



EVENTS

Peter Williams | 2023 | London, United Kingdom

01 | OVERVIEW



Gayther is an online service home to one of the world's largest collections of current and relevant LGBTQIA+ information. Hundreds of events occur around the world at any given time. Whether a concert, festival or a themed night at a local bar, it can be challenging for organisers to make people aware of an upcoming event. Gayther developed a range of event services for

organisers and those attending events, designed to help people establish what is going on around them at any time or anywhere they plan to visit. Finding the perfect event can turn a trip or the day from good to great, and with Gayther's range of tools and services, you will never miss one again.

The significant events tool on the Gayther platform is an online service which features special worldwide events and observation dates, both those general and specific to the LGBTQIA+ community. Dates such as Christmas, pride month, asexual awareness week and the anniversary of the Stonewall Riots ensure that important days or periods are never missed or forgotten. The dates featured within the significant events tool are also showcased within Gayther's fortnightly newsletter, highlighting those dates occurring closest to when the newsletter was sent.

Gayther Events is a listing service designed for businesses and organisers to showcase their events. Organisers can choose from free to paid plans and create links to their business or service profiles on any of the four other Gayther directories. The directory features a range of events, from those that are inclusive and welcomes all to those explicitly tailored to the

community. Any organisation listed on Gayther Affinity's Big Directory or Care Providers and Services directories can create direct links from their profile to any upcoming events they are hosting, even those that reoccur for a specific period each week, month or year.

"Organising an event takes time and a lot of effort. Reaching the right audiences can be difficult, especially for those who actively want and encourage community members to attend. Gayther's range of services are designed to help showcase and highlight all events, anywhere in the world, that are both inclusive and welcoming to all," says Peter Williams, founder of Gayther.

"Whether a special night in a local bar or a festival, events which are positive, that encourage community and bring people together should always be celebrated."

02 | TAGS

events, significant, dates, pride, festival, concert, sporting, observation, community, organiser, worldwide, dates, times

03 | KEY FACTS

- The Significant Events tool features 470 dates, with 411 categorised as general, 53 as LGBTQIA and 6 as other
- Of the 53 events classified as LGBTQIA+, 30, or 57% related to sexualities, 15 or 28%, related to gender identities, and 8 or 15%, related to general
- The Gayther Events directory has 49 categories available, and there are 34 categories within the Significant Events tool
- 283 or 60% of significant events are fixed, with 187 or 40% variable and which change each year. The largest group is events that are fixed and occur on the same day each year, being 238 or 51%
- The Gayther Events directory has an add-on feature in which enhanced plans can create reoccurring events, whether they occur daily, weekly, fortnightly, monthly, yearly or even for custom intervals