



## EVENTBRITE

### How it works

**Create-** Fill in your event details, choose your ticket types, and voilà—your page is ready for action!

**Promote-** Invite people to your event, and reach a new audience with our promotional tools.

**Host -** Check guest lists, scan tickets, and throw a great event without a hitch.

**Customize your event page-** Design your page, offer multiple ticket options including reserved seating, and add questions to get to know your attendees

**Let attendees pay online-** Accept credit and debit cards with Eventbrite's secure payment processor, PayPal, and more. Track sales and refunds all in one place.

**Get the word out-** Send invitations and emails from your Eventbrite account. Let attendees spread the word with built-in sharing tools on your event page.

**Track real-time progress-** See who's coming, how much money you've made, and stay organized with 24/7 access to your dashboard and reports.

**24/7 world-class support-** Eventbrite's expert customer team is here to help you 24 hours a day, every day, to make sure your event runs smoothly.

**Manage your guests-** Check in your attendees or scan tickets using the free Eventbrite app. Sell tickets and manage orders at your event with Eventbrite Organizer, our free box office app.

### How to Create an Event

NOTE: To get started, sign up or log in to your Eventbrite account, then select "Create Event." This brings you to the first part of creating your event, called "Edit."

1. Add a title, and set the date and time.

The screenshot shows the 'Create An Event' interface on Eventbrite. At the top, there are three buttons: 'SAVE', 'PREVIEW', and 'MAKE EVENT LIVE'. Below these are two tabs: 'EDIT' and 'DESIGN'. The main content area is titled '1 Event Details' with a 'Tips' link. The form includes the following fields and options:

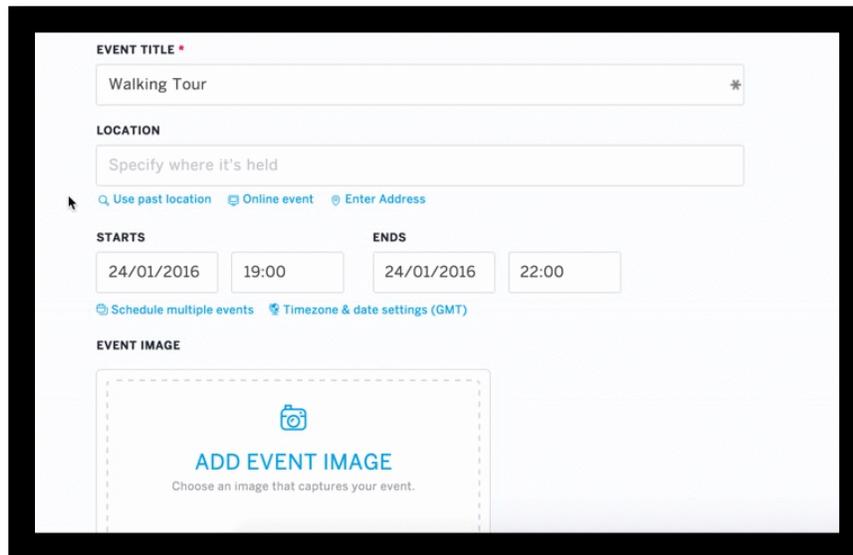
- EVENT TITLE \***: A text input field with the placeholder 'Give it a short distinct name' and a character count indicator '\*'. A red asterisk indicates a required field.
- LOCATION**: A text input field with the placeholder 'Specify where it's held'. Below it are three options: 'Use past location', 'Online event', and 'Enter Address'.
- STARTS**: Two input fields for date and time. The first is '24/01/2016' and the second is '19:00'.
- ENDS**: Two input fields for date and time. The first is '24/01/2016' and the second is '22:00'.

At the bottom, there are two links: 'Schedule multiple events' and 'Timezone & date settings (EST)'.

We only require an "Event Title" (keep it under 75 characters) plus the date & time of the event (make sure your time zone is correct) to get started.

