Eventbrite User Guide

Eventbrite is a free online event platform which can easily help with creating, promoting, and managing all your events.

Once you have created an account, you will be able to set up an event.

Contents

Creating an Event

If you haven't already created an Eventbrite account, you can do this by clicking here and entering your email address. You will need to create a password and enter some basic information.

Log in to your Eventbrite account and select Create Event.

Enter your Basic info
Go to "Basic info" and fill in:

- **Event title** - Give your event a clear title.

- **Event organiser** - The person or organisation hosting the event. If your organiser isn't listed, create a new profile for them. This should be Butterfly Conservation [BRANCH] Branch. This will then be easy to find, when people search for your event in search engines and on Eventbrite.

- **Event type & category** - Your event's "genre".

- **Event tags** - Keywords that help your attendees find your event.

- **Event location**: Choose "Venue" if your location is in-person, or "Online event" if your location is virtual. Select "To be announced" if you aren't sure of your location yet.

Add your dates
Enter your event's start and end date and time. If you have an event that occurs across multiple dates, review your setup options.

Add your event image and details
- **Main event image**: Must be a JPEG or PNG no larger than 10MB. Images with at least 2160 x 1080px (a 2:1 ratio) work best.

- **Description**: Write a brief summary that describes the most important details of your event.
- **Privacy Promise – GDPR**

Our promise to you

- We will never swap, sell or rent your details to anyone.
- We will always follow the strict code of conduct set out by the Fundraising Regulator.
- You can change how you hear from us or unsubscribe from emails at any time, just let us know.

You can add additional JPEG or PNG images to your event description, but PDF files are not supported. Learn more about adding an event image.

Set up your online events page

If your event is taking place online, add a link to your webinar or meeting. Then add any other information attendees will need to join.

Save & Continue.

Setting up your tickets

Adding Tickets

Create a new ticket type or copy tickets from another event. To add tickets from a previous event, click **Choose tickets** and then select the event you want to copy tickets from. Copied tickets will update their sales dates based on your new event's date and time. All other settings will be the same.

There are three types of tickets:
- **Free** — The ticket doesn't cost anything.
- **Paid** — The ticket costs a set amount.
- **Donation** — A paid ticket where the buyer determines the price.

[a service fee is applicable on paid and donation tickets]

To see more information on creating a new ticket, click here.

Enter your ticket information

Choose a ticket type (free, paid, or donation). Then:
1. Give your ticket a name, like "General Admission".
2. Add the quantity of tickets you have available.
3. Set the price (if it's a paid ticket type).
4. Select the dates you want your tickets to be on sale.
5. Save your changes.

Choose your Advanced settings

Click "Advanced settings" to:
- **Add a ticket description** - Let attendees know what's included with their ticket.
- **Change the ticket visibility** - Hide tickets to prevent attendees from seeing them.
- **Limit the number of tickets per order** - Set a limit if you only want attendees to select a certain amount of that ticket type per order. Limits can't be set on Donation ticket types.
- **Set your sales channel** - Choose where attendees can order tickets. Tickets that are "at the door only" won't be available through your online listing.

- **E-ticket or Will call** - Choose to send attendees a digital ticket or have them pick up their ticket at the event.

Create Add-ons or holds

- Add-ons - Add things like merchandise or parking passes.
- Holds - Set aside a certain amount of tickets that aren't available to the general public.

Set up your order form and confirmation

Set up your Order form

Choose which information to collect from attendees by setting up your event's order form. Attendees will answer your questions during registration.

1. Go to Order form (under Order options).
2. Choose to collect info from the ticket buyer only or from each attendee.
3. Select the info you want to collect.
4. Add custom questions, like dietary preferences, t-shirt size, or transportation option.

Customise your order confirmation

Order confirmations are automatically sent to attendees when they register for your event. They include order details and PDF tickets (if enabled).

Customise your event's order confirmation to enable PDF tickets and give attendees useful information, like parking instructions or what they need to bring.

Publish and review your event

Click "Publish" and confirm your event privacy settings. Then review your event page and settings. You can preview your event using the preview link which will open in a new window.

Editing your event

Most settings can be edited after your event is live. You can't change your payment processor or delete ticket types after your event has orders. To make changes, go to Manage my events in your account, and select your event.

Test your order form

To check your order form:

1. Go to your event page.
2. Click "Tickets" or "Register".
3. Select a number of tickets.
4. Click "Checkout" and review the information you're collecting.

   Don't click "Place order" unless you'd like to complete an order —Eventbrite will treat this as a real registration. If your order form isn't asking the questions you want, review your order form settings.

Promote your event

Once your event has been published a shareable link will be created for your event which you can share.

Public events are automatically listed by major search engines and shown in Eventbrite's search directory.

Connect Your Event Listing With Zoom

Easily connect to an existing Zoom meeting or webinar, or create a new one on Eventbrite with your event details.

When you set up your event, on the 'Online Event Page' section (if your event is online) you will be able to choose whether you link the event with Zoom, Vimeo or any other platform. If you click on Zoom, you will need to enter your account information. A link will then be generated.

Automatically sync Eventbrite attendees as Zoom registrants. Once they join your event, they'll be marked as checked-in on Eventbrite.

Secure access to your Zoom event by sending attendees a personalised, password-protected URL to join.

Attendees can join in one click from the Online Events Page.

Attendees automatically receive instructions for how to access your Zoom meeting or webinar via automated email reminders, which are sent 2 days, 2 hours, and 10 minutes before your event. You can customise this email copy, timing, sender name, and subject line.

How to find your event to make changes

To find your event again once you've created it and left the site, either click on the link in the confirmation email that you will have received, or log back in to https://www.eventbrite.co.uk/.

Select 'Manage my events' from the drop-down menu in the top right corner. Click on the 3 vertical dots next to the event to select an action. By selecting 'Edit' you can make any necessary changes.

When on the edit page of your event there is also a list of actions on the left-hand side of the page. From here you can obtain details of your attendees by clicking the arrow next to 'Manage Attendees'. Amongst other things you can obtain an Attendee list here – you can either obtain a PDF list by clicking the link, or click 'Full Attendee Report' to export your data to Excel (select Excel or CSV under Report Results).