

Eventbrite User's Guide

Seattle University has selected Eventbrite as its official online registration and ticketing website. Any staff or faculty member or officially recognized student group at SU may request an Eventbrite account for an upcoming event by completing the [Eventbrite Account Request Form](#).

Requestors must use their SU email address, and the event must be officially recognized by Seattle University (no private or external events may use SU's Eventbrite account).

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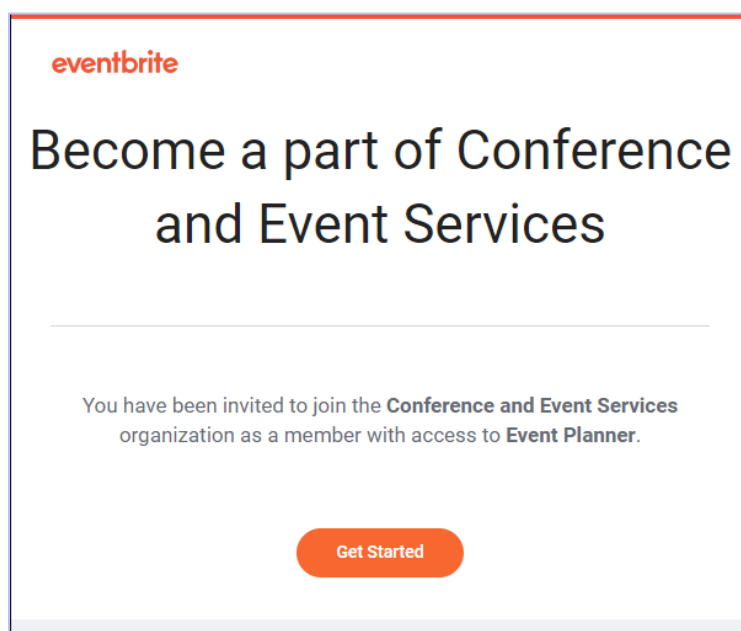
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Step 1: Create an account.

You will need to submit an [Eventbrite Account Request Form](#) for each event registration site that you would like to launch. Anyone needing an account in Eventbrite will need to be listed on the Eventbrite Account Request Form (e.g., any student workers or colleagues). Once you have completed the Eventbrite Account Request Form, please email it to rooms@seattleu.edu.

CES will then process your request and set up your account. Once your account has been set up (using your SU email address), you should receive an email within 1-2 business days. It'll look something like this:



In the email, click **Get Started**. That will take you to the Eventbrite sign-in page.

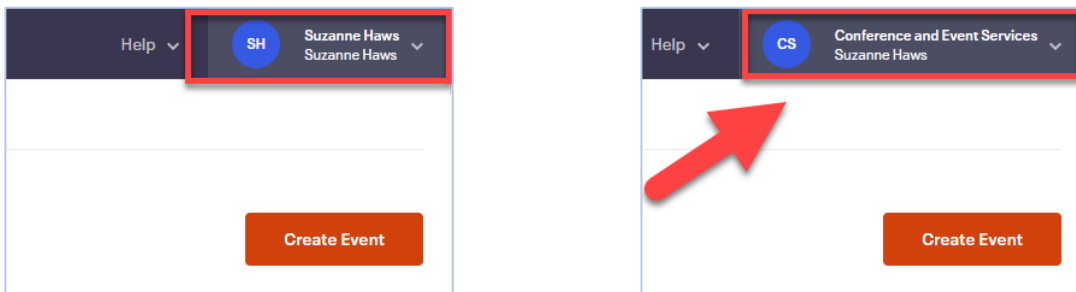
If you do *not* already have an Eventbrite account under your SU email address, click **Sign up for Eventbrite** at the bottom of the page.

You will be asked to confirm your email address and choose a password. You'll need to agree to the Terms and Conditions. Then you'll see this:

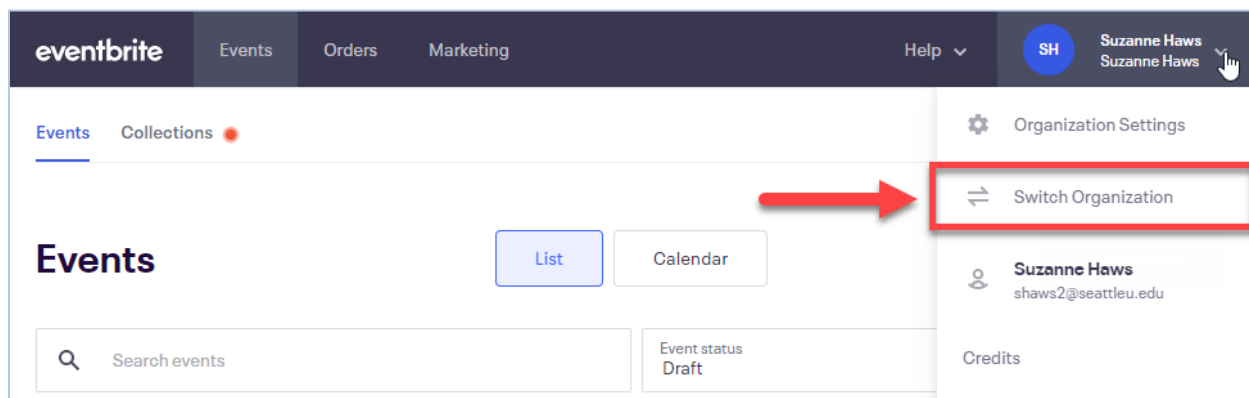
Make sure you click **Accept**. You are now a sub-user under the CES account!

Before working on your event, however, you should double check that you are using the CES account, as opposed to your personal account. To do so, look at your name in the upper right corner of the page. The top line will be the **Organization** you are logged in under. The bottom line will be your first and last name. This is important if you have more than one Eventbrite account (e.g., a personal account and your CES sub-user account).