TIP: At any point you can choose to "Save" your event and return later or "Preview" to see what it looks like so far. You can update "Event Details" at any time, even after publishing.

## 2. Set the venue location.



The screenshot shows a form for creating an event. The "EVENT TITLE" field contains "Walking Tour". The "LOCATION" field is empty with the placeholder text "Specify where it's held". Below the location field are three links: "Use past location", "Online event", and "Enter Address". The "STARTS" section has two input fields: "24/01/2016" and "19:00". The "ENDS" section has two input fields: "24/01/2016" and "22:00". Below the time fields are two links: "Schedule multiple events" and "Timezone & date settings (GMT)". The "EVENT IMAGE" section features a dashed box with a camera icon and the text "ADD EVENT IMAGE" and "Choose an image that captures your event."

If you're not sure what your venue will be, you can enter just a city and state in the address field (or start typing for predictive completion). Your location will show up on a Google map below, which shows up on your event listing as you see it here (uncheck to remove it or zoom to adjust).

TIP: You can also select "Enter address" to manually enter an address if Google doesn't recognize your location (or "Use past location").

PRO TIP: You can designate your event as online only by selecting the link "Online event" under the "Location" field.

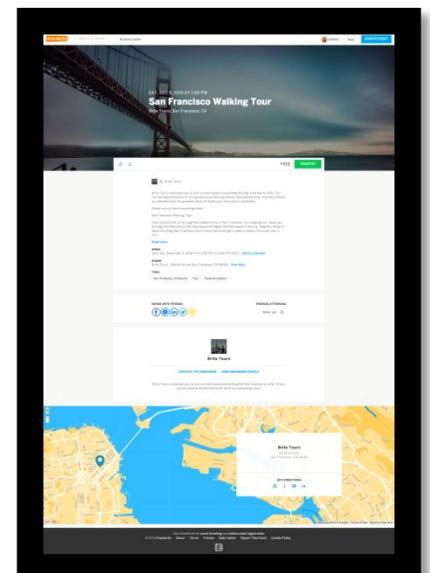
Use the "Reset Location" link to restart if your address isn't right.

## 3. Add an event image.

Drag and drop, or select "Add Event Image" to add an eye-catching event image that makes an impression on attendees.

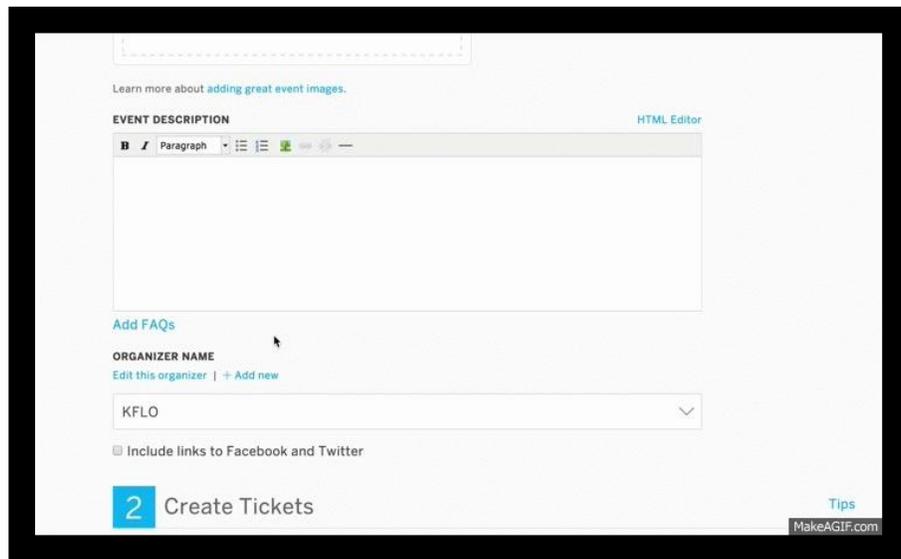
TIP: For more information on choosing the best image to promote your event, take a look at this help center article.

