CHAPTER AND NETWORK EVENTBRITE EVENT CREATION
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)
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
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
CREATE A CHAPTER/NETWORK EVENT CONT'D.

• 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
CREATE A CHAPTER/NETWORK EVENT CONT'D.

• 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
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.
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
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.
TICKET CREATION CONT'D.

• 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*
TICKET CREATION CONT'D.

• 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
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.
ORDER OPTIONS

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

<table>
<thead>
<tr>
<th>Field</th>
<th>Include</th>
<th>Require</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefix (Mr., Mrs., etc.)</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>First Name</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Last Name</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Suffix</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Email Address</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Home Phone</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Gender</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Birth Date</td>
<td>❌</td>
<td>❌</td>
</tr>
<tr>
<td>Age</td>
<td>❌</td>
<td>❌</td>
</tr>
</tbody>
</table>

*Add custom question*
**REGISTRATION OPTIONS**

- You can create a Title for your Registration Page and add Instructions for your Attendees

<table>
<thead>
<tr>
<th>Registration Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title For The Registration Page</strong></td>
</tr>
<tr>
<td>Registration Information</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instructions For Your Attendees</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Registration Time Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 mins</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Message To Display After Ticket Sales End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go to texasexes.org/dallas-chapter for more information.</td>
</tr>
</tbody>
</table>

- 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 CONT'D.

• Additional options include:
  • Allow Will Call Pickup
  • Allow Attendees to Edit Information After Registration
    • We suggest to turn “on”
  • Accept Refund Requests
  • Select 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
ORDER CONFIRMATION OPTIONS CONT'D.

- **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)

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  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
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ORDER CONFIRMATION OPTIONS CONT'D.

- **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 CONT'D.

• 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.
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.
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

- **Net sales**: $285.00
- **Tickets sold**: 108
- **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