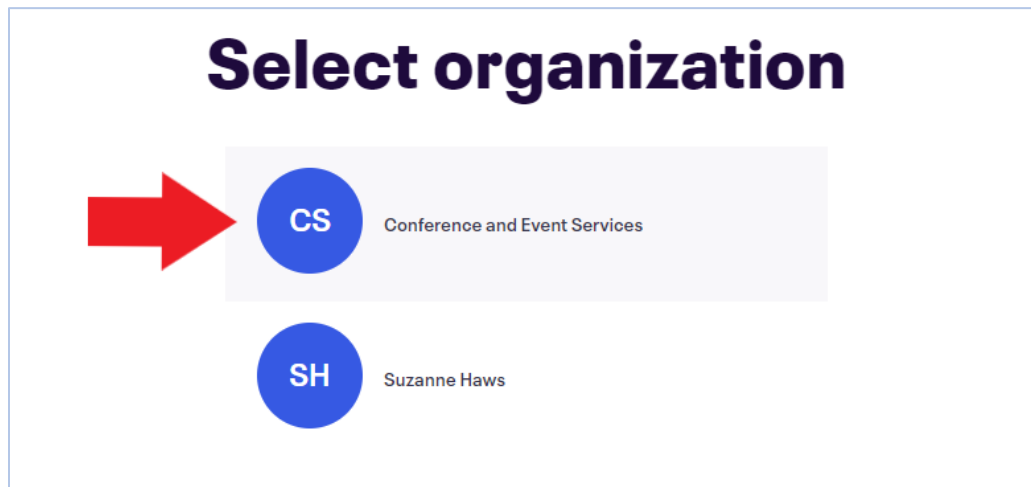
As an example, compare the following:



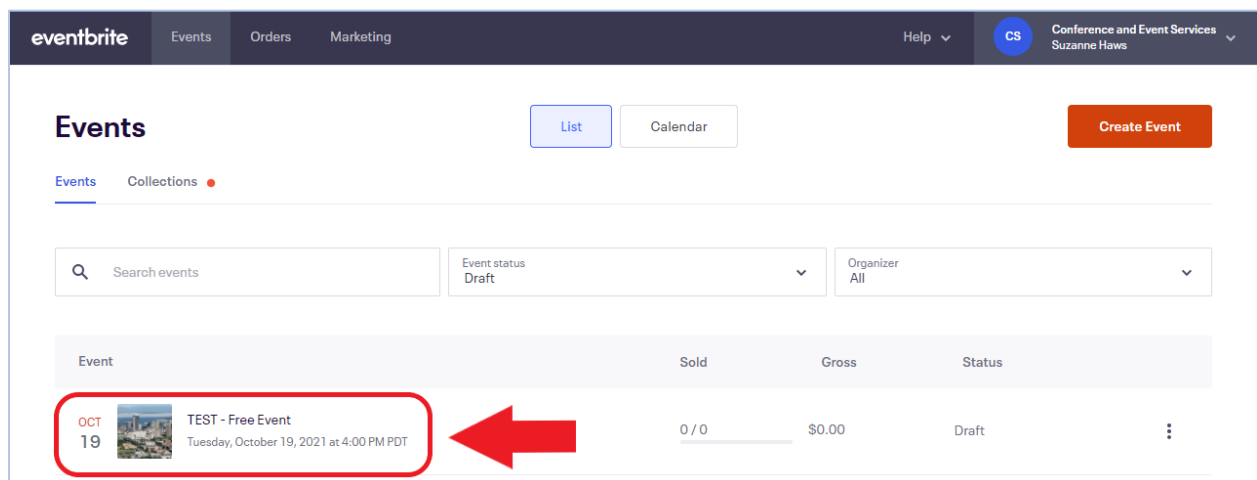
On the left, the user is using their personal account; on the right the user is using the CES account. If you need to switch between your personal account and the CES account, click your name in the upper right corner.



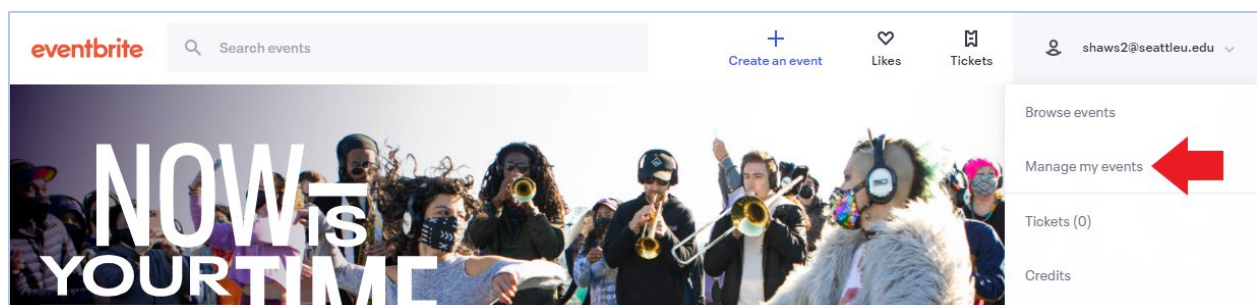
If you click **Switch Organization**, you'll be able to choose which account you want to use.



Once you are using the CES account, you'll be able to see the draft event that CES has created for you.



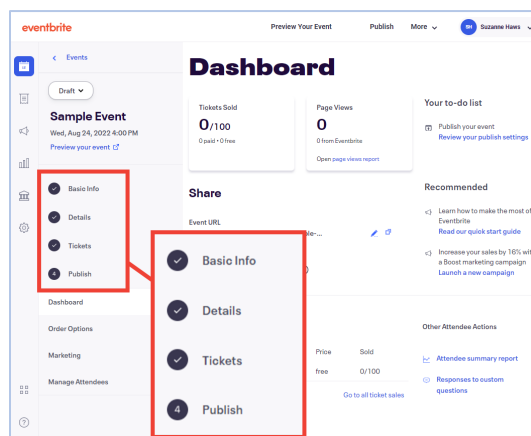
If you navigate away from your event and need to return, you can do so by clicking on the profile icon in the top right corner and selecting **Manage my events**.



Step 2: Modify your event

CES has set up a draft event for you, but you'll need to customize it with the title, description, time, etc.

