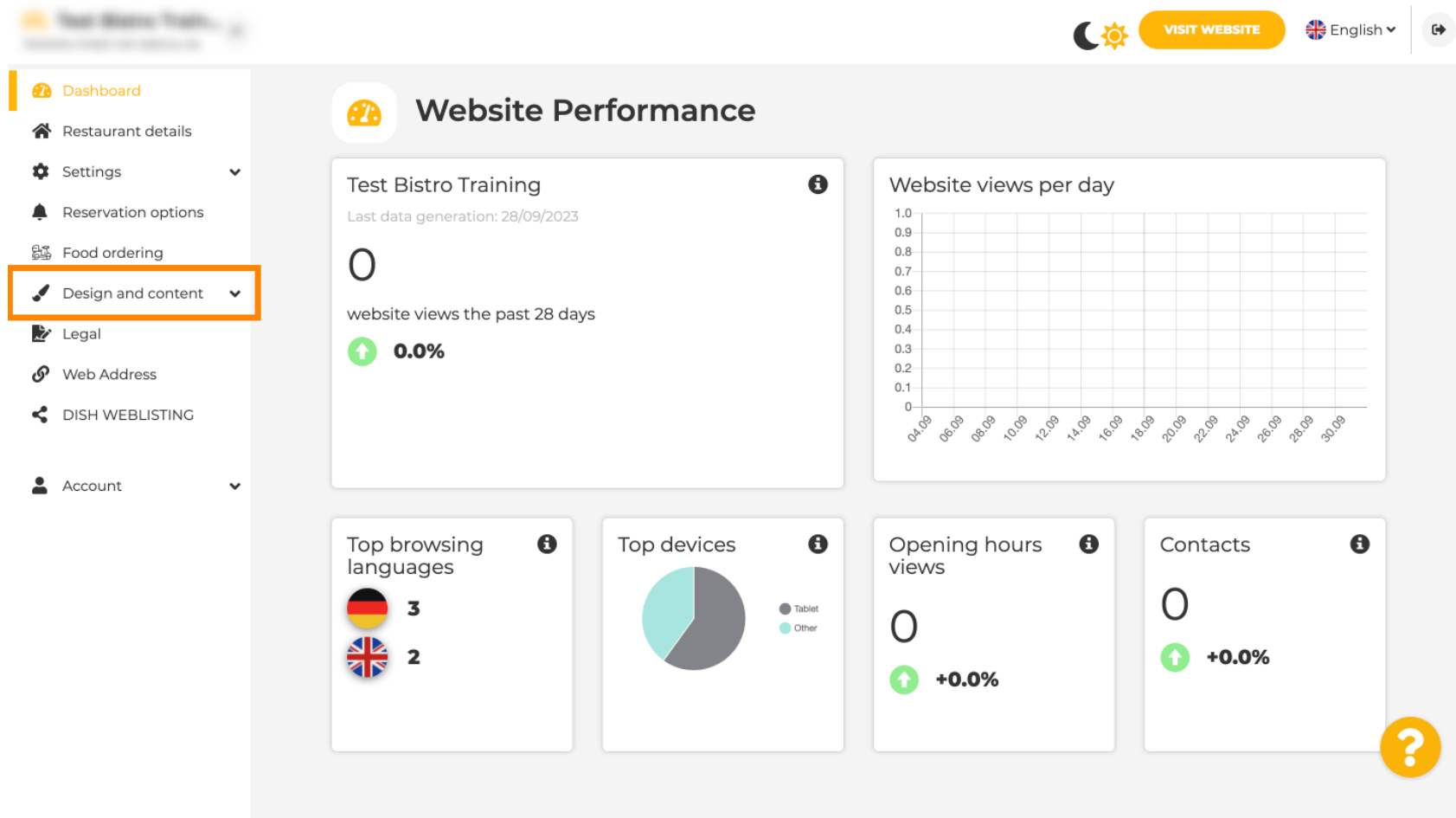




Once you are logged in into your DISH Website account. Click on **Design and content**.



The screenshot shows the DISH Website dashboard. On the left, a sidebar menu lists various options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, **Design and content** (highlighted with an orange box), Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Website Performance' and displays several metrics:

- Test Bistro Training**: Last data generation: 28/09/2023. Website views the past 28 days: 0, with a green upward arrow and 0.0% change.
- Website views per day**: A line graph showing views from 04.09 to 30.09. The y-axis ranges from 0 to 1.0.
- Top browsing languages**: Shows German (3) and British (2).
- Top devices**: A pie chart showing Tablet (grey) and Other (teal).
- Opening hours views**: 0, with a green upward arrow and +0.0% change.
- Contacts**: 0, with a green upward arrow and +0.0% change.

In the top right corner, there are icons for a dark theme, a 'VISIT WEBSITE' button, a language selector (English), and a help icon (a circle with a question mark).

