

CHAPTER AND NETWORK EVENTBRITE EVENT CREATION



THE ALUMNI ASSOCIATION OF THE UNIVERSITY OF TEXAS AT AUSTIN

TRAINING OBJECTIVE

- Create a new chapter or network event in Eventbrite
- View Event Registrations

CREATE A CHAPTER/NETWORK EVENT

Log into **Eventbrite.com** with the chapter/network texasexes.org email and password (Example: dallaschapter@texasexes.org)



Let's get started

Use Facebook or email to get started.

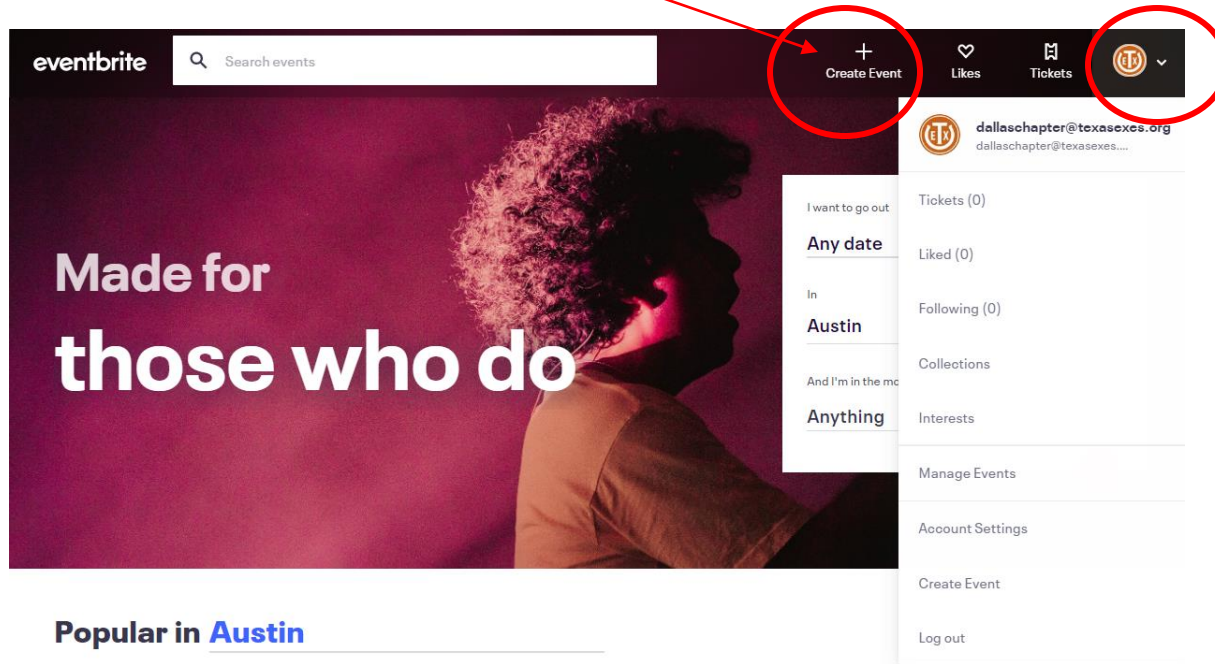
Email address

dallaschapter@texasexes.org

Get Started

CREATE A CHAPTER/NETWORK EVENT

Hover over the icon in the upper right hand corner to display a menu. Select 'Create Event' to the left of the icon to create a new event.



CREATE A CHAPTER/NETWORK EVENT

- Enter Event Title: Example- Texas vs. LSU Central Gamewatch
You do not need the chapter/network name in the event title
- Enter event Type, Category, and tags (similar to hashtags)
 - Improves discoverability of your event by adding tags relevant to the subject-matter or type of event.
- Select your Chapter/Network from the dropdown list of Organizer Profiles – this ensures your event will connect to your Chapter/Network page on the Texas Exes website


Basic Info

Name your event and tell event-goers why they should come. Add details that highlight what makes it unique.