Click on your event to open the **Event Dashboard**.



On the left side of the screen (and bordered in red on the image above), you can choose from:

- Basic Info
- Details
- Tickets
- Publish


Each of these options will let you further customize your event. We'll look at each of these options in greater detail below.

Basic Info

Start by entering the correct title for your event. Do not change the Organizer name.

You can also select the **Type** of event (e.g., Class/Workshop, Seminar/Talk) you're hosting, as well as the **Category** (e.g., Community & Culture, Religion & Spirituality) it falls under.

Adding **Tags** will improve the discoverability of your event.



Basic Info

Name your event and tell event-goers why they should come. Add details that highlight what makes it unique.

Event Title ^{*}
Sample Event

12/75

Organizer
Seattle University College of Arts and Sciences

This profile describes a unique organizer and shows all of the events on one page. [View Organizer Info](#)

Type ▼ Category ▼

Tags

Improve discoverability of your event by adding tags relevant to the subject matter.

Press Enter to add a tag
Add search keywords to your event


0/10 tags. 0/25 Add

Next, enter the correct address for your event. If the event is going to be on campus, enter the address of Seattle University (901 12th Avenue, Seattle, WA 98122) as the venue location. You can also add the campus building code and room number in the **Address 2** line if you want to give your attendees a more precise location.

Location

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

Venue location



Google Map data ©2021

Venue Name*
Seattle University

18/500

Street Address

Address 1*
901 12th Avenue

Address 2
CLMB 115

City*
Seattle

State*
Washington

ZIP Code*
98122

Country*
United States

Lastly, choose the date and time of your event, as well as whether the event occurs on a single date or is recurring. If you are creating a recurring event, the next page will prompt you to add the dates of your event to a calendar.

If at any point you get stuck, you can always visit the [Eventbrite Help Center](#) or reach out to Conference and Event Services.

Details

Main Event Image

We've already inserted a default image for your Main Event Image, but you can modify this by adding one of your own. It's best to use a high-quality image: 2160 x 1080 pixels (2:1 ratio). Check out the SU Photoshelter account if you need any photos: <https://seattleuniversity.photoshelter.com/index>.

Description

Add some text in the **Summary** box to describe your event and what your attendees can expect. You can add additional details (text, images, or videos) in greater detail below.

The screenshot shows a web interface for editing an event description. At the top left is a text icon. The main heading is "Description" in a large, bold font. Below it is a sub-heading: "Add more details to your event like your schedule, sponsors, or featured guests. [Learn more](#)". There are two text input boxes. The first is labeled "Summary" with a red asterisk and contains the placeholder text "A short description". To the right of this box is a character count "19/140". The second input box is larger and contains the placeholder text "More info". Above this second box is a rich text editor toolbar with icons for bold (B), italic (i), link, bulleted list, and numbered list. To the right of the "More info" box is a trash can icon. At the bottom of the editor are three buttons: "Add Text", "Add Image", and "Add Video".

Tickets

Next, you'll create your tickets. Click on the orange **Add tickets** button. Your tickets menu will appear on the right side of the screen:

Add tickets [Learn more](#)

Paid Free Donation

Name ^{*}
General Admission

17/50

Available quantity ^{*}

\$ Price ^{*}
0.00

When are tickets available?
Date & time ▼

Sales start ^{*}
12/17/2021

Start time
12:00 AM

Sales end ^{*}
12/31/2021

End time
4:00 PM

Advanced settings ▼

There are a few steps to follow when creating each kind of ticket you want to offer.

1. Select the kind of ticket you want to create.

There are three types of tickets:

- Paid — The ticket costs a set amount.
- Free — The ticket doesn't cost anything.
- Donation — A paid ticket where the buyer determines the price.

Free tickets are never charged any fees. However, if you choose **Paid** or **Donation**, Eventbrite will charge fees, but you can choose to either absorb those fees or pass them along to your attendees. The figure below is an example of a fee that will be passed along to the buyer.

The screenshot shows a ticket pricing interface. At the top, there is a box labeled "Price" with a dollar sign and the value "5.00". Below this, the "Buyer total" is shown as "\$6.94", which is circled in red. To the right of the buyer total is a link that says "View details". Below the buyer total, there is a checkbox that is currently unchecked, followed by the text "Absorb fees: Ticketing fees are deducted from your ticket revenue".

If you choose to absorb the fees, then the fee will be taken out of each ticket you sell before you receive the money.

2. Enter basic information for your ticket.

- Name — Name of the ticket type (e.g., "General Admission" or "Early bird").
- Available quantity — The number of tickets available for this ticket type. For example, if you want to sell 200 tickets, set this to 200.
- Price (paid tickets only) — The set price of your tickets. Click **View details** to see your fees.
- Absorb fees (optional) — By default, Eventbrite's fees are paid by the attendee. Select **Absorb fees** to pay for the fees from your ticket sales instead.
- Sales dates — The dates and times your tickets are on sale. Before the "Sales start" date and after the "Sales end" date, the tickets won't be available.

Note: If your event is set up as a recurring event, you can't set a start date for your ticket sales. [Learn more about setting up a recurring event.](#)

3. Optional: Choose your advanced settings.

Click on **Advanced settings** to customize your ticket.

- Ticket description — More information about your tickets. Use a description if you need to include more information about this ticket type.
- Ticket visibility — Whether your attendees can see this ticket type. You can reveal hidden tickets with a promotional code. [Learn how to create a promotional code.](#)
- Tickets per order — Can people only buy one ticket at a time, or up to 4? Or is this a group package and they can only buy packs of 10? This is where you can set your minimums and maximums.
- Sales channel — Are you selling tickets online only, or are you selling tickets at the door, or both (everywhere)?



IMPORTANT NOTE: If you are selling tickets offline or at the door, you must deposit that revenue into the same GL Account Number specified on your Eventbrite Account Request Form. If you want, you can record these offline sales in Eventbrite for your records, but it will be your responsibility to handle doing so. (You will not pay any fees on these offline sales.) Contact rooms@seattleu.edu for more details.