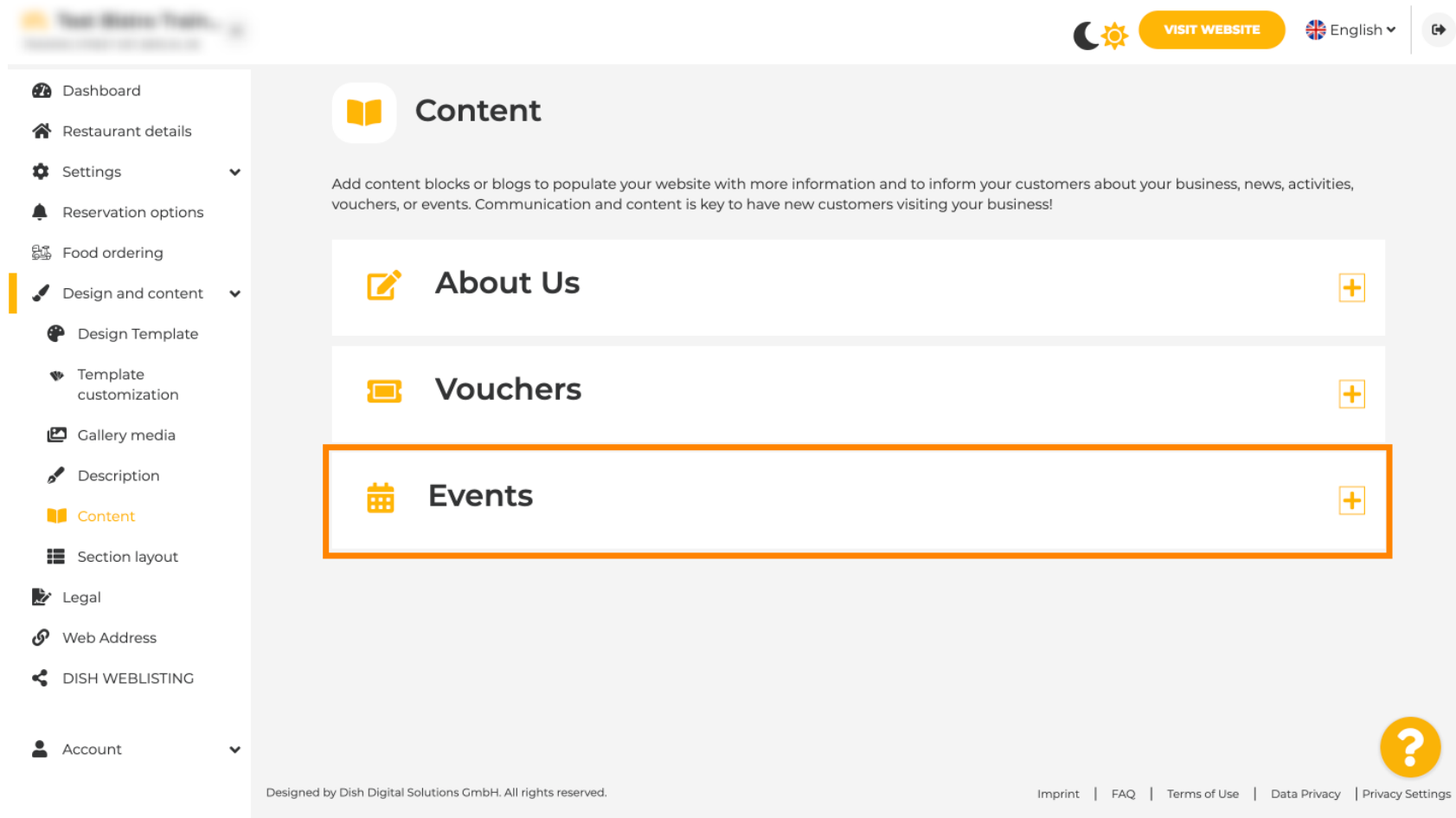


Click on **Content**.

The screenshot shows the DISH website management interface. On the left is a sidebar menu with the following items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (expanded), Design Template, Template customization, Gallery media, Description, **Content** (highlighted with an orange box), Section layout, Legal, Web Address, DISH WEBLISTING, and Account. The main area displays 'Website Performance' metrics for 'Test Bistro Training'. It includes a card for 'Website views the past 28 days' showing 0 views and a 0.0% change, a line chart for 'Website views per day', and four smaller cards for 'Top browsing languages' (German: 3, UK: 2), 'Top devices' (a pie chart showing Tablet and Other), 'Opening hours views' (0 views, +0.0% change), and 'Contacts' (0 contacts, +0.0% change). In the top right corner, there are icons for a dark/light theme toggle, a 'VISIT WEBSITE' button, a language selector set to 'English', and a help icon. A yellow circle with a question mark is located in the bottom right corner of the dashboard area.



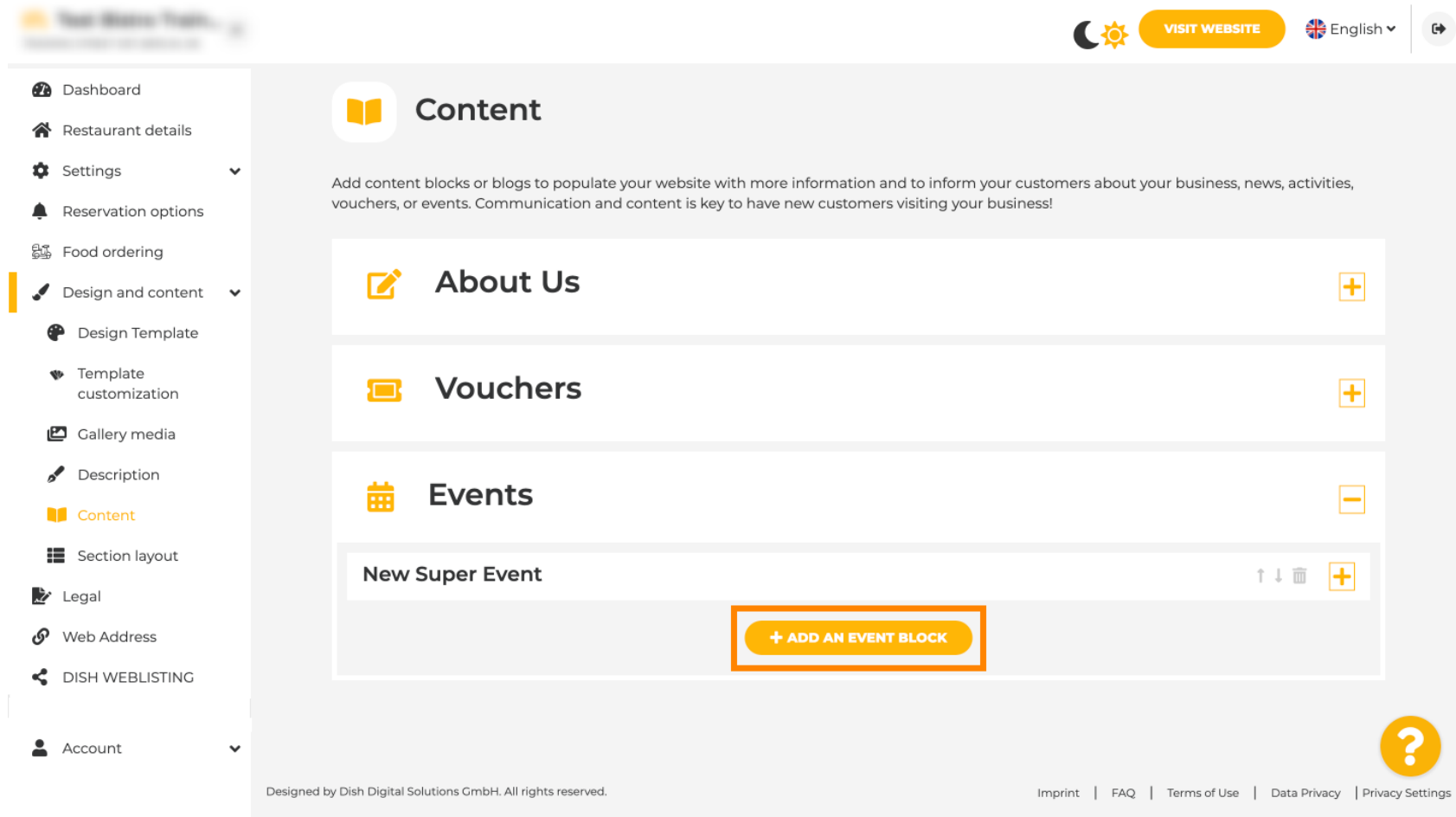
Scroll down and click on **Events**.



