



# EVENTBRITE GUIDE FOR UNIVERSITY OF EXETER STAFF

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## Overview

[www.eventbrite.co.uk](http://www.eventbrite.co.uk) is a powerful online system for managing events and event registrations. Organiser fees are payable when publishing events with more than 25 tickets (free for under 25). The University's [Corporate Events Team](#) have a paid subscription plan (which incurs no publishing fees), staff are welcome to use this account as a sub-user, please request access via [eventenquiries@exeter.ac.uk](mailto:eventenquiries@exeter.ac.uk)

However, if you plan to charge for your tickets it is suggested you use <https://store.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.

Any queries not answered in this guide should be directed to [eventenquiries@exeter.ac.uk](mailto:eventenquiries@exeter.ac.uk)

## Step-by-Step Guide

### Logging in and creating an Eventbrite Account

1. Login. You can request sub user access by contacting the Corporate Events team via [eventenquiries@exeter.ac.uk](mailto:eventenquiries@exeter.ac.uk)
2. Once you have had an email from the Corporate Events team confirming your sub user account, you should receive an email from Eventbrite inviting you to join the University's account.
3. You may find that you are asked to log in to Eventbrite at this point.
  - a) **If you are not prompted to login**, it may be that you are already logged into an alternative account (the account email will be displayed in the top right-hand corner). Check if this is the email account you would like to affiliate with the University Eventbrite account (the email provided to the Corporate Events team).
    - i. **If it is**, go to Step 4.
    - ii. **If it is not**, see sub-section c 'If you do not already have an account'.
  - b) **If you already have an Eventbrite account** with the email address you provided to the Corporate Events team, **log in using your credentials**, and go to Step 4.
  - c) **If you do not already have an account**, please select the blue '**Sign up**' link at the bottom of the page and follow the on-screen instructions to set up your new account, using the email address you provided to the Corporate Events team.

- i. The blue 'Sign Up' link is very small and easy to miss, you will find it under the 'Other login methods' section at the bottom of the page.
4. Once you have logged in or set up your new Eventbrite account, you will be asked if you are 'Ready to join?'. This step affiliates your account to the University Eventbrite account. Click 'Accept'.

You have been invited to join University of Exeter



Ready to join?

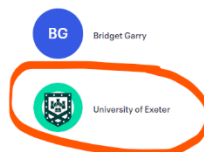
Accept

## Checking you are logged in correctly

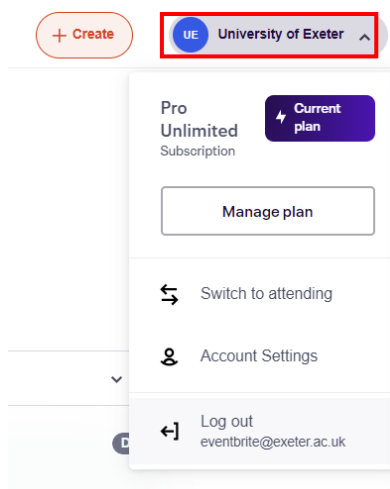
It is important to publish your events through the correct account of 'University of Exeter', sometimes Eventbrite will automatically log you into your alternative account. To check follow the steps below:

1. Once you have affiliated your account, you may find upon login you are asked to 'Select Organisation', please ensure you select the 'University of Exeter' profile to benefit from the Pro-Unlimited subscription.

### Select organisation




2. You can check you're logged in to the correct area on the right-hand side of the page using the drop-down menu:



3. The drop-down will show a subscription to the 'Pro-Unlimited Plan'.

## Creating an Eventbrite Page

1. Once logged in you may find you are directed to the Events listings, where you will see the sub user template titled 'Test Event – for sub user access' in your draft events.
2. **If you are not directed to the Events listings page**, navigate to: <https://www.eventbrite.co.uk/organizations/events>
3. Click on the 'Events' button on the sidebar. 
4. You will see a sub user template titled 'Test Event – for sub user access' should appear in your 'draft' events list.
5. Click the three vertical dots and select 'Copy Event' to use this template – this will therefore create a copy of this template which you can rename and is set up with the correct formatting and information to comply with GDPR.
6. Make any amendments necessary to the Event Title, Summary and Event Date and Timings, and click 'Copy Event'.
7. Once copied move onto the Basic Info Step in this guide.