NOTE: Any images you use must be yours or adhere to Creative Commons copyright licences. Flickr has a great Creative Commons section, and you can browse or search through content under each type of licence to find photos.



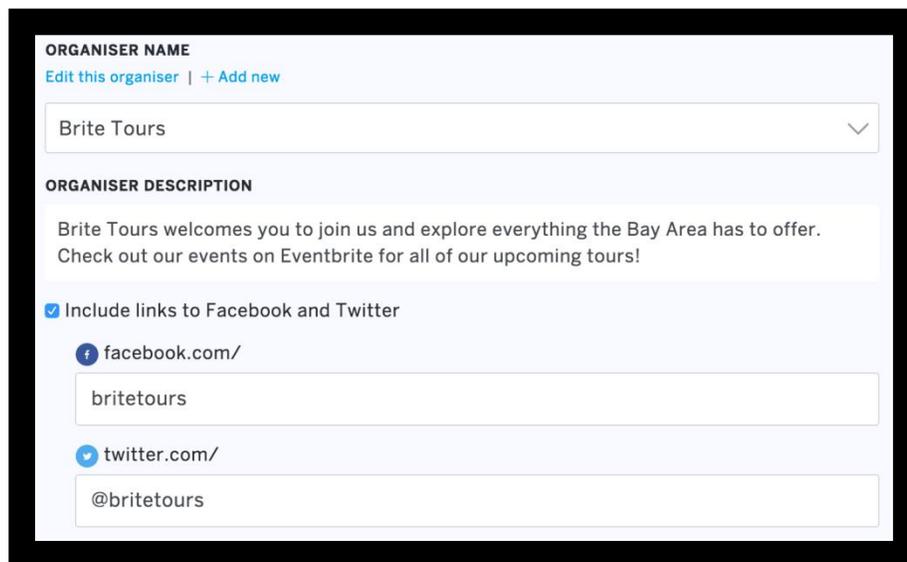
4. Share details and other important information about your event.

Sell your event! Include information like a solid description of what your event is about, who it's for, your contact information, and your refund policy. You can also customize the styling of text here, add FAQs, and add images and add video.



The screenshot shows a web interface for editing an event description. At the top, there is a link: "Learn more about adding great event images." Below this is the "EVENT DESCRIPTION" section, which includes an "HTML Editor" toolbar with options for bold, italic, paragraph, list, link, unlink, and undo. The main text area is currently empty. Below the editor is a link to "Add FAQs". The "ORGANIZER NAME" section shows a dropdown menu with "KFLO" selected, and links to "Edit this organizer" and "+ Add new". There is a checkbox for "Include links to Facebook and Twitter" which is currently unchecked. At the bottom left, there is a blue button with the number "2" and the text "Create Tickets". At the bottom right, there is a "Tips" link and the "MakeAGIF.com" logo.