The screenshot shows the DISH website dashboard. On the left is a sidebar menu with options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design Template, Template customization, Gallery media, Description, Content (highlighted with an orange bar), Section layout, Legal, Web Address, DISH WEBLISTING, and Account. The main area is titled 'Content' and contains a description: 'Add content blocks or blogs to populate your website with more information and to inform your customers about your business, news, activities, vouchers, or events. Communication and content is key to have new customers visiting your business!'. Below this are three content blocks: 'About Us', 'Vouchers', and 'Events'. The 'Events' block is highlighted with an orange border. Each block has a plus icon in the top right corner. At the bottom right of the main area is a yellow circle with a question mark. The footer contains the text 'Designed by Dish Digital Solutions GmbH. All rights reserved.' and links for Imprint, FAQ, Terms of Use, Data Privacy, and Privacy Settings.

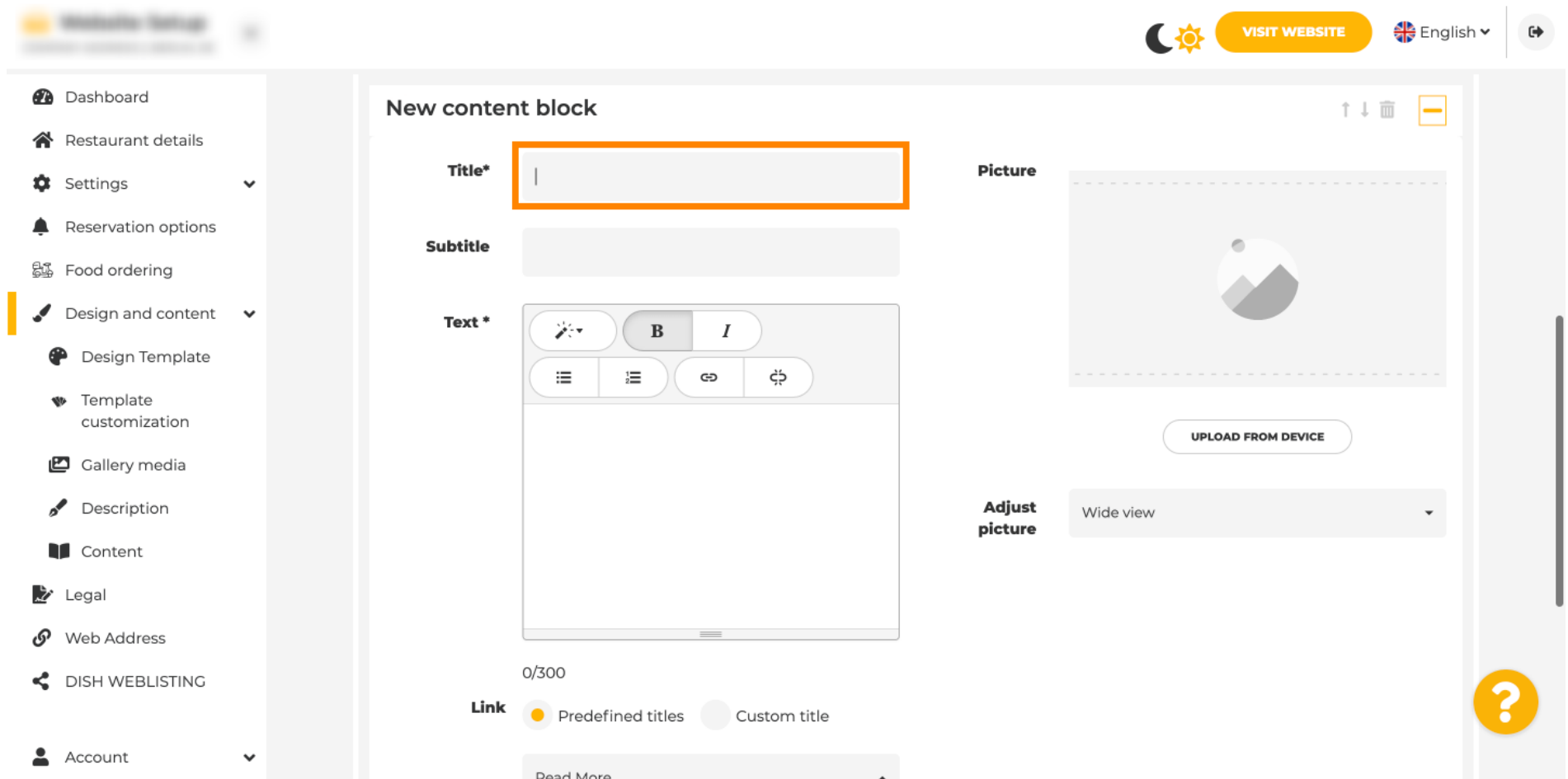


To create or add a new Event click on the button **ADD AN EVENT BLOCK**.



The screenshot shows the DISH website dashboard. On the left is a sidebar menu with options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design Template, Template customization, Gallery media, Description, Content, Section layout, Legal, Web Address, DISH WEBLISTING, and Account. The main area is titled 'Content' and contains a description: 'Add content blocks or blogs to populate your website with more information and to inform your customers about your business, news, activities, vouchers, or events. Communication and content is key to have new customers visiting your business!'