## Basic Info

1. **Event title:** This is limited to 75 characters and therefore must be a short, descriptive title.
2. **Organiser:** Select the organiser profile, event type and the category associated with your event. If you do not have an Organiser Profile, please choose the 'University of Exeter' profile.



- a) If you would like to set up an organiser profile please see the [Organiser Profiles](#) section of this guide.
  - b) **N.B:** If you do choose the 'University of Exeter' organiser profile you **must** provide an email address for any 'Contact the organiser' queries on the event page. If you do not provide one, the Corporate Events team will receive the email but will be unable to share it with the correct organiser.
3. **Tags:** Add any relevant keywords to improve the discoverability of your event. You can have up to 10 tags.
4. **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 detail one venue under the Location tab and to insert any others in the [About this event](#) section.



## Location

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

Venue

Online event

To be announced

Venue location

🔍 Search for a venue or address.

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 page 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.
  - i. **Please Note:** Due to permissions set by the University's IT team, University staff are unable to link their Eventbrite account with Zoom.
  - ii. The recommended solution is to copy and paste the **Join Zoom meeting link**, **Meeting ID** and **Password** into a text section within the [Online Event Page](#), which is only accessible to those who have registered to attend your event via Eventbrite. We also recommend circulating the joining details via a standard email to attendees or via the [Emails to Attendees](#) option within Eventbrite.



## 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. **Hybrid event:** These are events that take place offline e.g. a lecture theatre, whilst also being attended by a live audience online (via Zoom or MS Teams). In order to benefit from the [online events page](#), we recommend selecting 'Online event' and detailing the physical event in the [About this event](#) section.
  - d. If you select the 'to be announced' tab you will need to update the location at a later date.
5. Enter the date and time of the event.
- a. At this point if you are not using the Sub User template, you can choose if the Event is a 'Single Event' or 'Recurring Event'. For a 'Recurring Event', you can set up a schedule at a later step.

## Details

1. **Add event image.** We recommend adding a 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.

You can add up to three images or videos which will be displayed as a carousel.

2. **Enter event text.** For branding and consistency, we have included an [Example Page Layout](#).
  - a. **Event Overview** – In this section the Event Title and Summary you compiled in the Brief Info section, will have been copied over. Please edit as necessary or move onto the 'About this event' section.
  - b. **'About this event'** – see [Example Page Layout](#). For this section we recommend the following headings:
    - i. In the text box list the **event title, date, time and location**– it is clearer that way.







- ii. **Overview** – 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). This is where you **must include your event contact email address**.
- v. **Data Protection and Privacy**
- vi. At the bottom of the page, Eventbrite displays the option of adding more sections to your event page. We highly recommend adding **'Agenda'**. In this section you can add titles, times and speaker names (including a profile image).

Recommended


### Add more sections to your event page

Make your event stand out even more. These sections help attendees find information and answer their questions -which means more ticket sales and less time answering messages.

 <b>Agenda</b>		<input type="button" value="Add"/>
<hr/>		
 <b>FAQ</b>		<input type="button" value="Add"/>

- c. Add any additional text, images or videos appropriate to your event, using the buttons at the bottom of the edit box.

 Add text

 Add image

 Add video



## Example Page Layout

### 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.*

### 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](#).

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

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





- d. **Logo bar / event description photos** – We would recommend adding [organisation logos](#) here, as these will publish without stretching / obscuring.
  - i. Click the ‘Add image’ button.
  - ii. You can upload an image from SharePoint/OneDrive/AssetBank or from online.
  - iii. Here’s one we did earlier:



University  
of Exeter

## Online Event Page

(only applicable if the ‘online event’ button is selected at step 4 in the Basic Info section above)

1. **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. MS 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 it clear that a link will be sent to all those registered prior to the event / added to the online events page** in the main body of text.
    - i. **Please Note:** Due to permissions set by the University’s IT team, University staff are unable to link their Eventbrite account with Zoom.
    - ii. The recommended solution is to copy and paste the **Join Zoom meeting link, Meeting ID and Password** into a text section.
  - b. You can add additional information in the ‘text’ section if you want ticket holders to receive further details.
  - c. 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.