5. Add information about the event organizer.

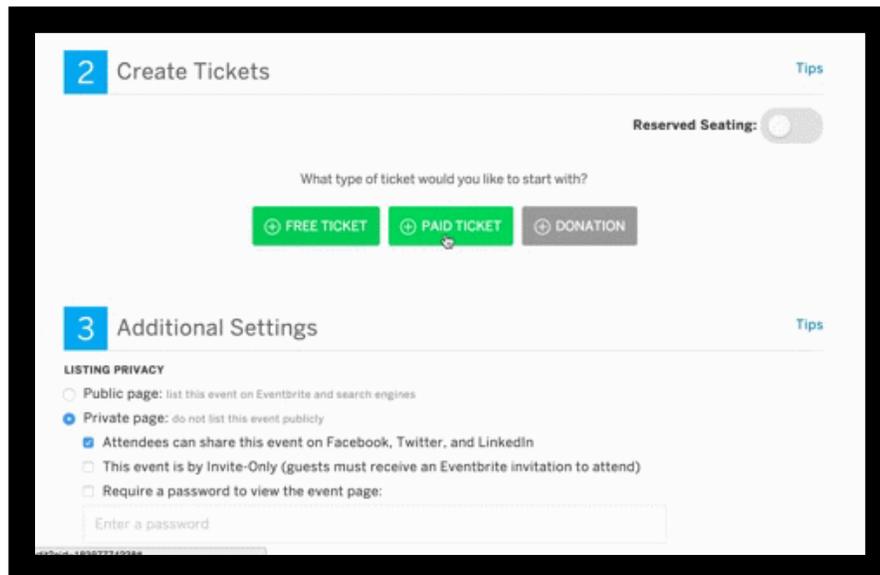


The screenshot shows a form for adding organizer information. The "ORGANISER NAME" section has a dropdown menu with "Brite Tours" selected, and links to "Edit this organiser" and "+ Add new". The "ORGANISER DESCRIPTION" section contains the text: "Brite Tours welcomes you to join us and explore everything the Bay Area has to offer. Check out our events on Eventbrite for all of our upcoming tours!". Below this is a checked checkbox for "Include links to Facebook and Twitter". Underneath, there are two input fields: one for the Facebook profile URL, which contains "facebook.com/britetours", and one for the Twitter handle, which contains "@britetours".

This information can be automatically pulled from "Organizer Profile", where you add all the details that populate your organizer page. You can also edit or add organizer information here for this event only. Including social media links can help promote your group as well.

## How to Create Tickets

1. Create free or paid tickets.



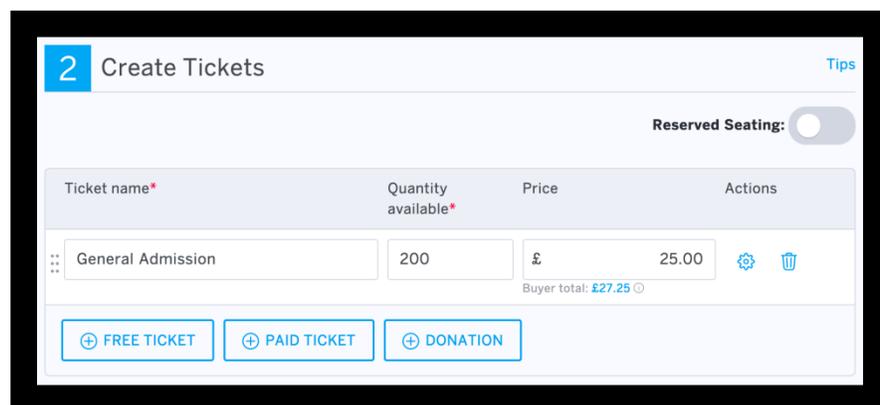
The screenshot shows the '2 Create Tickets' step in the Eventbrite interface. At the top right, there is a 'Tips' link and a 'Reserved Seating' toggle switch. The main heading is '2 Create Tickets'. Below this, a question asks 'What type of ticket would you like to start with?'. There are three buttons: 'FREE TICKET' (green), 'PAID TICKET' (green), and 'DONATION' (grey). Below this is the '3 Additional Settings' section, which includes 'LISTING PRIVACY' options: 'Public page', 'Private page' (selected), and 'Attendees can share this event on Facebook, Twitter, and LinkedIn'. There are also checkboxes for 'This event is by Invite-Only' and 'Require a password to view the event page:'. A password input field is visible below these options.

For each ticket type you want to sell, all you need to do is give it a "Ticket Name" and "Quantity available", but you can also customize settings for each type. By default, your ticket sales start immediately and end an hour before your event.

**TIP:** If you don't see the correct currency and payout country, use the drop-down menus under Step 2: Create Tickets to set your event's currency and where you want to be paid. You'll be paid in the currency you used to collect payments, and your bank must accept this currency in order for your funds to be processed.

**NOTE:** There's no cost to use Eventbrite for selling free tickets! If your event has paid tickets, you have several options for how to handle fees.