. Below this are three sections: 'About Us', 'Vouchers', and 'Events'. The 'Events' section is expanded, showing a 'New Super Event' block. A red box highlights the '+ ADD AN EVENT BLOCK' button within this block. The top right of the dashboard includes a 'VISIT WEBSITE' button, a language selector set to 'English', and a help icon. The bottom right corner features a question mark icon and a footer with links: Imprint, FAQ, Terms of Use, Data Privacy, and Privacy Settings. A copyright notice at the bottom left reads: 'Designed by Dish Digital Solutions GmbH. All rights reserved.'

 An input window will open. Enter the **name** of your event.



The screenshot shows the 'New content block' form in the DISH website admin interface. The form is titled 'New content block' and has a sidebar on the left with navigation options. The main form area contains the following fields and controls:

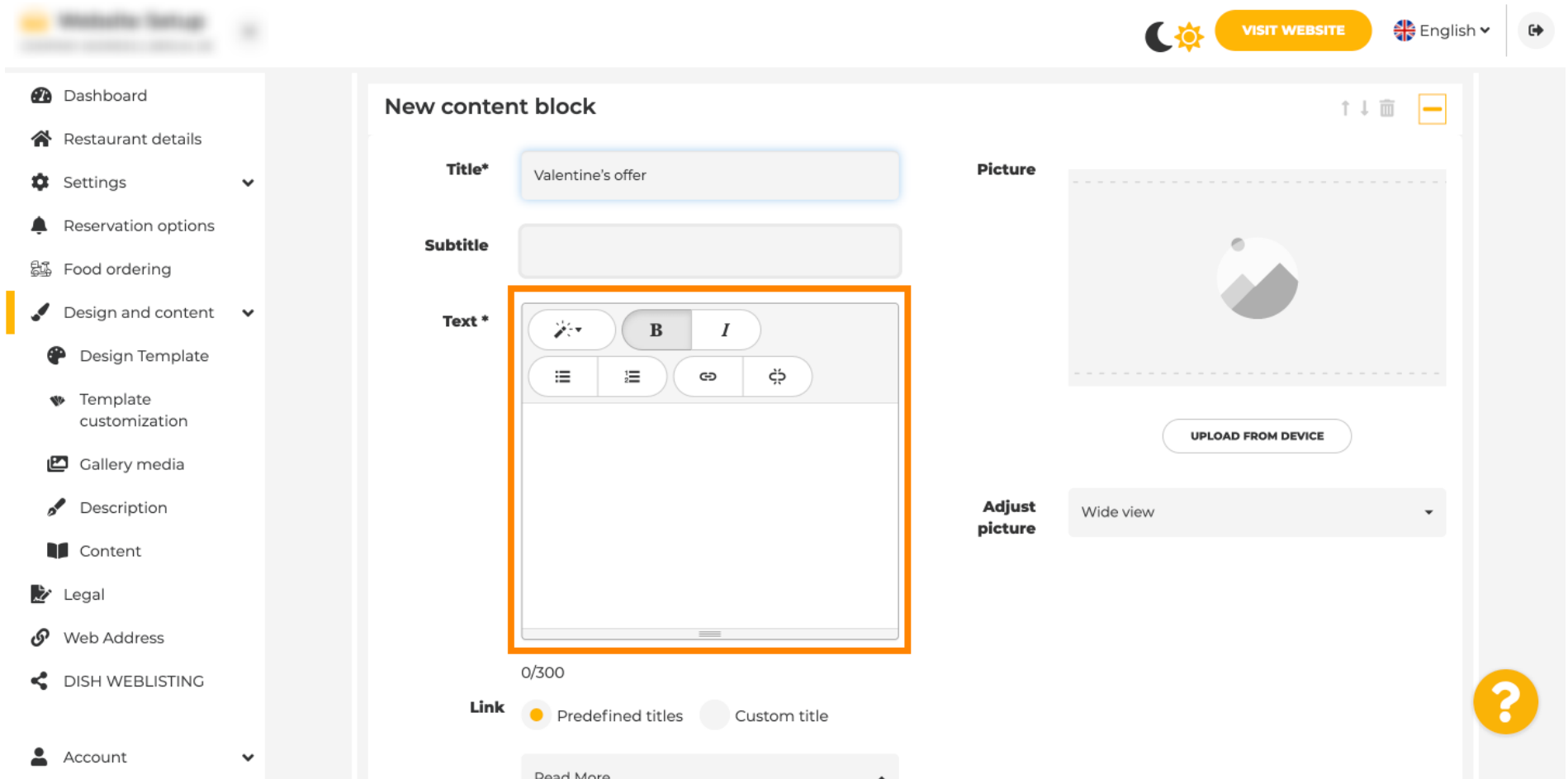
- Title***: A text input field with a character count of 0/300. It is highlighted with an orange border.
- Subtitle**: A text input field.
- Text ***: A rich text editor with a toolbar containing icons for bold (B), italic (I), link, and unlink. Below the toolbar is a large text area.
- Picture**: A placeholder for an image with a circular icon and a dashed border.
- Adjust picture**: A dropdown menu currently set to 'Wide view'.
- Link**: A section with two radio buttons: 'Predefined titles' (selected) and 'Custom title'. Below this is a text input field containing 'Read More'.