## Advanced Features

There are several **Advanced Features** for online events such as only making sections available when the event starts.



1. Eventbrite can notify attendees that new information is available, for example, supplying a webinar access code when the event goes live, and setting it to disappear when the event ends.
2. It can also restrict access to material according to ticket type.
3. You need create a text box and then click on the pencil icon to access the advanced features you would like to add.

## Attendee Event Page

Attendees will join your online event through your virtual venue. Use this space to embed your Zoom video and share exclusive content. We'll direct your ticket holders to this page from your event listing and in reminder emails.

[Page Settings](#)



**Add live video or audio**  
Connect with Zoom to embed your event within your virtual venue, or link to another video or audio service. Use to manage when your video or audio is available and who can access it.  
[Add Zoom](#) [Link another provider](#)

**Share additional content**  
Include any resources or instructions your attendees may need for your event.  
   
Text Image Video Link

For example, to show a MS Teams link when the event starts and hide it when the event ends:

1. Type the link into the 'Text' section.
2. Click the pencil icon next to the 'Text' section.
3. Select 'Custom Schedule and enter 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

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

1. Select the type of ticket: Paid, Free, or Donation.
2. Enter the title / name of each ticket.
3. Set the quantity (this can be changed later if needed).
4. Set Price (the University advise that you do not use Eventbrite for paid events).
5. Change the ticket sales start and end date / time.
6. Select Advanced Settings and change:
  - a. Ticket Description: Tell attendees more about this type of ticket (e.g. this will allow access to further materials and refreshments)
  - b. 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).
  - c. Tickets per order: We recommend you set the maximum to 10. This means you could buy tickets for you + 4 colleagues if you wanted to (useful for PAs, etc.)
  - d. **N.B:** If using the Sub User Template, please check and edit the existing ticket to ensure it is appropriate for your event.
7. Click save.
8. Add another type of ticket if required.
9. **Settings Tab** – You can display the number of tickets remaining for the event and display a message after ticket sales end.
10. **All other tabs are not relevant for any free ticketed events.** If you are planning to charge attendees, please organise your event through the [University Online Store](#).



**Add tickets** [Learn more](#)

Name  
General Admission 17/50

Available quantity

Price  
Free

23/01/2023     Start time 00:00  
 04/03/2023     End time 19:00

Advanced settings v

**Advanced settings** ^

Show ticket sale end dates and sale status at checkout

Description  
Tell attendees more about this ticket. 0/2500

Visibility  
Visible v

Tickets per order

1      10

Sales channel  
Everywhere v

eTicket

Box office collect

**Before publishing, please complete the ‘Order Options’ settings in the drop-down menu.**

## Dashboard

This page gives you reports on the status of your event e.g. how many tickets have been sold, the traffic you have gained from promotional materials etc. You do not have to change anything on this page.

[Back to events](#)

On Sale v

**Event Enquiries Event**  
Mon, 1 Apr 2024, 12:00  
[View your event](#)

- Basic Info
- Details
- Online Event Page
- Add Tickets
- Publish
- Dashboard**
- Order Options v
- Marketing v
- Manage Attendees v
- Reporting  v

## Dashboard

Tickets Sold

**1/100**

0 paid • 1 free

Page Views

**16**

14 from Eventbrite

[Open page views report](#)

**Recommended**

- [Get 14x more impressions with Eventbrite Ads](#)
- [Learn how to make the most of Eventbrite](#)
- [Increase your sales by 63% with a marketing campaign](#)

**Share**

Event link <https://www.eventbrite.co.uk/e/event-enquiries-event-r...> [Copy link](#)

Share on [f](#) [t](#) [w](#) [e](#) [in](#) [m](#)

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**Sales by ticket type**

Ticket type	Price	Sold
Registration Ticket	free	1/100

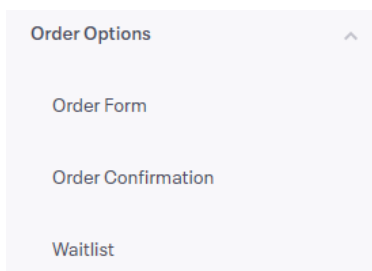
[Go to all ticket sales](#)

**Other Attendee Actions**

- [Attendee summary report](#)
- [Responses to custom questions](#)



## Order Options



1. **Order form** – the default setting is to collect information from the ‘Ticket Buyer’, but we usually want to collect information for ‘Each Attendee’.
  - a. You can choose whether to collect information by specific ticket type – e.g. you may not want to collect information for people attending online.
  - b. Untick any ticket types you do not wish to collect information from in the ‘Apply order form to’ drop-down box.