Event Title *
Texas vs. LSU Central Gamewatch 31/75

Game or Competiti... ▾ Sports & Fitness ▾ Football ▾

Enter tag
Add keywords to your event 8/10 tags. 0/25

Add 

Gamewatch ✕ Texas exes ✕ Dallas chapter ✕ Utaustin ✕

Texasfootball ✕ Longhorns ✕ Utlonghorns ✕ Alumni ✕

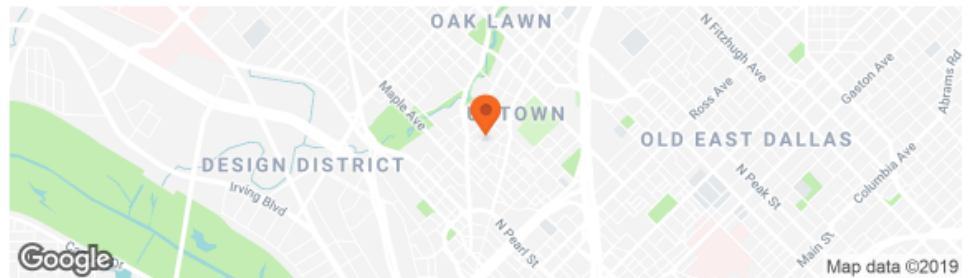
Organizer
Dallas Chapter - TexasExes ▾

CREATE A CHAPTER/NETWORK EVENT CONTD.

- Enter Location
 - Venue name and address
 - You can search by venue name and then the address will populate as well as a map

Location

Help people in the area discover your event and let attendees know where to show up.



19/500


Street Address


CREATE A CHAPTER/NETWORK EVENT CONTD.

- Enter date and time
 - Start Date and time
 - End date and time
 - Start and end date are required, but time is not
- Enter Time Zone
 - Very important to enter your correct time zone!
- Select 'Save and Continue' on the bottom right hand side of the page

Date and time

Tell event-goers when your event starts and ends so they can make plans to attend.

 Event Starts * 09/07/2019	Start Time 6:00PM
--	----------------------

 Event Ends * 09/07/2019	End Time 10:00 PM
--	----------------------

Time Zone ^

(GMT-0500) United States (Chicag... ▾

Discard

Save & Continue

CREATE A CHAPTER/NETWORK EVENT CONTD.

- Drag and drop an event image that will serve as the Main Event Image (similar to a Cover Photo)
 - A photo is not required to create the event



Main Event Image

This is the first image attendees will see at the top of your listing. Use a high quality image: 2160x1080px (2:1 ratio).



Drag & drop or click to add main event image.

JPEG or PNG, no larger than 10MB.

CREATE A CHAPTER/NETWORK EVENT CONTD.

- Add an event description and short summary to get people excited to attend your event.
- You can add additional images, videos, or text boxes that will show up throughout your description section on the event page
- Select Save and Continue

Description

Add more details to your event like your schedule, sponsors, or featured guests.

Summary *
It's Gametime Longhorns!

25/140



Join the Texas Exes Dallas Chapter for the game watch for Longhorns vs. LSU game.

We host a North (HQ Prime Beer Garden) and Central (TNT-Uptown) location for game watch. See other posting for alternate location.

Enjoy drink specials and raffle prizes.

Come Early! Be Loud! Wear Orange!

Add Text

Add Image

Add Video

Discard

Save & Continue

TICKET CREATION

- Select if the ticket will be Paid, Free, or Donation.
- Name your ticket
- Select quantity of how many of that ticket type is available for purchase.
- Designate price of the ticket
- Add Start and End date for ticket sales

Add Ticket

Paid	Free	Donation
Name * RSVP		4/50
Quantity * 500		
\$ Price Free		
Start Date * 08/15/2019	12:00 AM	
Sales End * 09/06/2019	12:00 PM	
Advanced Settings ▼		

TICKET CREATION CONTD.

- For Paid events, when you designate the price, you have the choice to 'Include fees in ticket price'.
 - If selected, the chapter/network would cover the additional cost of the chargers per attendee and transaction.
 - If unselected, some of the service fees will be passed on to the purchaser, or event attendee

The screenshot shows a ticket creation interface with the following elements:

- Buttons for "Paid" (selected), "Free", and "Donation".
- A "Name" field containing "Adult" and a "5/50" indicator.
- A "Quantity" field containing "100".
- A "Price" field containing "\$ 25.00", which is circled in red.
- A "Buyer total: \$27.12" label and a "View details" link, both circled in red.
- An unchecked checkbox labeled "Include fees in ticket price", also circled in red.
- Fields for "Start Date" (08/15/2019) and "Sales End" (09/06/2019).
- Fields for "12:00 AM" and "12:00 PM".