The sidebar on the left includes the following items:

- Dashboard
- Restaurant details
- Settings
- Reservation options
- Food ordering
- Design and content (highlighted with an orange bar)
- Design Template
- Template customization
- Gallery media
- Description
- Content
- Legal
- Web Address
- DISH WEBLISTING
- Account

The top right of the interface shows a 'VISIT WEBSITE' button, a language selector set to 'English', and a user profile icon.

Here you can enter a **text** or a **description** to your event.



The screenshot shows the 'New content block' form in the DISH website admin interface. The form is divided into several sections:

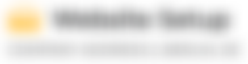
- Title***: A text input field containing 'Valentine's offer'.
- Subtitle**: An empty text input field.
- Text ***: A large text area for entering the event description. It includes a rich text editor toolbar with icons for bold (B), italic (I), bulleted list, numbered list, link, and unlink. The text area is currently empty, and the character count '0/300' is displayed below it.
- Picture**: A placeholder for an image, showing a circular icon with a mountain and sun. Below the placeholder is a button labeled 'UPLOAD FROM DEVICE'.
- Adjust picture**: A dropdown menu currently set to 'Wide view'.
- Link**: A section with two radio buttons: 'Predefined titles' (selected) and 'Custom title'. Below the radio buttons is a text input field containing 'Read More'.




The left sidebar contains a navigation menu with the following items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design Template, Template customization, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account.

The top right of the interface includes a 'VISIT WEBSITE' button, a language selector set to 'English', and a user profile icon.



You can **add** an image for your event.





[VISIT WEBSITE](#)
 English

- Dashboard
- Restaurant details
- Settings
- Reservation options
- Food ordering
- Design and content**
 - Design Template
 - Template customization
 - Gallery media
 - Description
 - Content
 - Legal
 - Web Address
 - DISH WEBLISTING
- Account


New content block

Title*

Valentine's offer

Subtitle

Text *



Check out our Valentine's offer.

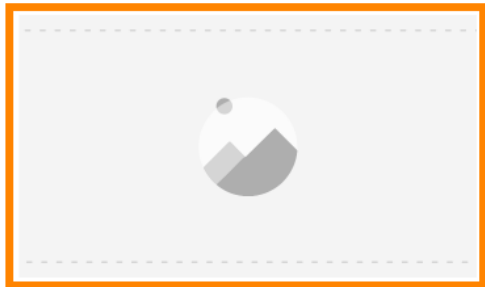
32/300

Link

☒ Predefined titles
 ☐ Custom title

Read More


Picture



[UPLOAD FROM DEVICE](#)

Adjust picture

Wide view





Click on **Upload from device**.

[VISIT WEBSITE](#)
English

- Dashboard
- Restaurant details
- Settings
- Reservation options
- Food ordering
- Design and content**
 - Design Template
 - Template customization
 - Gallery media
 - Description
 - Content
 - Legal
 - Web Address
 - DISH WEBLISTING
- Account

New content block

Title*

Valentine's offer

Subtitle

Text *

Check out our Valentine's offer.

32/300

Link

☒ Predefined titles
 ☐ Custom title

Read More

Picture

Adjust picture


Wide view




UPLOAD FROM DEVICE

8 of 18



Click on **Wide view** to adjust the picture.





[VISIT WEBSITE](#)
 English

- Dashboard
- Restaurant details
- Settings
- Reservation options
- Food ordering
- Design and content**
- Design Template
- Template customization
- Gallery media
- Description
- Content
- Legal
- Web Address
- DISH WEBLISTING
- Account


New content block

Title*

Valentine's offer

Subtitle

Text *



Check out our Valentine's offer.

