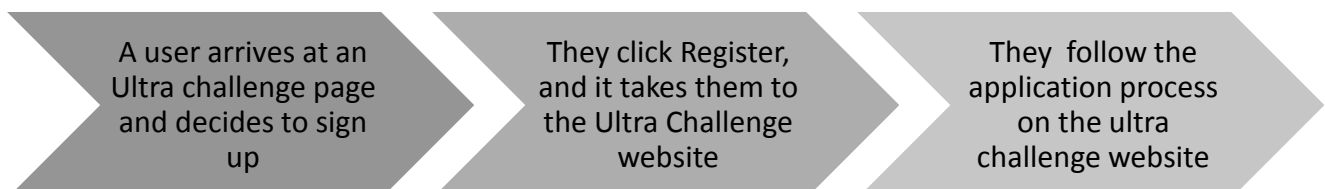
Registering to do your own event



Applying for a 'different' active event



Applying for an event hosted by another website (Choose a challenge, Ultra Challenge)



From this process you can see that when you set up an event, it needs to link up to the correct forms (which have automated thank you e-mails) and to a thank you page.

If you ever need to set up an event in a special way that differs to this, get in touch with digidev@mind.org.uk so that we can advise and assist.

Do I need to set up a thank you e-mail?

The Digital Team control the automated e-mails that supporters receive after completing one of our forms. Most standard forms have standard e-mails set up for you, but if you create a bespoke event with a bespoke form you will need to provide e-mail copy to digidev@mind.org.uk, and we will set up this thank you e-mail for you. Please be sure to include:

- E-mail Subject
- From Sender
- E-mail copy

If you need any changes to be made to your existing e-mails, or have any concerns about these e-mails please contact us at digidev@mind.org.uk

Who should I speak to if I have a problem setting up my page?

If you're having trouble with an element of your page and can't find the answer anywhere in the guide, get in touch with digidev@mind.org.uk for advice. We will reply within 5-7 days.

Should I delete or unpublish a page if it's no longer in use?

In short, no – you shouldn't just delete or unpublish your page when you think it's no longer valuable or relevant.

When you remove a page from our website, you also delete its URL. That old URL, when visited, will then return a '404 not found' error. This is not good for our users, as they come to a dead end, which can be off-putting. It's also not good for our SEO efforts, as 404 pages make Google trust the content and quality of our website a little less, and so rank it a little lower. In time, if we stack up multiple 404 errors, this can push us down in Google's ratings and will mean that our content will appear lower and lower on search results pages. We don't want this!

Instead of simply deleting a page, the best thing to do is either to:

- redirect users to some equivalent/related content elsewhere on the site
- improve or update the page content

Often, this presents a great opportunity to promote your other offers, as you can direct users to other actions you'd like them to take (e.g. you could link to a related campaign, an event, a resource download page etc.).

Get in touch with digidev@mind.org.uk when you want to delete or unpublish a page, giving details of why it should be removed, and we'll advise on what's best. We can set up URL redirects for you.

To read about the SEO impact of deleting website content in more detail, check out these articles by Yoast: <https://yoast.com/deleting-pages-from-your-site/> and <https://yoast.com/update-or-delete-old-content-on-your-site/>

I need to build/edit a form – what's the process for doing this?

We have recently edited access to forms to reflect the new Data Governance Framework which is coming into action across Mind. These days only the DigiDev team & Data team have permission to

make changes to forms, in accordance with the framework. All other employees can still access their forms to export data, but they cannot make changes to forms or create forms.

The new process for requesting forms changes or requesting the creation of a form is laid out in the framework, and works as follows:

1. Firstly, contact Compliance who can advise on the content of your form, i.e. what kinds of form fields and statements are appropriate to use.
2. Following this, contact the Data Team to request Data Briefing document A. You will need to complete The Brief (Part A) to determine why you want to collect this new data. When completed, you should send this to the Data Team explaining that you'd like to create a new form, or edit one of your forms.
3. Then you'll be asked to complete Brief (Part B) outlining the specific changes you want to make, or the form fields you want to create. Fill this out and send it back to the Data Team.
4. Next the Data Team will review the changes/requests you are requesting in Part B and will discuss any queries with you.
5. Once approved, Data will ask you to send both briefing documents (A & B) to us (DigiDev) and we will edit/create your form. We may discuss edits with you if we need any clarity.
6. Finally, if we have no queries, DigiDev will let you know once your changes have been made/your new form has been built. We will give you access to export entries from this form, and you can use it on your page.

Make sure to leave plenty of time for this process, particularly if your form is complex, as the reviewing process may take longer. We recommend putting aside at least 1 week for a simple form, and up to 3 weeks or longer for a complex form.