

# EVENTBRITE GUIDE FOR UNIVERSITY OF EXETER STAFF

## Overview

[www.eventbrite.co.uk](http://www.eventbrite.co.uk) is a powerful online system for managing events and event registrations. It is free to use if your event is free to attend. If you plan to charge for your tickets it is suggested you use <http://onlinestore.exeter.ac.uk> as Eventbrite charge a % per transaction for ticket sales. This can be set up and managed for a cost by Event Exeter or can be set up for free through SID (however you will need to manage the registration process and administration yourself).

The guide below has been written by the Corporate Events team as a walkthrough to create University of Exeter branded events. Eventbrite has a vast number of blog posts and guides available here: <https://www.eventbrite.co.uk/blog/> which may answer questions not covered below.

## Step-by-step guide

### Logging in and creating an Eventbrite Account

1. Login. You can either request sub user access by contacting the Corporate Events team via [eventenquiries@exeter.ac.uk](mailto:eventenquiries@exeter.ac.uk), or use an existing username (e.g. your email address)
2. If accessing via sub user access, once logged in click the person icon in the top right corner > manage events > and a sub user template titles 'Test Event – for sub user access' should appear in your 'draft' events list
3. Click 'manage' and then 'copy' to use this template for your event
4. Once copied click 'edit' – this will therefore create a copy of this template which is set up with the correct formatting and information to comply with GDPR.

## Creating an Eventbrite Page

### Basic Info

5. **Event title:** This must be a short, descriptive title. If your title is too long it will be clipped and not show fully (e.g. Creating a 21<sup>st</sup> Cent...). – It doesn't show in full anywhere else on the page.
6. **Location:** There are several location options: 'venue,' 'online,' or 'to be announced.'
  - a. **Physical event:** select the 'venue' tab. You can search for a venue address or click the 'edit location' button to enter the address manually. Always include the full address with postcode. If you are running an event in two places simultaneously (e.g. hosting a video link) the system does not support split locations. Our advice is to list split locations eg:

Give it a short distinct name

**LOCATION**


Alumni Auditorium, Forum, Streatham Campus

Video linked to Chapel Lecture Theatre, Penryn Ci

Address 2

If you are listing split locations untick 'show map on event page'.

- b. **Online event:** Select the 'Online event' tab to create a unique event pages where you can add links to livestreams and more. These are added later so ensure you complete the rest of the details on this page (e.g. date, image, etc.) before moving on.

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

Venue **Online event** To be announced

Online events have unique event pages where you can add links to livestreams and more

- c. If you select the 'to be announced' tab you will need to update the location at a later date.

7. Enter the date and time of the event.

## Details

8. **Add event image.** We recommend adding one text- and logo- free image which will serve as a header / background.

Eventbrite is responsive and this image will change size and format across different screen sizes / devices, which will often mean text is stretched or obscured.

9. **Enter event text.** For branding and consistency we have included an annotated example overleaf.

- a. **Logo bar / event description photos** – We would recommend adding [organisation logos](#) here, as these will publish without stretching / obscuring.
  - i. Click the 'insert / edit image' symbol

- ii. You will need to upload any images you wish to add to this section to an image hosting website (e.g. [www.tinypic.com](http://www.tinypic.com))
- iii. Here's one we did earlier:



- iv. The above image is available [here](#). In 'Image URL' (on Eventbrite) enter the URL for your image, and then a description in 'image description'.
  - v. You can add other images (e.g. speakers) as necessary in this section.
- b. **Event text** – see annotation overleaf. For this section we recommend the following headings:
- i. At the top of the page list the event title, times, date, and venue – it is clearer that way.
  - ii. **Event information** – the purpose, aims and objectives of the event
  - iii. **Venues and directions** / online instructions
  - iv. **Registration** – including instructions to register offline (a few people don't like signing up through Eventbrite because of data protection)
  - v. **Programme**
  - vi. **About the event / more information / speaker biographies / point of contact etc.**
  - vii. **Data Protection and Privacy**

## Maritime UK SW Business Forum

**Date:** Friday 31 January 2020

**Time:** 08.30 - 16.40

**Venue:** Met Office, FitzRoy Road, Exeter, EX1 3PB (please report to reception for further signposting on the day)

Main Heading, time, date and venue

## Event Information

A one-stop-shop for skills, trade, innovation, finance and supply chain opportunities in the ocean economy.