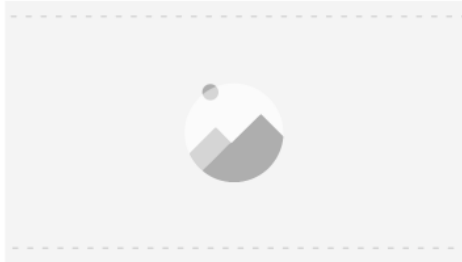
32/300

Link

☒ Predefined titles
 ☐ Custom title

Read More


Picture



UPLOAD FROM DEVICE

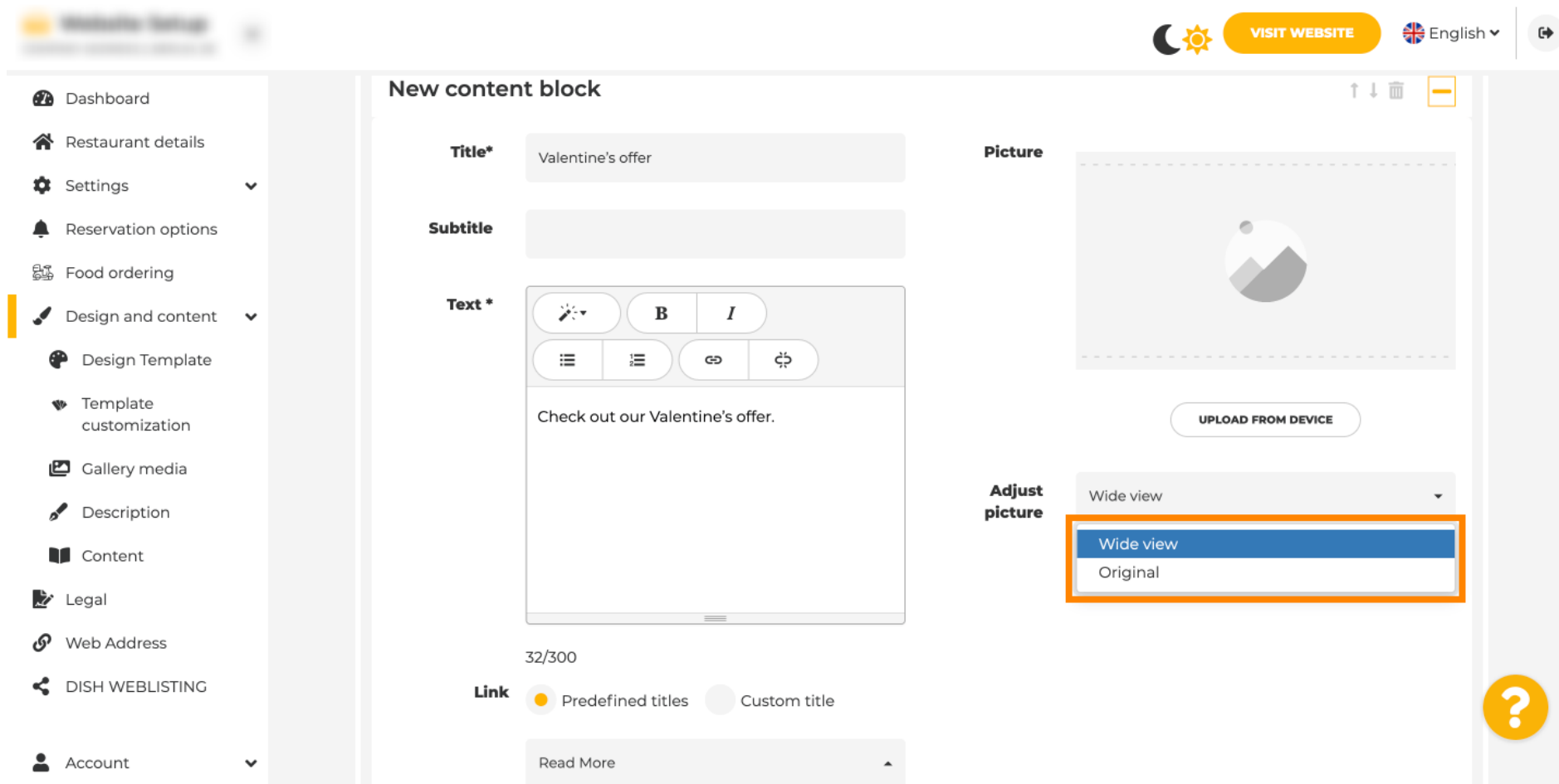
Adjust picture

Wide view





Choose between **Wide view** or **Original**.



The screenshot shows the 'New content block' form in the DISH website management interface. The form is divided into several sections:

- Title***: A text input field containing 'Valentine's offer'.
- Subtitle**: An empty text input field.
- Text ***: A rich text editor with a toolbar containing icons for bold (B), italic (I), bulleted list, numbered list, link, and unlink. The text area contains 'Check out our Valentine's offer.' and a character count of 32/300.
- Link**: Radio buttons for 'Predefined titles' (selected) and 'Custom title'. Below is a 'Read More' button.
- Picture**: A large image placeholder with a circular crop icon. Below it is an 'UPLOAD FROM DEVICE' button.
- Adjust picture**: A dropdown menu currently set to 'Wide view'. The dropdown is open, showing 'Wide view' (highlighted in blue) and 'Original' options. This dropdown is highlighted with an orange border.

The left sidebar contains navigation links: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design Template, Template customization, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account.

The top right of the interface includes a 'VISIT WEBSITE' button, a language selector set to 'English', and a user profile icon.



DISH

by METRO

DISH Website - How to create and add an event

Here, you can choose between **Predefined titles** or **Custom title**.

The screenshot shows the DISH website editor interface. On the left is a sidebar with navigation options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted), Design Template, Template customization, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main workspace is divided into two panels. The left panel shows a text block with the text "Check out our Valentine's offer." and a character count of 32/300. Below the text block is a "Link" dialog with two radio button options: "Predefined titles" (selected) and "Custom title". Below the dialog is a "Read More" button and a text input field containing "https://www...". At the bottom of the workspace are "SAVE" and "REMOVE" buttons. The right panel shows a preview of the website with a "VISIT WEBSITE" button, a language selector set to "English", and a "Wide view" dropdown menu. A "Help" icon (question mark) is visible in the bottom right corner.



Scroll down and click on **Read More**.

The screenshot displays the DISH website editor interface. On the left is a sidebar menu with the following items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design Template, Template customization, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main editing area shows a preview of a website section. At the top right of the editor, there are icons for a dark theme, a settings gear, a 'VISIT WEBSITE' button, a language selector set to 'English', and a share icon. Below the preview, the 'Link' section has two radio buttons: 'Predefined titles' (selected) and 'Custom title'. A dropdown menu is open, showing 'Read More' as the selected option. Below the dropdown, a text box contains the URL 'https://www...'. At the bottom of this section are two buttons: 'SAVE' and 'REMOVE'. Below this is a 'New content block' section with a '+ ADD AN EVENT BLOCK' button. In the bottom right corner, there is a large orange circle with a white question mark. The footer contains the text 'Designed by Hospitality Digital GmbH. All rights reserved.' and links for 'Imprint', 'FAQ', 'Terms of Use', 'Data Privacy', and 'Privacy Settings'.



