Eventbrite User Manual

https://www.eventbrite.com

Seattle University has selected Eventbrite as its official online registration and ticketing website. Any staff or faculty member or officially recognized student group at Seattle University may request an Eventbrite account for an upcoming event by completing the Eventbrite Account Request Form (instructions below). Requestors must use their SU email address and the event must be officially recognized by Seattle University (no private or external events may use Seattle University’s Eventbrite account).

PROCEDURE

Step 1: Complete the Eventbrite Account Request Form found on the Registration Services page of our website and email it to rooms@seattleu.edu. Once your account has been set up (using your SU email address), you should receive an email within 1 business day with the following information:

Welcome to the club!

You've been given special access to register@seattleu.edu's Eventbrite account as a subuser.

All you need to do is set a password and you're good to go.

Set Up Your Subuser Account

Any actions or events you create as a subuser are controlled by the admin account, register@seattleu.edu. So if you'd like to organize your own events, feel free to create a different Eventbrite account using another email address.

Cheers,

Eventbrite

This email was sent to reeval@seattleu.edu
Eventbrite | 155 5th St, 7th Floor | San Francisco, CA 94103
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Click on the green button to “Set Up Your Subuser Account.”
Step 2: Create your password to log into https://www.eventbrite.com.

Click the OK button:

And then you will be taken to the Home page. Click on the profile icon in the upper right corner and select Manage Events:
You will be taken to the Manage Events page:

You will see a website already created with the name of your event. From here, you can click on the profile icon in the top right corner to make any changes you wish to your account. You can also select the Manage option to look at the Dashboard (that will come later) or select the View option to look at how your event page appears online. Click on the title of the event or the Edit option to proceed to the Edit page.

**Step 3: Editing Your Event**
This step will cover creating your event website.

Start by entering in the correct title of your event and then the address of Seattle University (901 12th Avenue, Seattle, WA, 98122). You may also include the campus location room code and number in the Address 2 line if you wish to give your registrants a more exact location. Then enter in the date and the start and end time of your event.
To set up a recurring event, click on the “Schedule multiple events” link under the start date. Or use the first date and time of your first event and the final date and time of your last event if your event happens over multiple days (overnight retreats, for example).

If you get stuck, you can click on the Tips link in the upper right hand corner, or you are always welcome to search the Eventbrite Help Center.

Scroll down the page and you will see where you can upload an image (and the recommended dimensions of the image). An SU logo has been provided for you, but you may upload any image you wish. Check out the SU Photoshelter account if you need any photos: https://seattleuniversity.photoshelter.com/index

Put in some text in the Event Description box to describe your event and what your registrants can expect.

Do NOT change the current Organizer profile. If your department has already created an Organizer profile, you may find it in the drop down menu. If you need to create a new one, click on the • Add new link.

You may also check the box to include Facebook and Twitter links on the website. You may also add FAQ’s if you wish to do so by clicking on the blue link below the Event Description text box.
Now we will create our ticket types. Your website template will come with one option already populated. Click on the “+ Free Ticket” or “+ Paid Ticket” option to add a free or paid ticket.

The actual Eventbrite fee breakdown is $1.99 + 2.5% of the ticket price for the registration fee, and then another 3% of the ticket price for use of the Eventbrite Payment Processor (the total fee will be $1.99 + 5.5% of the ticket price).

**NOTE:** Free tickets will not be charged any fees.

You can see the total for each ticket type plus their fees in the blue links below your ticket price. Hover over the little circle next to the link to see the pricing breakdown. I am passing the fees on to the buyer.
Fill in the required fields.

Once you have the basic information filled in, click on the cog wheel (settings) icon under the Actions column to see and edit more details about your ticket type. Click on the trash can icon to delete a ticket type.

After you click the Settings cog wheel icon, the ticket menu will expand and give you some more optional fields to complete (picture on next page):
Here you can put a **Description** with some notes for your registrants, and go ahead and check the box to “Show ticket description on event page” (otherwise it will automatically hide and registrants will need to click on a “+Show Info” link in order to see your notes, so they may never see it).