Finally, you'll need to select if you want these tickets to be electronic tickets or printed tickets available for pickup at Will Call. (Electronic tickets is probably the most convenient choice for both you and your guests.)

Once you've made all your selections, click **Save**. If you need to add additional ticket types, click the orange **Add tickets** button to restart the process.

4. Review your ticket settings.

Once you've added at least one kind of ticket, you'll have other options to explore on the **Tickets** page:

- Admission — This page will list all the types of tickets you have for sale. For example, if you have both General Admission and VIP Tickets, you'll see both of those listed here.
- Add-ons — Sell additional items for your event.
- Promo codes — Create promo codes for your event.
- Holds — Use holds to set aside tickets for special reasons. Tickets in holds won't be shown for sale to the general public.
- Settings — Modify the display settings to display the number of tickets remaining or add a message to display after your ticket sales end.

The most important of these options is **Settings**.

Tickets

Admission Add-ons Promo codes Holds **Settings**

Display settings

Display number of tickets remaining.
The number of tickets remaining will be displayed to attendees.

Display a message after ticket sales end

You can add a message to the top of your event's listing page that shows up after sales have ended.

Sorry, tickets are no longer on sale! For last-minute inquiries, email [address]@seattleu.edu.

94/2500

If you check the box to **Display number of tickets remaining**, your potential attendees will know if the tickets are close to selling out! This can also be a good way to boost sales.

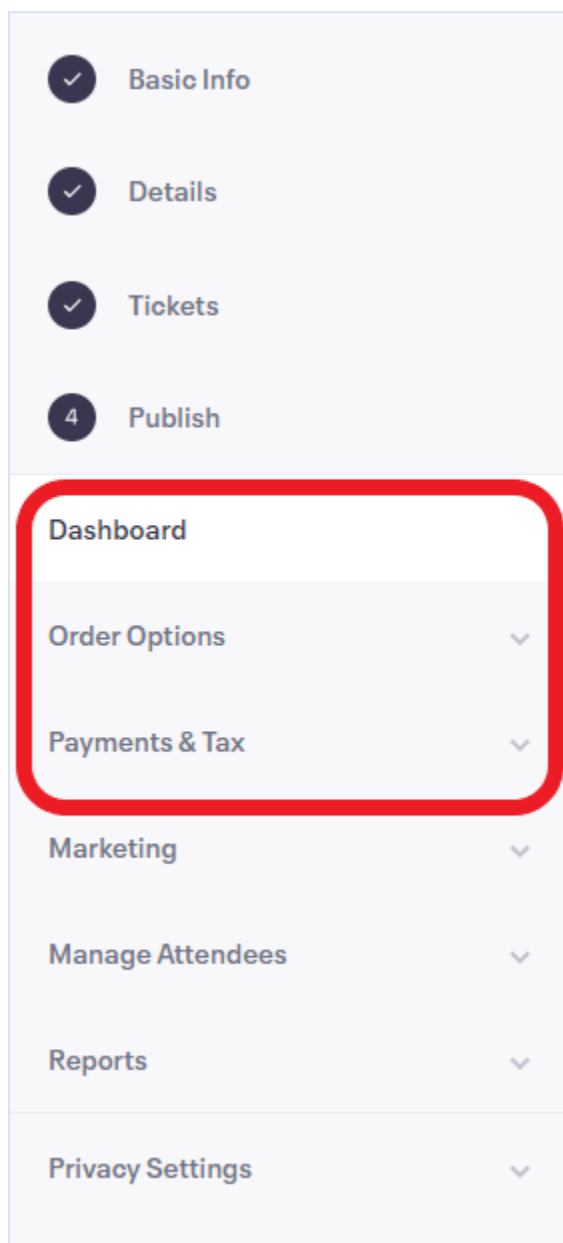
You'll also want to update the message listed under **Display a message after ticket sales end**.

Be sure to click the orange **Save** button often in the editing process so you don't accidentally lose changes you've made!

After you've set up all the ticket types you want to offer, you're *almost* ready to publish. However, you'll first want to confirm a few more settings on the back end of your Eventbrite page.

Step 3: Make any back-end modifications.

In this section, we'll look at what you can adjust under **Dashboard**, **Order Options**, and **Payments & Tax** (optional).




Dashboard

On the left side of the screen, click on **Dashboard**. Once your event is live, you may want to return to this page since this is where you can get a quick snapshot of ticket sales, analytics, and recent orders, among other things!

You can also create a vanity URL for your event on this page. If you'd like to do so, scroll down to the bottom of the page until you see a text box labeled **Your Event URL**:

Your Event URL


<https://su-sample-event.eventbrite.com> 

[Edit](#)

Click on the **Edit** button to choose a personalized URL.

Order Options

Click on **Order Options** to expand the menu of available settings.

Order Options 

Order Form

Order Confirmation

Event Type & Language

Waitlist

Order Form

In the **Order Form** section, you can specify what kind of information you'd like to collect, and from whom.

Collect information from...

Here you can manage the information you collect from attendees during the checkout process. Eventbrite will automatically collect first name, last name, and email address, but you can request or require other options. You can also decide if you want this information for only the buyer or for all attendees (assuming the buyer is purchasing multiple tickets).

Collect information from

Buyer only

Each attendee

Collect attendee information on the following tickets

- General Admission
- VIP

What do you need to know about your attendees?

We collect first name, last name and email by default.

Details	Include	Required
Prefix (Mr., Mrs., etc.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Suffix	<input type="checkbox"/>	<input type="checkbox"/>
Gender	<input type="checkbox"/>	<input type="checkbox"/>

First select if you want to receive information from each attendee or only the buyer. Next, if you want information from all attendees and you have multiple ticket types, you can choose the ticket types for which you'd like to receive information. In the above example, I am offering both General Admission and VIP tickets, and I have left both ticket types selected.

Use the sliders on the right to **Include** questions on the form and then to **Require** them. If you **Require** information, the buyer *must* provide that information for the sale to continue. If you want to **Include** but not **Require** a piece of information, only select the **Include** slider, as I have done with Prefix in the above example.