TICKET CREATION CONTD.

- For Donation, there is an option to 'Include fees in the donation amount'
 - If checked, the service fees will be passed on to the purchaser
 - If unchecked, these fees will be taken out of the chapter/networks' payout from the event

**You can add multiple ticket types per event and have all three types of ticket types as well: Paid, Free, and Donation.*

*Example: Children- Free ticket**

The screenshot shows a ticket creation form with the following elements:

- Three radio buttons for ticket type: "Paid", "Free", and "Donation" (selected).
- A "Name" field containing "Donation" with a character count of 8/50.
- A "Quantity" field containing "100".
- A "Price" field containing "\$ Attendees can donate what they wish", which is circled in red.
- A checkbox labeled "Include fees in donation amount" which is unchecked.
- A "Start Date" field containing "08/15/2019" and a time field containing "12:00 AM".
- A "Sales End" field containing "09/06/2019" and a time field containing "12:00 PM".

TICKET CREATION CONTD.

- You will then be directed to a page of all the tickets created for the event.
- This is where you can select 'Create Ticket' to create additional tickets.
- Select the 3 vertical dots next to the ticket to edit

Tickets

Admission

Add-ons

Create Ticket



RSVP

• On Sale • Ends Sep 6, 2019 at 12:00 PM

0 / 300

Free



DONATION TICKET CREATION

- In an effort to promote Chapter/Network fundraising, we require ALL Chapter/Network events (Free RSVP, or Ticketed) to include a Donation Ticket
- Create a new Ticket and then select Donation
- Please specify the name of the Scholarship you would like the donations funds to go (Ex: Abilene Chapter General Scholarship Fund)
- Have the end date be the end time of the event, so alumni have the option to donate during the event on the Eventbrite page.

Add tickets [Learn more](#)

Paid Free **Donation**

Name *
Donation 8/50

Available quantity
Unlimited

\$ Price
Attendees can donate what they wish

Absorb fees: Ticketing fees are deducted from your donation amount

When are tickets available?
Date & time ▼

Sales start * 01/19/2022	Start time 12:00 AM
Sales end * 01/29/2022	End time 6:00 PM

ORDER OPTIONS

- There are a number of additional features on the left hand toolbar.
- Before you publish your event, review these options.

Texas vs. LSU Central Gamewatch

Sat, Sep 7, 2019 6:00 PM

[Switch Event](#)

Dashboard

✓ Basic Info

✓ Details

✓ Tickets

Order Options

Order Form

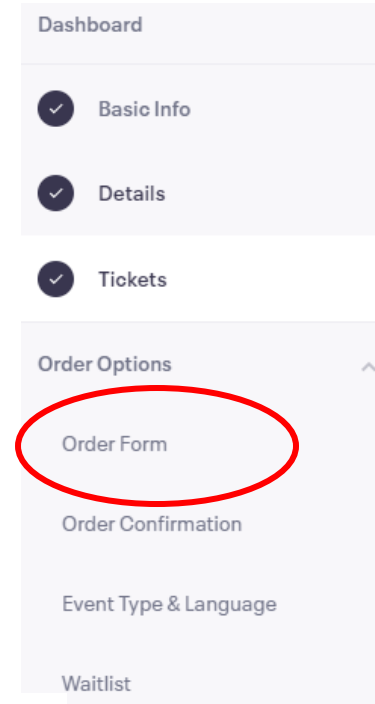
Order Confirmation

Event Type & Language

Waitlist

ORDER FORM

- Select 'Order Form' to customize the attendee information you want to collect at event registration
- Collect Information from either 'Buyer Only' or 'Each Attendee'
 - If 'Each Attendee' the purchaser may be required to add the names and information for each individual ticket purchased
- Turn 'Customize Checkout questions' "on" to create the form questions for event attendees to complete at ticket purchase.



Attendee Information

We collect email address, first name, last name and payment information during checkout by default.