**Sales Channel** - Are you selling tickets online only, or are you selling tickets at the door or both (everywhere)?
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. It is up to you to record it in Eventbrite for your records if you want (you will not pay any fees). Contact rooms@seattleu.edu for more details.

Fees – You must pay to use Eventbrite for any paid tickets, but you can choose to either absorb those fees or pass them on to your registrants. The above figure is an example of fee will be passed on to the buyer. Meaning, the total price of the ticket is $5.00, and they will see a “Fee” of $1.22 applied at check out.

<table>
<thead>
<tr>
<th>TICKET TYPE</th>
<th>PRICE</th>
<th>FEE</th>
<th>QUANTITY</th>
<th>SUBTOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Admission</td>
<td>$5.00</td>
<td>$1.22</td>
<td>1</td>
<td>$6.22</td>
</tr>
</tbody>
</table>

Order total: $6.22

If you choose to absorb the fees, then it will be taken out of each ticket before you receive the money (so, you will receive $3.78 for every $5.00 ticket that you sell).

Ticket Sales Start/End – Here you can set up early bird pricing or late registration pricing and elect to show or hide certain tickets on certain dates or when certain tickets sell out (click on the blue links to explore your options). NOTE: Be sure to end your ticket sales one week early if you are getting catering from Bon App as that is when they expect their guaranteed number count!

Tickets Allowed per Order – Can people only buy one ticket at a time, or up to 4? Or is this for a group package and they can only buy packs of 10? Here is where you can set your minimums and maximums.

Refund Policy:
Here you can select your refund policy for the registrants:

- **1 day:** Attendees can receive refunds up to 1 day before your event start date.
- **7 days:** Attendees can receive refunds up to 7 days before your event start date.
- **30 days:** Attendees can receive refunds up to 30 days before your event start date.
- **No refunds:** No refunds at any time.

Once your event is published, a refund policy cannot be changed or added. Learn More

Next are just a couple more questions, and your landing page is almost ready to be saved (next page).
In which country will you be paid? *  
United States  
Currency *  
U.S. Dollars $  
Once your first ticket has sold, the above information can't be changed.

## Additional Settings

**LISTING PRIVACY**

- Public page: list this event on Eventbrite and search engines
- Private page: do not list this event publicly
  - Attendees can share this event on Facebook, Twitter, and LinkedIn
  - This event is by Invite-Only (guests must receive an Eventbrite invitation to attend)
  - Require a password to view the event page:
    - Enter a password

**REMAINING TICKETS**

- Show the number of tickets remaining on the registration page

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**Nice job! You're almost done.**

Be sure your event is set to be paid in the United States using the US dollar currency. Eventbrite is able to accept international credit cards, but this question reflects how you will receive your payout, and all payouts will be received in US dollars in the SU bank account.

**Additional Settings:**

**Public page** - This event is open to the public and can be searchable via the Eventbrite search engine and all other popular search engines (Google, etc.).

**Private page** - This event will not be searchable via any search engine and users must click on a direct link provided by you either via email or your website in order to gain access.

Check the boxes to allow social media sharing, invitation-only settings (users must click on a link sent via Eventbrite email ONLY), or require a password to view the event page (and enter the password into the box).

**Remaining Tickets** - Check the box to show the number of tickets remaining on the ticket pop up window (good for events that will sell out quickly or to boost sales). You can turn this option on or off anytime you like.
Be sure to click the clear Save button early and often!
NOTE: Don’t click the button to Publish your event until you have completed the steps in this manual to set up your Order Form and Confirmation Email!

**Step 4:** After clicking the Save button, click the Preview button at the top of the Edit page to see what your landing page looks like in a preview setting:

The Preview of your page will open in another tab in your browser. I have added a photo to my event so that you can see what it looks like:
Click on the green Tickets button to see your ticket types, and check to make sure they all look good:

You can click on the green checkout button, and it will take you to the Order Form page, which we have not customized yet, but will do so in the next few steps!

**Step 5:** Close the preview tab and click on the Design button under your event title:

Check or uncheck the boxes to “Publicly show registered attendees on your event listing” or “Spark interest by showing visitors which of their Facebook friends are going” (good if you are allowing sharing on social media or if this is a public event). Keep both boxes unchecked if you would like for your event to remain private.