This free all-day event is managed by the UK South Coast Marine Cluster with event partners the [Marine Business Technology Centre](#) and the Met Office.

The event will provide information on a wide range of support and commercial opportunities for your business, plus lunch, an exhibition and plenty of networking time.

Award-winning South West businesses will provide warts and all case studies of how they profited from working with a wide range of support. The focus is on the ocean economy, but the support opportunities will be useful across numerous sectors.

Paragraph text

Click the chain / link button to add hyperlinks

## Registration

To register for the event please click the 'register' link at the top of this page. PLEASE NOTE: Maritime UK SW Business Forum events aim to enable business collaboration and access to support for skills, innovation, trade, supply chain, finance and funding. Due to high levels of demand for places at the event we may need to prioritise access for the businesses and innovation community

If you have any enquiries regarding the event, please email [research-events@exeter.ac.uk](mailto:research-events@exeter.ac.uk)

*Please note filming, recording and photography may take place at this event.*

A lot of people miss the obvious green 'register' button!

## Data Protection and Privacy

- To aid organisation of this event, attendee information may be shared with relevant staff in the University e.g. a list of attendees could be provided to the University host
- We will store your information securely, so that we can communicate to you about the event (e.g. cancellation of event, changes to the itinerary, a satisfaction survey).
- We delete our access to personal information on Eventbrite after 6 years.
- More information on the University's privacy policies can be found [here](#).
- For more information on Eventbrite's own privacy policy, please visit [this page](#).

Include Data Protection and Privacy information – you can use the text in this example

Online Event Page (only applicable if the 'online event' button is selected at step 6 - above)

10. **Online Event Page** – A unique landing page will be created that *only* registered attendees can access. Fill in the sections that you wish to appear on your landing page:

- a. Add the webinar or livestream link (e.g. zoom, teams, or vimeo link). You will need to create your webinar/livestream link *before* you create/publish your Eventbrite page so that you can integrate your link and participants can access it when the event starts. You can leave this blank if to be confirmed, but please make this clear that a link will be sent to all those registered prior to the event in the main body of text on the page.
- b. If you have presentations, information or documents that you wish to share with participants ahead of the event, add these to the 'external file' section. You can set these to appear prior to or at the start of the event (see advanced features detailed below). These will remain on the page after the event so that participants can access them later if they wish.
- c. You can add additional information in the 'text' section if you want ticket holders to receive further details.
- d. You also have the option to add further elements such as an image or video url.

Use the arrows at the side of each section to move this information up or down according to where you would like them to show up on your Online Event landing page.

There are several **Advanced Features** for online events such as only making the webinar link available when the event starts, notifying attendees that new information is available, supplying a webinar access code when the event goes live and setting it to disappear when the event ends, and restricting access to material according to ticket type. You need to click on each gear icon to access each particular feature you would like to add.

For example, to show a webinar access code when the event starts and hide it when the event ends:

1. Type the access code into the 'Text' section
2. Click the gear icon next to the 'Text' section
3. Set the 'Show Date' and 'Show Time' to the start date/time of your event
4. Set the 'Hide Date' and 'Hide Time' to the end date/time of your event
5. Click 'Apply'
6. Save your changes

Detailed step-by-step instructions for adding other advanced features can be found [here](#).

Click the preview button to see how your landing page will appear to registered participants.

## Tickets

### 11. Create tickets

Different types of tickets can be created. Click 'Create Ticket' to add a new category of ticket:

- a. Select the type of ticket: Paid, Free, or Donation
- b. Enter the title / name of each ticket.
- b. Set the quantity (this can be changed later if needed).
- c. Set Price (if applicable)
- d. Change the ticket sales start and end date/time
- e. Select Advanced Settings and change:
  - i. Ticket Description: tell attendees more about this type of ticket (e.g. this will allow access to further materials and refreshments)
  - ii. Visibility: You have control of which ticket types attendees can see. For example, you can add a ticket auto-hide schedule to a ticket type so that it's automatically hidden based on a custom date/time, or when another

- ticket isn't on sale (like automatically hiding early bird tickets when general admission ticket sales start).
- iii. Tickets allowed per order – I usually set the maximum to 10. This means you could buy tickets for you + 4 colleagues if you wanted to, for example (useful for PAs, etc.)
- f. Click save
- g. Add another type of ticket if required

## Dashboard

12. **Dashboard Tab** – This information tab gives you reports on the status of your event e.g. how many tickets have been sold, your current payout, the traffic you have gained from promotional materials etc. You do not have to change anything on this tab.