Eventbrite provides a lot of fields for you to choose from! You can also add custom questions if you scroll down to **Collect more information**.

Collect more information

☰	SU Affiliation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	⋮
	Grad Year	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	⋮
☰	If you require any special accommodation in order to participate fully in this event (disabled parking pass, food allergies, etc.) please check this box and our office will reach out to you prior to the event.	<input type="checkbox"/>	<input type="checkbox"/>	⋮
☰	Please indicate if you have any special dietary requests:	<input type="checkbox"/>	<input type="checkbox"/>	⋮
☰	Terms and Conditions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	⋮

+ Add question ←

If you want to add another custom question, click **Add question**. A pop-up box will open.

Add a new question [X]

Question

Question prompt
Will you need parking?

Question format
Short text

Optional settings

Show this question for specific ticket types

Show the attendee's answer on their order confirmation and t

Short text
 Paragraph text
 Multiple choice
 Single choice
 Select from dropdown
 Additional terms & conditions

Cancel Save

Enter your question in the **Question prompt** (for example, “Will you need parking?”), then choose one of the following question types:

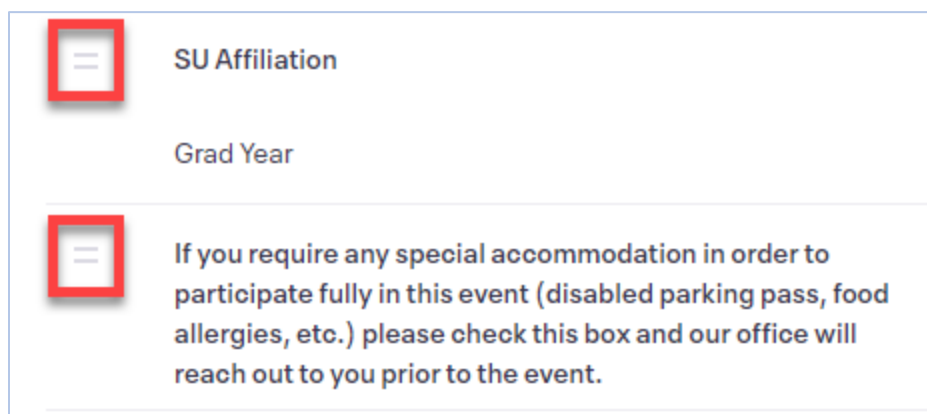
- **Short text** – For short answers to questions like "What speaker would you like to see at a future event?"
- **Paragraph text** – For longer answers to questions like "What do you hope to learn?"
- **Multiple choice** – If you want attendees to select more than one option.
- **Single choice** – If you want attendees to only select one option.
- **Select from list** – If you want your single choice options to be listed in a drop down. This is best if you have several options to choose from.
- **Additional terms & conditions** – Use additional terms to collect agreement to the terms and conditions for your event.

If your question type is a multiple choice, single choice, or dropdown, you can limit the number of times each answer can be selected. For example, if you limit the number of times an answer can be selected to 20, the answer won't be available to choose after it's been selected 20 times. If your event is recurring, choice limits can't be set for custom questions.

You may also create dependencies by using conditional logic (e.g., if the answer to Question A is "yes," then show Question B), or have one question show up for one specific ticket type (e.g., if you need to know what the VIPs would like for dinner). You can also decide if you want the question and answer to appear on the order confirmation email and ticket (good for reminding people if they signed up for something extra).

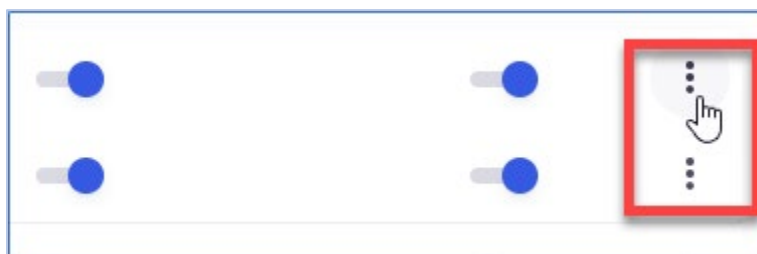
Once you have all the information for your custom question in place, click **Save**.

If you would like to change the order of your custom questions, hover your mouse over the double lines to the left of a question.



Your mouse will change to a double-ended arrow, and you will be able to drag-and-drop the questions into the order you want.

To edit or delete a question, click on the three dots to the right of the slider buttons.



Once you have all your questions in place here, scroll down the page to fill in a couple more details under **Order form settings**.

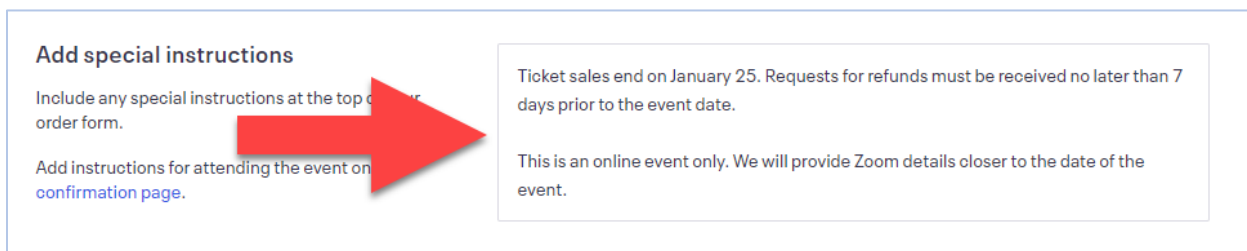
Order form settings

Here you'll finish setting up your order form.

You can **Allow attendees to edit information after ordering** by checking the box. (For example, if you want someone to be able to edit the name or email address associated with a ticket so they can transfer a ticket to someone else.)

The **Registration time limit** is the amount of time you want to give attendees to fill out their order information. We typically default to 15 minutes.

You can **Add special instructions** if you want to provide instructions for attendees when filling out your order form. You may want to note when ticket sales expire, what the refund policy is, and when/if attendees will receive a Zoom link for virtual events.