2. Set the price for paid tickets.



The screenshot shows the '2 Create Tickets' step in the Eventbrite interface, focusing on the configuration table for a paid ticket. The table has four columns: 'Ticket name\*', 'Quantity available\*', 'Price', and 'Actions'. The first row shows a ticket named 'General Admission' with a quantity of 200 and a price of £ 25.00. Below the table, there are three buttons: 'FREE TICKET', 'PAID TICKET', and 'DONATION'. At the bottom right, the 'Buyer total' is shown as £27.25.

Ticket name*	Quantity available*	Price	Actions
General Admission	200	£ 25.00	 

Buyer total: £27.25

The "Total Capacity" field adds up the total number of tickets you've created, but you can change this.

EXAMPLE: Your venue has a total capacity of 200 people. You want all of those spots to be available as a general admission ticket and you want to offer 50 VIP tickets. Your total capacity would add up to 250 when you create these ticket types, but you can edit that to keep the total number of tickets available to 200.

3. Set the total capacity for the venue.

Ticket name*	Quantity available*	Price	Actions
General Admission	200	£ 25.00	⚙️ 🗑️
		Buyer total: £27.25	
VIP	50	£ 55.00	⚙️ 🗑️
		Buyer total: £58.75	
<input type="button" value="FREE TICKET"/> <input type="button" value="PAID TICKET"/> <input type="button" value="DONATION"/>			Total capacity: 250
In which country will you be paid? *		Currency * Ⓞ	
United Kingdom		Pounds Sterling £	

The "Total Capacity" field adds up the total number of tickets you've created, but you can change this.

EXAMPLE: Your venue has a total capacity of 200 people. You want all of those spots to be available as a general admission ticket and you want to offer 50 VIP tickets. Your total capacity would add up to 250 when you create these ticket types, but you can edit that to keep the total number of tickets available to 200.

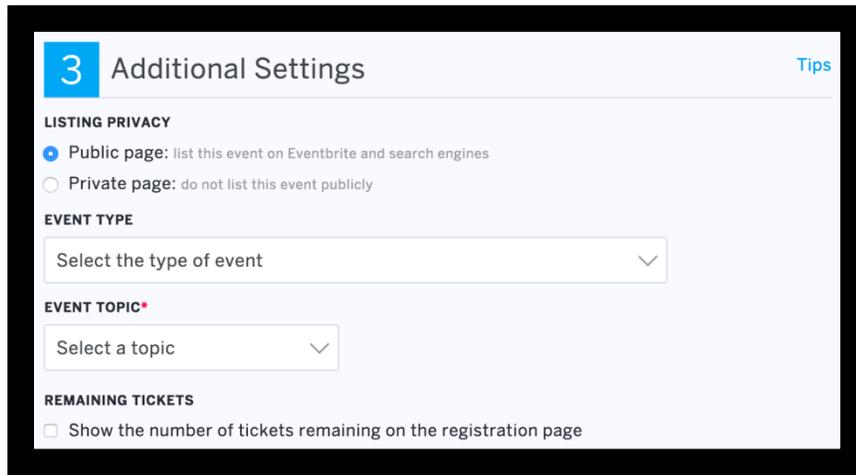
4. Add a donation ticket to collect donations.

Ticket name*	Quantity available*	Price	Actions
General Admission	200	£ 25.00	⚙️ 🗑️
		Buyer total: £27.25	
VIP	50	£ 55.00	⚙️ 🗑️
		Buyer total: £58.75	
<input type="button" value="FREE TICKET"/> <input type="button" value="PAID TICKET"/> <input type="button" value="DONATION"/>			Total capacity: 200

It's easy to fundraise for the cause of your choice and add a "Donation" option. Just leave the quantity at 0 to accept unlimited donations.