## Payment

13. **Payment Options** - Choose the country and currency you're collecting the payment in. This determines which payment methods are available and can't be changed after an order is made. The default Payment Processor is Eventbrite's own processor but you can also switch to Paypal. On this tab you can also select which offline payment methods you will accept (e.g. cash, cheque) – this feature is optional. The orange 'Manage Payout Method' will take you to the next tab, or you can click to it from the menu in the left column as usual.
14. **Payout Method** – Here you can manage the payout method (i.e. where Eventbrite will send the money after the event). This will default to the bank account attached to the Eventbrite account that you are using.
15. **Refund Policy** – Select a refund policy from the list. You can issue your buyer a refund, but Eventbrite's fee is non-refundable and won't be included. In order to initiate a refund request, Eventbrite instructs Consumers to contact the Organiser directly as set forth in the Organiser's applicable refund policy. If no contact information is listed, Eventbrite instructs the Consumer to use the contact the organiser button on the event page or such other information posted on the event page. Organiser agrees to administer its refund policy in accordance with the terms set forth on the applicable event page and the minimum requirements set forth in the Eventbrite refund terms and conditions (see [here](#) for more details). When a Consumer requests a refund and the Organiser does not respond by either refunding or denying the request after seven days, Eventbrite may execute the refund on behalf of the Organiser.
16. **Tax Settings** - Without a VAT Registration ID, Eventbrite must charge VAT on the Eventbrite Service Fee. Eventbrite will charge a rate of 20%. Select whether the bank account you are using is attached to a VAT-registered business and fill out indicated details.

## Order Options

17. **Order form** – the default setting is to collect information from the 'Buyer Only' but we usually want to collect information for 'Each Attendee'.

You can choose whether to collect information by specific ticket type – e.g. you may not want to collect information for people attending a video link. In this situation:

**Collect attendee information on the following tickets**

- General Admission (attending event)
- Live Stream/Recording

People reserving the ‘attendee’ ticket will have to fill in a form, whereas ‘live stream’ will only need to submit their name / email address.

Select ‘Customize Checkout Questions.’

On the order form you can select which questions you would like answered and make questions mandatory or not. You can also ask additional questions. Usually we add the following for public events:

- Please state below if you have any specific access requirements (i.e. mobility, access, hard of hearing, visual impairment etc.)
- Please state below if you have any specific dietary requirements (if applicable)
- Please state if you consent to being filmed/photographed at the event (If applicable) – this should be a checkbox question where attendees can opt to accept or decline giving consent
- Which of the following categories do you fall into?
  - University student
  - University employee
  - Member of the public
  - Alumni
  - Other
- Would you like to be added to the XXXX mailing list? (this is only relevant if you have complaint mailing list for such communication activity with stakeholders)

18. **Group Registration** – If you would like to allow attendees to register as part of a group, company, or organisation, click ‘Activate Group Registration.’
- i. Choose which group type you would like to be displayed (e.g. organisation, company, etc.) – you can only choose one.
  - ii. Add a headline to the Group landing Page (e.g. Register Your Organisation’s Group)
  - iii. Add a Group Page Description (e.g. Type in your organisation and select it to register as part of that group. If your organisation has not been created yet, please type the name into the box and set up your group)
  - iv. Select whether you would like Group Leaders to be able to password-protect their groups

Participants will be able to register as part of a group or as an individual attendee. When they select ‘register as part of a group’ they will type the name of their organisation/company/group into the box and either join an existing group, or start one of their own. If you have enabled passwords, the Group leader will need to share the password with participants wanting to join their group at registration.

Click 'Save.'