Activate **Group registration** if you have an event where attendees can register as a group or team, like a race or golf tournament.

Finally, you can choose if you want to **Accept refund requests**. Attendees have the option to request a refund through their Eventbrite account when this feature is enabled. [Set a refund policy](#) under **Payments & Tax** to make this feature automatic.

Order Confirmation

Under **Order Form** on the left side of the page, you will find **Order Confirmation**. Here you can edit the order confirmation page that attendees see after placing their order.

Customize Webpage

If you'd like, you can include a custom message under **Message For Order Confirmation Page**. This message will appear after an attendee successfully completes an order. You can add special instructions

or other useful information, but it's also important to include that information in the confirmation email itself (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)

Thank you for registering! We look forward to seeing you at this event.

Customize Email

When attendees reply to their confirmation email, their replies will go to your default reply-to email address. Change this if you want replies to your confirmation email to go somewhere else.

You can also customize the confirmation email your attendees will receive after they place their order. Important information may include parking details or things attendees should bring to the event. This message will appear on the printable PDF ticket and under "Additional information" in the order confirmation email.

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

register@seattleu.edu

Message For Email And Printable PDF (If Included)

B [List Icons] 3 (12pt) [Color Picker] HTML

Thank you for registering!

We look forward to seeing you at 8:00pm on February 13. Be sure to print out the attached ticket and bring it with you to the event.

Path: p » span


Preview: [View example email and PDF](#)

Additional Settings

Under **Additional Settings**, you can choose if you want to have the same settings for all ticket types and if you want to allow printable tickets.

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

Once you are done, click **Save Settings**.

Event Type & Language

By default, all event listings use "ticketing" terminology and display the language based on the region of your Eventbrite account. If you're collecting "registrations" or want to translate your page into a different language, you can change these settings for each event you create. To get started, go to your **Event Dashboard** and then select **Event Type & Language** (under **Order Options**).

All events are ticketed by default, but you can change the event type to display registration terminology on your page instead.

- **Ticketed event** - best for events that require digital or printed tickets to attend.
- **Registration event** - best for events that don't require attendees to show a ticket to attend.

Note: Events with only free tickets will show **Registration event** terminology.


Waitlist

You can let people join a waitlist if your tickets sell out or your event reaches capacity. To enable a wait list, choose **Enable**.

Waitlist Settings

Let people join a waitlist if tickets sell out or your event reaches capacity

Enable Waitlist:

- Enable 
- Disable

The **Waitlist Trigger** activates your waitlist—e.g., when a specific ticket type sells out.

You can also limit the waitlist to a certain number of people or leave it at zero for an unlimited waitlist.

Next, choose the information you want to collect from waitlisted registrants, set the maximum amount of time someone has to respond to claim a spot, customize an auto-response message, and write your **Waitlist Ticket Release Message**. The Ticket Release Message is sent when you release a ticket to someone on the waitlist. Make sure to include the deadline to claim their ticket, if applicable!

Payments & Tax (optional)

If you are charging for tickets, you'll be able to select a refund policy under **Payments & Tax**. You will not need to modify Payment Options, Payout Method, or Tax. However, if you are offering refunds, you should look at **Refund Policy**. (If you are only offering free tickets, you will not see **Payments & Tax** on the left side of the page.)


Click on **Refund Policy** to select the refund policy for your attendees. Once your event has been published, you cannot update this policy!

Set a refund policy

When can attendees request refunds?

- Up to 1 day before the event starts
- Up to 7 days before the event starts
- Up to 30 days before the event starts
- On a case-by-case basis
- No refunds

Automatically issue refunds
Select this option to automatically approve refunds for single-ticket purchases. If left unselected, you will need to manually approve each refund request.

Fees for automatic refunds
Select an option 

Refund policy

The refund policy determines when attendees can request a refund through Eventbrite. Setting a refund policy only means that attendees can or can't request refunds through Eventbrite.

Eventbrite sends you an email when attendees submit refund requests, and you can choose to refund their order. If you work out another solution, be sure to deny the request.

Automatic refunds

To set up automatic refunds, click the toggle switch next to **Automatically issue refunds**. When you turn on automatic refunds, refund requests are automatically approved if you still have funds in your event, the order was for a single ticket, and the attendee selected to receive their refund to the original payment method (i.e., not credit to a future event). In the event that a refund request doesn't qualify for an automated refund, you have to [refund it manually](#).

Refund methods

Once you've made your selections regarding your refund policy, you'll also need to select what type of refund you want to offer:

Select refund methods New

What types of refunds can attendees request?

- Refund to the original payment method only
- Attendee can choose to receive a credit or a refund
- Offer credit toward future events you host

When an attendee requests a refund through Eventbrite, they can select their preferred refund method based on the options you give. The option to select “Offer credit toward future events you host” will be available *only if* you haven’t published your event or haven’t specified your refund policy. After you publish your event, you can only change the refund methods to be *more* flexible.

Keep in mind that if an attendee submits a refund request, you must issue a refund to the method they select.

If you are offering a credit, choose when that credit expires (1 year, 2 years, 3 years, or never). Consider the time it might take you to host another event and local laws that may set restrictions on the expiration date.

Step 4: Preview and Publish

Congratulations! You’re almost done creating your site! Before you click the button to make your site go live, it is *highly recommended* that you go through everything once more, step by step, and use the **Preview** feature to test your site before launch.

Once you go live, it will be more difficult or cause confusion if any information changes while people are trying to purchase tickets, so test everything before you publish!

Preview

To preview your site, click **Publish** on the left side of the page, and then click **Preview**.

The preview of your page will open in another tab in your browser. Here's an example:

Click on the green **Tickets** button to see your ticket types and confirm that they all look good.

You cannot test the checkout feature until the site is live, so be sure to review the settings you've selected under [Order Form](#) and [Order Confirmation](#).

You'll also want to go through all the options on the left side of the Dashboard menu to familiarize yourself with the tools that Eventbrite has to offer to make your event a success.