Collect information from

Buyer Only 

Customize Checkout questions

CUSTOMIZE CHECKOUT QUESTIONS

- A page will drop down with various field of 'Information to collect'
- We recommend requiring:
 - First and Last Name
 - Email
 - And the custom question option at the bottom of the list to create your own questions

Information to collect

Choose from the following common questions or create a [new question](#) more specific to your needs.

	Include	Require
Prefix (Mr., Mrs., etc.)	<input type="checkbox"/>	<input type="checkbox"/>
First Name ⓘ	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Last Name ⓘ	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Suffix	<input type="checkbox"/>	<input type="checkbox"/>
Email Address ⓘ	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Home Phone	<input type="checkbox"/>	<input type="checkbox"/>
Gender		
Birth Date		
Age		

[Add custom question](#)

REGISTRATION OPTIONS

- You can create a Title for your Registration Page and add Instructions for your Attendees
- Give a limit for how many minutes your event attendees have to register on the website- the default is 8 minutes, but you can change this
- Select a message to display after ticket sales end
 - Example: 'Go to texasexes.org/dallas-chapter for more information.'

Registration Options

Title For The Registration Page

Registration Information

Instructions For Your Attendees

Registration Time Limit

8

mins

Message To Display After Ticket Sales End

Go to texasexes.org/dallas-chapter for more information.

REGISTRATION OPTIONS CONTD.

- Additional options include:
 - Allow Will Call Pickup
 - Allow Attendees to Edit Information After Registration
 - We suggest to turn “on”
 - Accept Refund Requests
- Select Save

Allow Will Call Pickup



Allow Attendees To Edit Information After Registration



Accept Refund Requests



Save

ORDER CONFIRMATION OPTIONS

- **Customize webpage**
 - Add wording to the page that purchasers will view immediately after completing an event registration.
- **Customize email**
 - Your attendees can receive an email after registration confirming their order.
- **Additional settings**
 - If attendees can print out tickets for the event

Dashboard

✓ Basic Info

✓ Details

✓ Tickets

Order Options

Order Form

Order Confirmation

Event Type & Language

ORDER CONFIRMATION OPTIONS CONTD.

- **Customize webpage**
 - Attendees will see an onscreen message immediately after they register for an event until they go to another page
 - Add special instructions here or other useful info
 - *Example: Thank you for registering! We can wait to see you at the Dallas Chapter Gamewatch!*

Order Confirmation ⓘ

After purchasing a ticket or registering for your event, attendees will view a message on Eventbrite and receive an email, both of which you can customize below.

Customize Webpage

After registering for your event, attendees will see an onscreen message until they navigate away from the page. Add special instructions or other useful information here, but also add important information in the Customize Email section so the attendee can access it later.

Message For Order Confirmation Page (No Html Tags Allowed)

e.g. Thanks for registering don't forget to keep your tickets handy, either in the Eventbrite app or print them out and bring them with you

ORDER CONFIRMATION OPTIONS

CONTD.

- **Customize email**
 - Your attendees can receive an email after registration confirming their order if you complete the below information.

Customize Email

Your attendees will also receive an email after registration, confirming their order. Add important instructions or other useful information here so attendees can access it at any time.

Default 'Reply-To' Email Address

eventadmin@texasexes.org

Message For Email And Printable PDF (If Included)

Tell your attendees what they should bring to the event, and include information about your refund policy. If you're hosting an online event, you can provide webinar instructions in this section.

ORDER CONFIRMATION OPTIONS CONTD.

- **Additional settings**
 - Select 'Include printable tickets in all orders' for your attendees to receive a PDF event ticket they can print and bring to the event
 - Taking registrations at the door?
 - Select this option so you can collect attendees' paper event tickets OR
 - Do not select if your event only requires a headcount and you won't be collecting registrations
 - OR if you prefer to check-in attendees through the Eventbrite Organizer app (FREE and paperless!)

Additional Settings

Configure whether attendees should receive a printable PDF when they register.

Same settings for all ticket types

Printable Tickets

Include printable tickets in all orders

Save Settings

INVITE AND PROMOTE

- Add to Facebook
 - Connect your chapter/network Eventbrite account to your chapter/network Facebook page!
 - More in depth instructions on Eventbrite
- Discount and Access Codes
 - Create your own for either the specific event you created, or all events under your chapter/network account

Discount & Access Code

Create offer or promotion for...