Apply order form to:

Tickets

🎫
All
▼

- c. On the order form you can select which questions you would like answered and make questions mandatory or not. Select the appropriate option, ‘Required’ or ‘Optional’, from the drop-down box next to each piece of information or question.

1. **Name & Email**

Required



2. **Prefix (Mr, Mrs, etc.)**

Optional



- d. You can also ask additional questions. To add a custom question begin typing in the search bar and follow the onscreen prompts.

## Your questions

Search for questions

🔍 Search by keyword to add questions to your form



- e. We recommend adding the following for public events:
- Please state below if you have any specific access requirements (i.e. mobility, 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 a GDPR compliant mailing list for such communication activity with stakeholders)
- f. You can edit the ‘Registration time limit’ and ‘Add special instructions’ in the **‘Order form settings’** section.
- i. **If you are using the Sub User template, please make sure you change the email address in the ‘Add special instructions’ text box.**

2. **Order confirmation** – these are the messages attendees will get after reserving tickets.

- a. We use a variant of the following message in both ‘Customise Webpage’ and ‘Customise Email’ boxes:

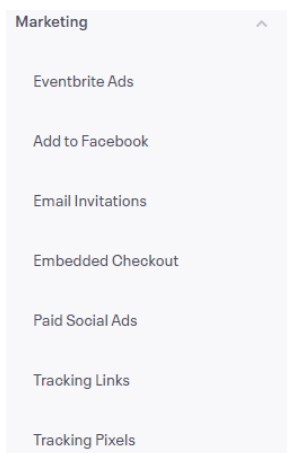
*Thank you for registering to attend <<EVENT TITLE>> on the <<DATE>> at <<TIME>>  
We will be in touch with further information and joining instructions in due course. If you have any questions, please contact <<EMAIL>>@exeter.ac.uk*

- b. Change the default ‘Choose your reply’ email address to wherever you want the reply to go.
- c. Untick ‘include printable tickets in all orders’, unless you are ticketing the event and require people to hand in tickets, etc.



3. **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).

## Marketing



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 should be using the University’s official social media pathways – contact the social media team for more details: [socialmedia@exeter.ac.uk](mailto:socialmedia@exeter.ac.uk)

## Publish Your Event

1. **Preview** – You can preview your Eventbrite page by clicking ‘Preview Your Event’ 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.
2. Choose who can see your event by selecting ‘public’ or ‘private’.
  - a. If choosing ‘Private’, select your audience from the drop-down menu.
  - b. We recommend publishing your event as ‘Private’ in the first instance. You can then test your event by registering a test booking to ensure you are happy with any on screen notifications and order confirmations.
  - c. To make your event public after testing it, go into the ‘Publish’ tab and change the setting public.
3. **Make the event live** – Choose to publish now or schedule Eventbrite to publish the event for you at a particular time.
4. **Collections** – Select the relevant collection for your event, if appropriate. If you wish to create a collection, please see the [‘Collections’](#) section of this guide.
5. **Click the Publish button to publish your event.** The Event link to share with colleagues is now displayed.