19. **Additional Items** - You can now create an unlimited amount of additional items such as merchandise or parking under the Add-ons tab in the Tickets section. Click the 'Go To Tickets' button and create add-ons, filling in the add-on name (e.g. refreshments, parking, etc.), price, quantity, and description. Fulfilment, shipping and handling are still the responsibility of the event organiser. Eventbrite charges for each add-on bought – check the 'Include fees in add-on price' box if you wish Eventbrite to take the money out of the price that you have charged the participant rather than adding an additional fee on top of your add-on price.
20. **Registration Options** – Fill out the remaining registration options which will give more information to the ticket buyer when they go to register.
21. **Order confirmation** – these are the messages attendees will get after reserving tickets.
  - a. We use a variant of the following message in both boxes:  
Thank you for registering to attend <<EVENT TITLE>> on the <<DATE>> at <<TIME>>  
We will be in touch with further information and joining instructions in due course. If you have any questions please contact <<EMAIL>>@exeter.ac.uk
  - b. Change the default reply-to email address to wherever you want enquiries to go.
  - c. Untick 'include printable tickets in all orders', unless you are ticketing the event and require people to hand in tickets, etc.
22. **Event type and language** – in here you can change it from 'tickets' to 'registration' which is better for free events.
23. **Registration Transfers** – The default is that attendees cannot transfer their registration or ticket to another ticket type or event. We do not usually allow transfers between events. However, if you are hosting multiple events and wish to activate this feature, check the relevant boxes and it will allow attendees to transfer. Insert a transfer fee and complete the Transfer Policy description.
24. **Waitlist settings** – in this page you can setup a waiting list if required, which you can set to start once tickets have sold out. In order to release waiting list tickets you will need to login to Eventbrite and do this manually (through 'manage waitlist'), those on the waitlist that are prompted by this action to obtain a ticket usually have a limited time to do so (24 hours).

## Invite and Promote

25. **Invite and Promote** – In this section there are various features such as adding your event to Facebook, creating paid ads, and promoting affiliate programmes. We do not usually use this feature in Eventbrite as we generally use the University's official social media pathways – contact the social media team for more details: [socialmedia@exeter.ac.uk](mailto:socialmedia@exeter.ac.uk).

## Analyse

26. **Analyse** – The analyse section allows you to view your ticket sales by date and time span (e.g. the amount of tickets sold in the last 30 days).



## Privacy Settings

27. **Privacy** – Set your event to Private or Public.
  - a. Public page – will list the event publicly on Eventbrite, anyone can sign in
  - b. Private page – doesn't list it publicly but anyone can access the link if it's given to them, setting the page to private is useful if you wish to share the event privately before publicising it for instance if you need to share a draft for approval, but without people having to log into your Eventbrite account (which they would have to do before making the event live).

## Publish Your Event

28. **Preview** – You can preview your Eventbrite page by clicking 'Preview' in the top tool bar. This will open your page in a new tab in your browser. Check for any mistakes and make necessary changes in your original tab. You can close the Preview tab without losing any work.
29. **Make the event live** – click the 'Publish Event' button in the top tool bar and choose to publish now or schedule Eventbrite to publish the event for you at a particular time.
30. **Manage Registration Once Published** - To view attendees, cancel orders, etc. go to the Manage Attendees tab. In this tab, click 'orders'. From here you can search for attendees and perform actions if necessary (e.g. cancelling attendees).

## You may also need to know

1. Attendees will often cancel directly via email but it is worth either cancelling them on Eventbrite or amending the event capacity (as otherwise you will undersell).
2. To download an Excel spreadsheet / information on all guests / answers to your survey questions, go to Event Reports under the Analyse Tab.
3. **Organiser profiles**; the default organiser profile for University of Exeter events is: <http://universityofexeter.eventbrite.com/>. However additional profiles (such as [University of Exeter Business School](#), [University of Exeter Doctoral College](#), [Graduate School of Education](#) etc.) can be added and updated via this page: <https://www.eventbrite.co.uk/myprofile/?oid=2970512041> (using the dropdown menu on the right hand side, and scrolling to the bottom and selecting 'create a new organiser').

A separate organiser profile is advised for grouping a series of events organised by the same team / department / college etc. Organiser profiles can also display custom colours to reflect appropriate corporate branding, an organiser logo, link to separate social network sites, and webpages.