This event only
The offer or promotion will only be available on 'Texas vs. LSU Central Gamewatch'.

Use across multiple events
Create a code that can be used in tickets groups across multiple events.

Dashboard

- ✓ Basic Info
- ✓ Details
- ✓ Tickets

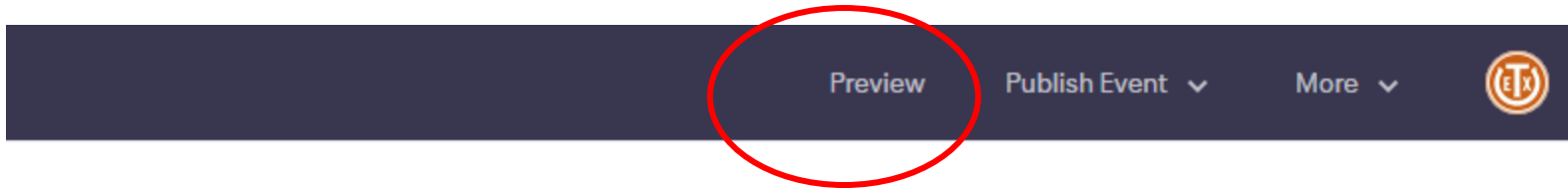
Order Options

Invite & Promote

- Add to Facebook
- Discount & Access Codes

PREVIEW AND PUBLISH

- After you have gone through all of the applicable settings for your event, select 'Preview' in the top dark blue tool bar.

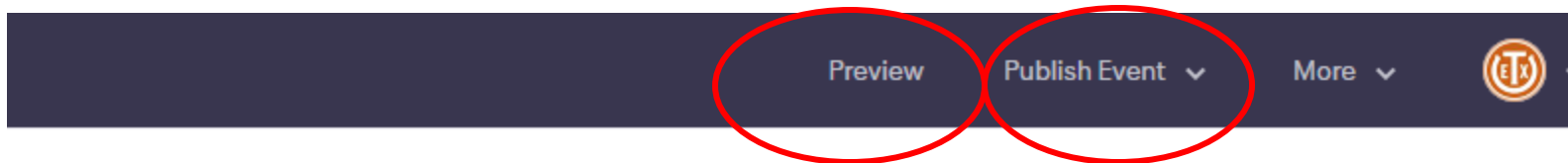


Basic Info

Name your event and tell event-goers why they should come. Add

PREVIEW AND PUBLISH

- After you have gone through all of the applicable settings for your event, select 'Preview' in the top dark blue tool bar to view your event.
- Close the preview then select 'Publish Event' then 'Publish Now' for the event to go live.
 - You can also schedule when to Publish the event



Basic Info

Name your event and tell event-goers why they should come. Add

- This will appear when your event is live on the Event Dashboard page.

✔ Congratulations, your event is live on Eventbrite!

PAYMENT: *EVENTBRITE*

- Remitted to Texas Exes; submit a direct deposit request to a Chapters/Networks Staff Member to receive funds post-event
- **DO NOT EDIT PAYOUT INFORMATION IN EVENTBRITE**

Event Dashboard

Find Attendees →



Live!

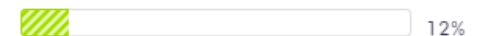
Your event is up and running and tickets are on sale.



Public Edit

Your event is listed and searchable.

108 Tickets Sold / 900



Paid Free

Net sales

Last 30 days: \$285.00



2020/08/01

● Organizer Channels ● Eventbrite Channels

Net sales ⓘ

\$285.00

Tickets sold

108

Add-ons sold

0

Page views

Your payout

\$285.00

Your payout will be released on September 30, 2020 to allow for any refunds. Depending on your bank, it may take 4-5 business days to receive your funds.

EFT: Ex-Students' Association, Frost National Bank, XXXXX8008 (USD, United States)

[Update your payout settings](#)

ADDITIONAL SUPPORT

- For Additional Eventbrite assistance contact the Chapters and Networks Department Staff
- OR the [Eventbrite Help Center](#)