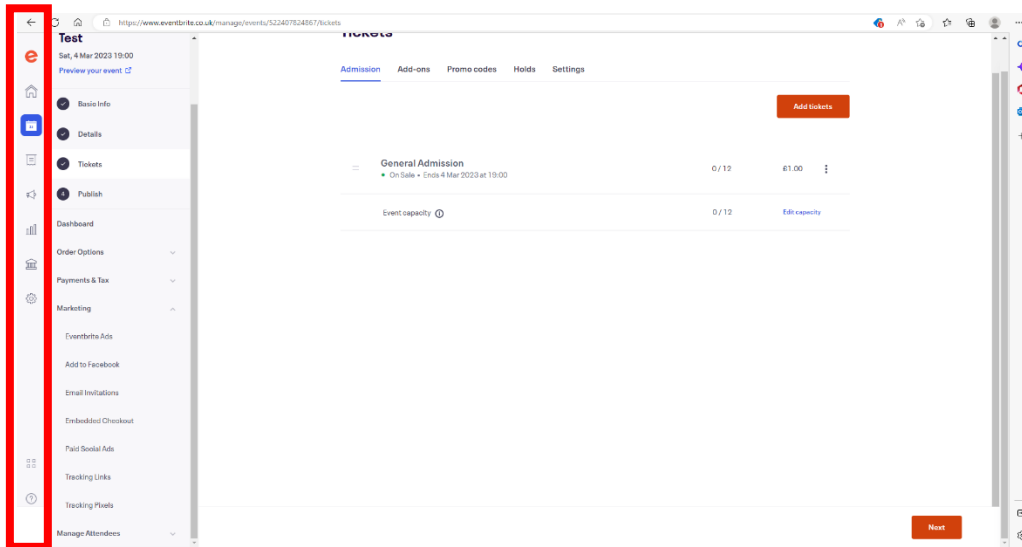


## Manage My Events

To manage your events from the [Eventbrite homepage](#), hover over your email profile in the top right-hand corner. Click 'Manage my events'.

Alternatively, navigate to your Events Listings using this link:  
<https://www.eventbrite.co.uk/organizations/events>

## Side Bar Icons



Events – Shows you an overview of the events you are hosting.



Orders – Gives an overview of the orders you have had for your events.



Marketing – This is where you can arrange Facebook and Instagram adverts, create promo codes and organise your marketing.



Reporting – Unavailable to Sub Users. To learn how to create reports, see the [Reporting](#) section in this guide.

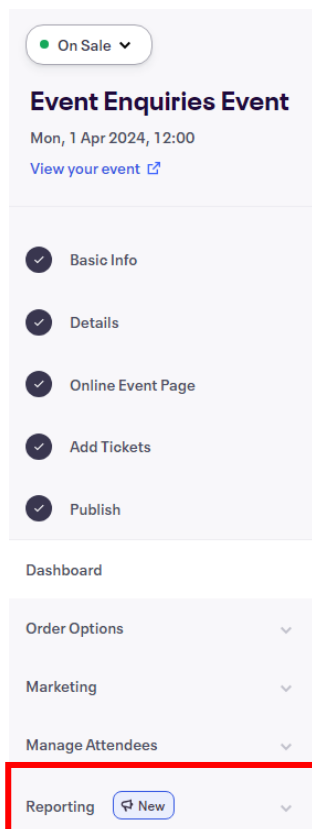


Finance – Overview of payouts, charges, and invoices etc.



Organisation Settings





## Reporting

1. To view attendees, cancel orders, view and download custom question responses etc. go to the Event tab and click on the relevant event. This will take you to your Event Dashboard.
2. From here you can click on 'Reporting' (see image left), you may need to scroll down.
3. Event reports for Sales and Attendees can be generated here.
  - a) Most importantly, you will find the custom question responses report available to download.
  - b) This report includes all data captured via the order form, e.g. dietary and access requirements.

## 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 drop-down menu on the right-hand side, selecting 'Add organiser profile).

A separate organiser profile is advised for grouping a series of events organised by the same team / department / college etc.

## Collections

A collection on Eventbrite can group together different events based upon a theme, for example a series of events. Unfortunately, Sub Users are only able to Manage collections, not create them. If you would like to create a collection, please complete a copy of the [Eventbrite 'Collection' Request Form](#) and contact the Corporate Events Team through [eventenquiries@exeter.ac.uk](mailto:eventenquiries@exeter.ac.uk).

**Please Note:** Events set to private status will not be visible in collections.

## You may also need to know

1. Any events created within your profile prior to being affiliated with the University's account, will be found within the top organisation, detailed as 'Policy@Exeter' below (often your personal work account).

## Select organisation



Policy@Exeter



University of Exeter

2. 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).
3. Any queries not answered in this guide should be directed to [eventenquiries@exeter.ac.uk](mailto:eventenquiries@exeter.ac.uk)