DISH

by METRO

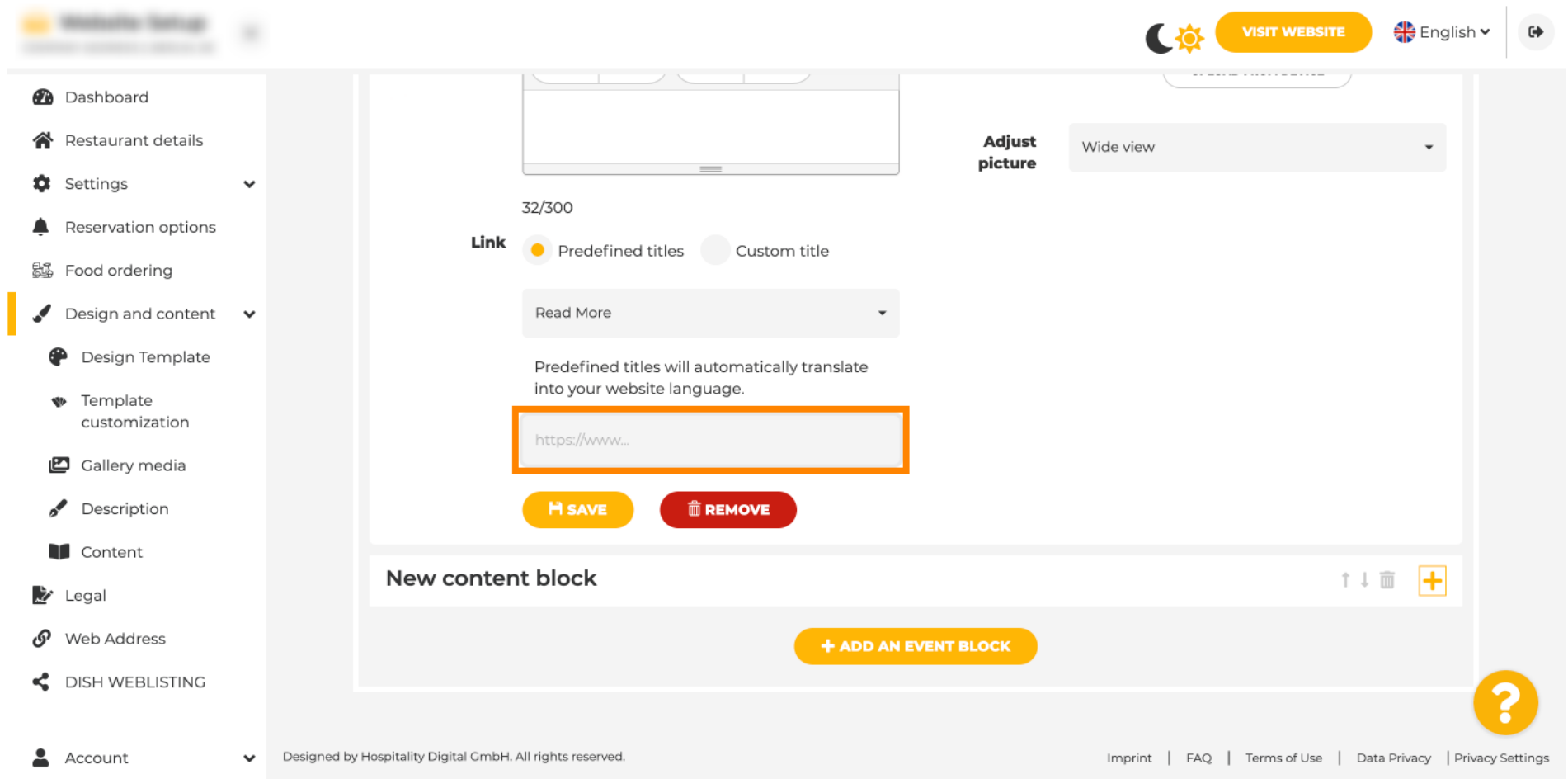
DISH Website - How to create and add an event



Select your **preference**.

The screenshot displays the DISH website editor interface. On the left, a sidebar menu lists various sections: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design Template, Template customization, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main workspace shows a preview of a website section with a 'Link' dropdown menu open. The dropdown lists several options: Read More (highlighted with a blue bar), Claim Your Voucher, Register for party, Invite your friends, Find Out More, Get Tickets, and Save Voucher. The 'Read More' option is also highlighted with an orange border. Below the dropdown, there is a 'New content block' section with a '+ ADD AN EVENT BLOCK' button. The top right of the interface includes a 'VISIT WEBSITE' button, a language selector set to 'English', and a help icon (question mark). The footer contains copyright information and links to Imprint, FAQ, Terms of Use, Data Privacy, and Privacy Settings.

Add the events **URL**.



The screenshot shows the DISH website management interface. On the left is a sidebar menu with the following items: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design Template, Template customization, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area is titled 'Design and content' and shows a 'Link' block editor. The block has a 'Link' label and two radio buttons: 'Predefined titles' (selected) and 'Custom title'. Below these is a dropdown menu showing 'Read More'. A text box below the dropdown contains the placeholder 'https://www...' and is highlighted with an orange border. Below the text box are two buttons: 'SAVE' (orange) and 'REMOVE' (red). To the right of the text box is a section titled 'Adjust picture' with a 'Wide view' dropdown. At the bottom of the main content area is a 'New content block' section with a '+ ADD AN EVENT BLOCK' button. The footer contains the text 'Designed by Hospitality Digital GmbH. All rights reserved.' and links for 'Imprint', 'FAQ', 'Terms of Use', 'Data Privacy', and 'Privacy Settings'. A question mark icon is visible in the bottom right corner.



Click on **SAVE**.