IMPORTANT NOTE: Some of the tools found under **Dashboard** will remain grayed out until your event goes live. So if you are looking to use Eventbrite to send **Email Invitations** or set up any **Reminder Emails** (found under **Manage Attendees** → **Emails to Attendees**), you will need to publish your event before you can access those options.

One thing to note about **Reminder Emails**—a basic 48-hour reminder email is already set to run automatically, and you can [edit or delete](#) that reminder, though it's generally a good idea to send out some sort of reminder!

Once you're satisfied with the event settings and the event preview, choose who can see your event and when you want to publish your event.

Who can see your event?

Public
Shared on Eventbrite and search engines

Private
Only available to a selected audience

When should we publish your event?

Publish Now

Schedule for later

01/14/2022 4:30 PM

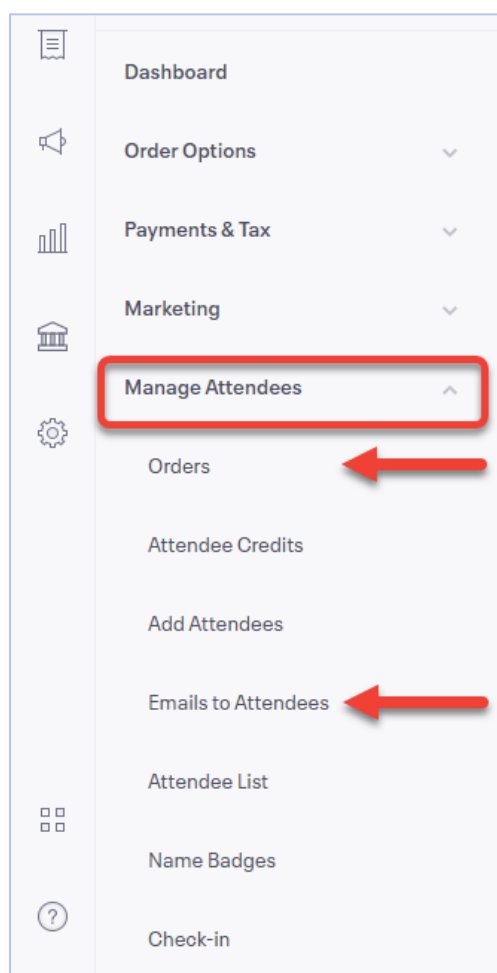
Time zone is the same as your event's

3 **Publish**

Click the orange **Publish** button, and your site is live!

Step 5: Manage Attendees

After your event is published, you may need to collect information about your orders or communicate with your attendees. To do this, you'll click on **Manage Attendees** on the left side of the screen, which will expand a menu with several options. The most useful of these options **Orders** and **Emails to Attendees**.



Orders

Click on **Orders** to see a list of everyone who has registered for your event. At the top of the page, you can search for an order by entering the order number, attendee name, or email address.

You can then make changes to the order by clicking **Actions** at the top of the order:

Orders: Since sales started Issue Multiple Refunds

Total Sales: \$0.00 Orders: 1 Attendees: 1

Order #4208599079 - \$0.00
Completed (Delivery method: eTicket)

Ordered by [Suzanne Haws \(shaws2@gmail.com\)](#) on Aug 1, 2022 at 1:45 PM (PDT)
Free order
Collection type: Each Attendee

Attendee	Qty	Tickets	Paid	
Suzanne Haws	1	VIP Admission	\$0.00	Actions
TOTAL			\$0.00	

Actions

- Actions
- Edit Ticket Buyer
- Cancel this Order
- Delete this Order
- View Attendee Report
- Resend Confirmation Email
- Add Order Note

If you want to make changes to a *specific attendee*, select the **Actions** menu next to that attendee's ticket instead. (You can only edit individual attendees if your order form is collecting information from Each attendee.)

Order #4208599079 - \$0.00 Actions
Completed (Delivery method: eTicket)

Ordered by [Suzanne Haws \(shaws2@gmail.com\)](#) on Aug 1, 2022 at 1:45 PM (PDT)
Free order
Collection type: Each Attendee

Attendee	Qty	Tickets	Paid	Actions
Suzanne Haws	1	VIP Admission	\$0.00	Actions
TOTAL			\$0.00	

Actions

- Actions
- Edit Attendee Info
- Cancel this Attendee
- Delete this Attendee
- Add Attendee Note

Emails to Attendees

When you publish your event, Eventbrite will create one automatic email reminder for attendees. It is scheduled to go out two days before your event.

If you want to customize this email or add additional reminder emails, click on **Emails to Attendees**.

Editing a scheduled email

To edit the automated email, click **Edit** in the **Quick Actions** column.

Emails to Attendees

Schedule and send emails to attendees with critical event reminders or updates.

Emails Scheduled (1)
Emails Sent
Create New Attendee Email

Subject Of Email	Recipients	DATE	Quick Links
Reminder for Sample Event	1	2 days before eve	Edit Delete

You'll be able to customize the name the email is sent out under, the reply-to address, subject, and body of the email. The reply-to address and the body are the most common fields to customize.

Reply-to

The default reply-to address for all SU Eventbrite events is register@seattleu.edu. This inbox is not monitored outside of typical business hours, so if it's critical for your attendees to be able to reach you quickly, you may want to update this field with an address that you know will be monitored. (This may be particularly important if your event is in the evening or on a weekend.)

Email body

Editing the body of the email is particularly helpful if you need to include specific directions, such as parking or a Zoom link for online events.



If your event is virtual (or has a virtual component), it is *highly recommended* that you include the Zoom link in *all* reminder emails, even if you've listed it in your event description.


It is also recommended that you set up an additional reminder email (see below) to go out shortly before your event begins. Ten to 15 minutes prior to the event is a great time to remind your attendees what Zoom link they should use!


Add an additional reminder email

To create a new email for your attendees, click the orange **Create New Attendee Email** button.

Emails to Attendees

Schedule and send emails to attendees with critical event reminders or updates.