## Additional Details

1. Mark your page as public or private.

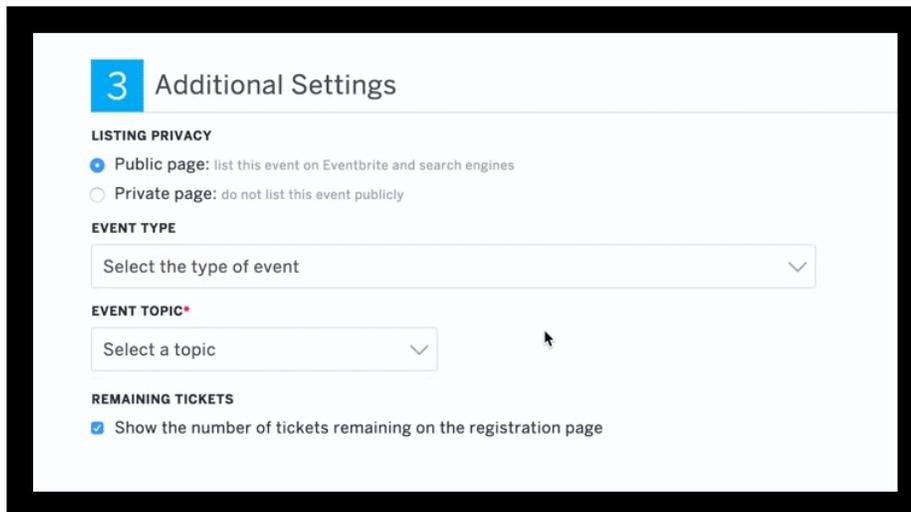


The screenshot shows the 'Additional Settings' page for an event listing. The page is titled '3 Additional Settings' and has a 'Tips' link in the top right corner. The 'LISTING PRIVACY' section has two radio buttons: 'Public page: list this event on Eventbrite and search engines' (which is selected) and 'Private page: do not list this event publicly'. Below this is the 'EVENT TYPE' section with a dropdown menu labeled 'Select the type of event'. The 'EVENT TOPIC\*' section has a dropdown menu labeled 'Select a topic'. The 'REMAINING TICKETS' section has a checkbox labeled 'Show the number of tickets remaining on the registration page' which is currently unchecked.

Public pages appear on Eventbrite and are accessible to search engines while Private pages are not.

**PRO TIP:** To keep things exclusive, you can even password protect your event listing, make the event invitation only, and/or add a special access code to reveal hidden tickets.

2. Choose an event type and topic.



The screenshot shows the 'Additional Settings' page for an event listing. The page is titled '3 Additional Settings' and has a 'Tips' link in the top right corner. The 'LISTING PRIVACY' section has two radio buttons: 'Public page: list this event on Eventbrite and search engines' (which is selected) and 'Private page: do not list this event publicly'. Below this is the 'EVENT TYPE' section with a dropdown menu labeled 'Select the type of event'. The 'EVENT TOPIC\*' section has a dropdown menu labeled 'Select a topic'. The 'REMAINING TICKETS' section has a checkbox labeled 'Show the number of tickets remaining on the registration page' which is currently checked.

Select an "Event type" and "Event topic" to help people find your public event.

3. Show the number of tickets remaining (if you'd like)

**3** Additional Settings Tips

**LISTING PRIVACY**

**Public page:** list this event on Eventbrite and search engines

**Private page:** do not list this event publicly

**EVENT TYPE**

Select the type of event

**EVENT TOPIC\***

Select a topic

**REMAINING TICKETS**

Show the number of tickets remaining on the registration page

Choose whether to show the number of tickets remaining on the registration page (this can help drive orders as tickets run out).

4. Choose a design theme for your event or publish and "Make Event Live."

Your changes aren't saved automatically, so make sure to choose "Save" once you've completed all three steps. You can choose "Design" to add a theme or "Make Event Live" to publish your event!

**TIP:** We have 15 pre-built themes to choose from, you can design your own and you can add a custom header/footer in the Design section.

**PRO TIP:** You'll also want to check out the Manage page of your event, especially to make sure you've selected the payment option you want for processing transactions, receiving your payout, and collecting custom information from attendees.

**NOTE:** By default, your event will process payments with Eventbrite Payment Processing. If you want to use a third-party payment system, like PayPal, make sure to set this up before your first ticket sale!