The screenshot displays the DISH website management dashboard. On the left is a sidebar menu with options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design Template, Template customization, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area shows a 'Link' configuration for a 'Read More' button. It includes radio buttons for 'Predefined titles' (selected) and 'Custom title'. Below this is a text input field containing 'https://www...'. At the bottom of this section, the 'SAVE' button is highlighted with an orange rectangle, next to a 'REMOVE' button. To the right, there's an 'Adjust picture' section with a 'Wide view' dropdown. Below the main content area is a 'New content block' section with an '+ ADD AN EVENT BLOCK' button. The footer contains copyright information and links for Imprint, FAQ, Terms of Use, Data Privacy, and Privacy Settings. A help icon (question mark) is visible in the bottom right corner.



DISH

by METRO

DISH Website - How to create and add an event

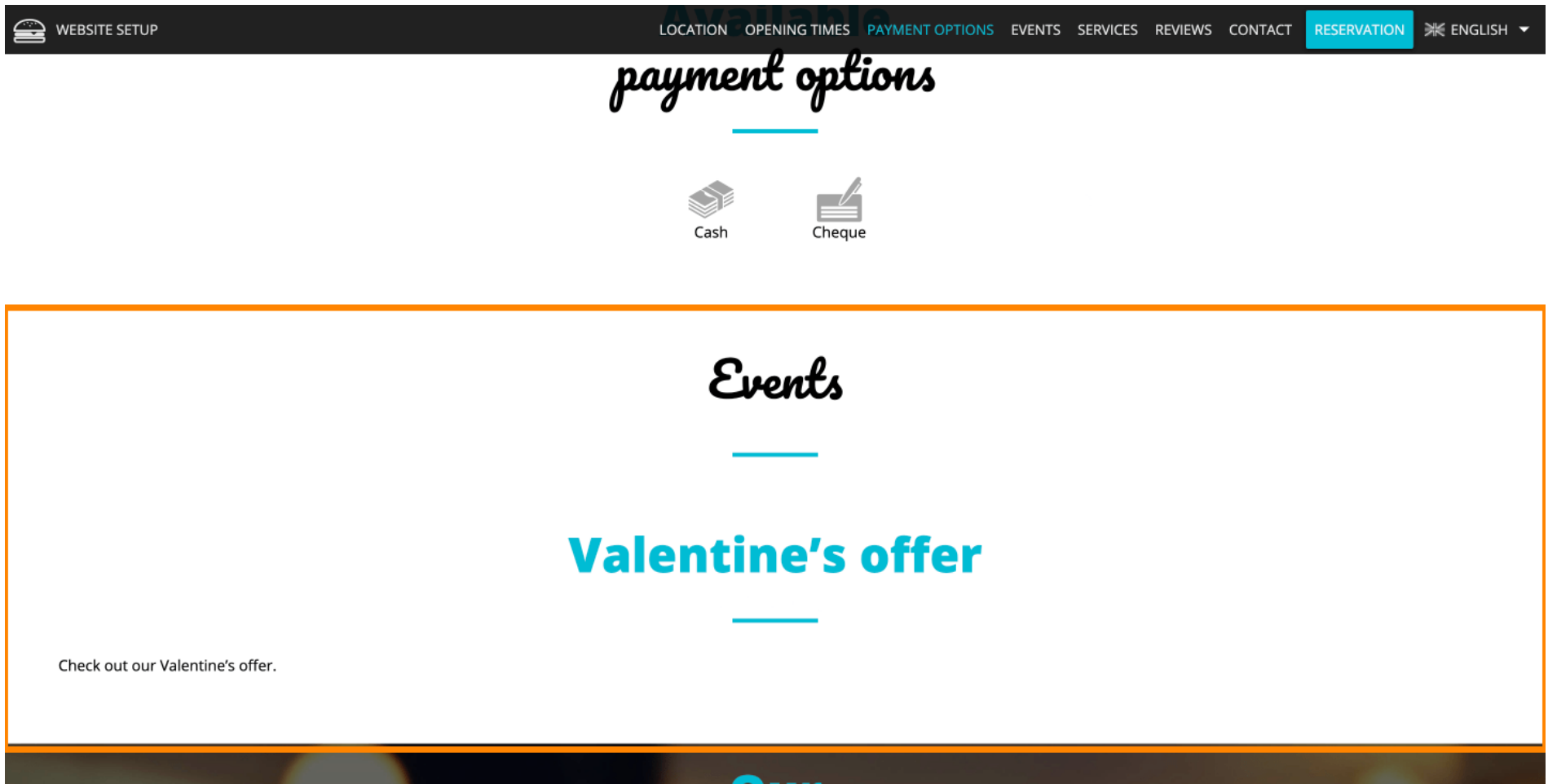


Click on **VISIT WEBSITE**.

The screenshot displays the DISH website management dashboard. On the left is a sidebar menu with options: Dashboard, Restaurant details, Settings, Reservation options, Food ordering, Design and content (highlighted with an orange bar), Design Template, Template customization, Gallery media, Description, Content, Legal, Web Address, DISH WEBLISTING, and Account. The main content area shows a 'Link' section with 'Predefined titles' selected. It includes a 'Read More' dropdown, a note about automatic translation, a URL input field, and 'SAVE' and 'REMOVE' buttons. Below this is a 'New content block' section with an '+ ADD AN EVENT BLOCK' button. In the top right corner, the 'VISIT WEBSITE' button is highlighted with an orange box. Other top-right elements include a moon/sun icon, a language selector set to 'English', and a help icon. A large orange question mark icon is in the bottom right corner. The footer contains copyright information and links for Imprint, FAQ, Terms of Use, Data Privacy, and Privacy Settings.



Here is your newly created event. That's it. You're done. **Note: You might have to scroll down, depending on the template design of your website.**





Scan to go to the interactive player