Emails Scheduled (1) Emails Sent  [Create New Attendee Email](#)

Subject Of Email	Recipients	DATE	Quick Links
Reminder for Sample Event 	1	2 days before event	Edit Delete

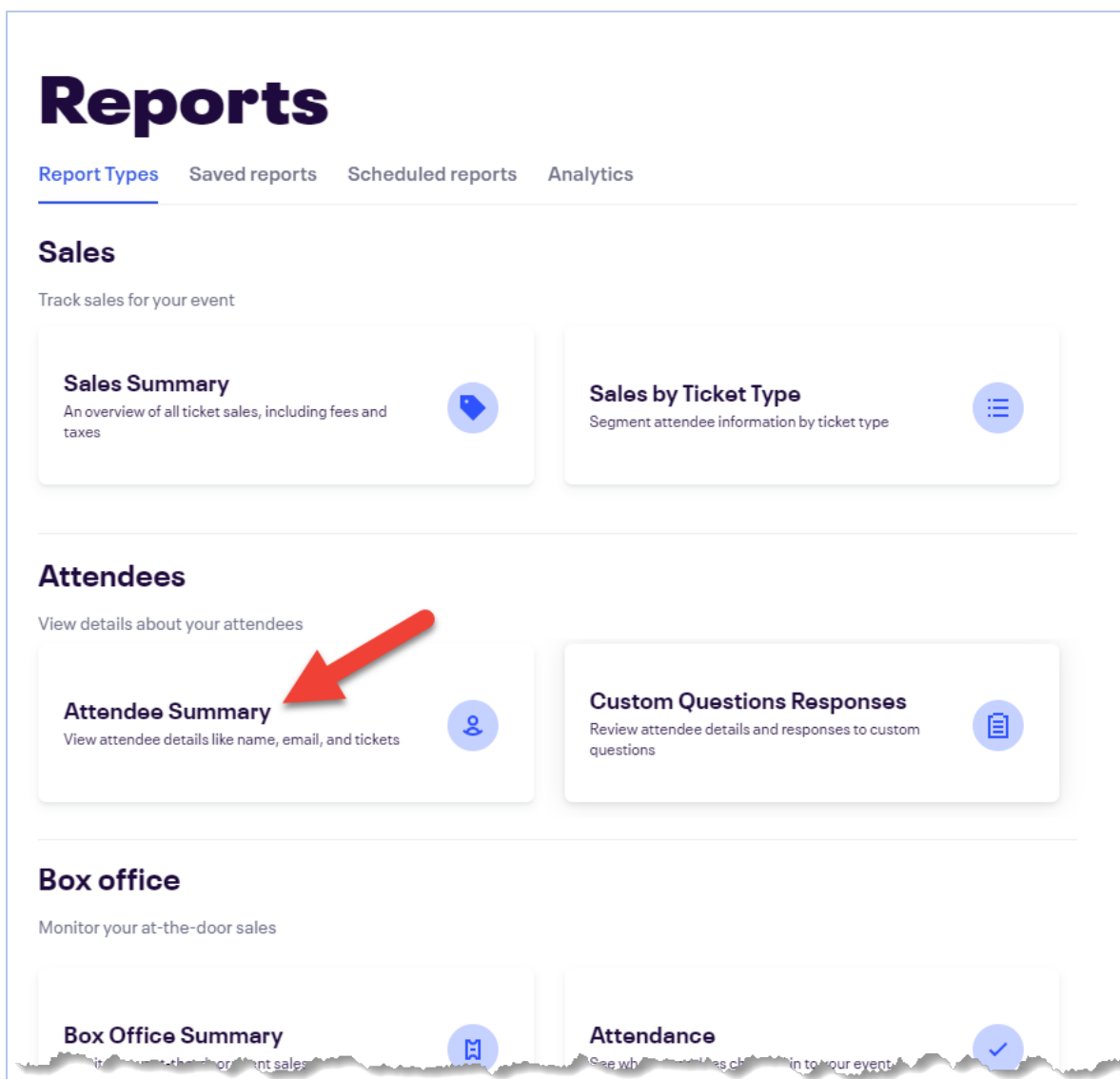
Step 6: Reporting

Eventbrite provides several reports to help you with running and closing out your event.

On the far-left side of the page, there are several icons. The bar graph icon represents the Reports menu.



Here you can find your **Event Reports** and your **Analytics**. There are a lot of reports you can explore! Often, the **Attendee Summary** is the most immediately useful report.



The **Attendee Summary** will list everyone by name, have their transaction information, and will also have the answers to any questions you set up on the [Order Form](#). Here's what the Attendee Summary will look like:

Attendee Summary

> [Show events](#)

Date Range:

Since sales started



Attendee Status:

Attending



Configure Columns:

> [Show columns](#)



Search:

First name, last name or email address

Go

You can add or remove any columns from the Attendee Summary by clicking on the blue link to **Show Columns** under **Configure Columns**.

You will see all the columns available for this report. Check/uncheck any boxes as you see fit and then click either **Update Report** if you would like to save this view as the default Attendee Summary, or you can click **Save column types** and name your custom report.

To view the results of the report, you can either click **Expand** in the lower right corner or download the file to Excel or as a CSV file.

Report Results

Export:

Excel

CSV

Expand

Step 7: Closing Your Event

Your Eventbrite account will remain open until we are notified that you will no longer need it for any reason, and you will always have access to past events.

However, Eventbrite will close your event **5 days** after the final date of your event has passed. At that point, Eventbrite will release your funds into the official SU bank account. It is highly recommended that all pending financial transactions are complete at that time. **You will not be able to settle any financial transactions in Eventbrite after the 5-day deadline has passed.**

Conference and Event Services will receive a notification once the deposit has been made, and we will facilitate the direct deposit into the GL Account Number specified on your Eventbrite Account Request Form. If you have any questions, please contact the CES Financial Coordinator at 206-296-5620 or email rooms@seattleu.edu.



If you would like any further information about Eventbrite, please feel free to visit the [Eventbrite Help Center](#), or contact the CES Software Coordinator at 206-296-5620 or email rooms@seattleu.edu.