Alright, now we are ready to set up the back end of your website and Publish it!

**Step 6:** Click on the Manage button to go to your event Dashboard:
Once your event is live, this is where you can get a quick snapshot of ticket sales, analytics, and recent orders, just to name a few things. You will also be able to quickly search for an attendee by typing in their first or last name into the search box in the top right hand corner. (You also can search for any attendee or event from the Manage Events screen - page 2 of this manual.) On the left side menu, you can see that we are now at the Event Dashboard screen.

If you would like to create a vanity URL, scroll down a little on this page until you see a text box labeled “Your Event URL:”
Click the edit button to make your event URL [https://______.eventbrite.com](https://______.eventbrite.com) and use this link in an email invitation or to post onto your event website.

**Step 7:** Click on Order Form to build the last page of your website. This is where people will enter in their credit card information. You will have the opportunity here to create custom questions for your registrants and a few will be provided for you:

**Order Form**

<table>
<thead>
<tr>
<th>Attendee Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection type</td>
</tr>
<tr>
<td>° Basic Information</td>
</tr>
<tr>
<td>° Buyer Only</td>
</tr>
<tr>
<td>° Each Attendee</td>
</tr>
</tbody>
</table>

**Collect information by ticket type**

- General Admission
- VIP
- Free ticket

**Information to collect**

<table>
<thead>
<tr>
<th>Prefix (Mr., Mrs., etc.)</th>
<th>Include</th>
<th>Require</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First Name</th>
<th>Include</th>
<th>Require</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Last Name</th>
<th>Include</th>
<th>Require</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suffix</th>
<th>Include</th>
<th>Require</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email Address</th>
<th>Include</th>
<th>Require</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home Phone</th>
<th>Include</th>
<th>Require</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

First, select whether or not you would like to receive information from Each Attendee, or just the Buyer Only of the tickets. You may also select Basic Information, but then you will not be able to use any custom questions.

Second, select the ticket types that when, if purchased, you would like to receive any buyer or attendee information. I have left all of mine selected in this example.

Use the green sliders on the right to Include questions on the form and then Require them (must be answered in order to purchase tickets). Any optional questions should not use the Require slider (like Email Address in the above example).

Eventbrite provides a lot of fields for you to choose from. Scroll all the way down this page to find the Custom Questions.
<table>
<thead>
<tr>
<th>Birth Date</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

If you require any special accommodation, please check this box.

Please indicate if you have any special dietary requests:

Terms and Conditions

The three questions at the bottom of this picture are the Custom Questions for this event, and will be included in your website event template (ask rooms@seattleu.edu for more details). Click on the Add Another Question button to create a new custom question (picture on next page).

The Question prompt is what will show up on the web form: “Will you need parking?” for example. Then select which Question type you would like to use: Checkboxes, Radio Buttons, Dropdown, Text, Paragraph Text, or Waiver (which is used for the Terms and Conditions). Then put in your options and click the button to Add Another Option if you need more than three. There is also a box to check if you would like to limit the amount of answers allowed for any particular question (you may want to ask if people would like to attend a session with a seating capacity, for example).

You may also create dependencies by using conditional logic (If “yes” then show this question, for example), or have one question only show up for one specific ticket type (If you need to know what the VIP’s would like for dinner, for example), and/or you may have the question and answer print out on the order confirmation email and ticket (good for reminding people if they signed up for something extra).
Once you have all of the information for this question in place, click Save. And then it will bring you back to the Order Form page.

If you would like to change the order of your custom questions, click on the up or down arrows just above the trash can icon (picture at top of page 14). Click the trash can icon to delete the question, or click the cog wheel icon to edit the question.

Once you have all of your questions in place here, we will scroll down the page to fill in a couple more details (picture on next page):
Registration Options

TITLE FOR THE REGISTRATION PAGE
Registration Information

INSTRUCTIONS FOR YOUR ATTENDEES
Requests for refunds must be received no later than 7 days prior to the event date.
Refunds will be made in the same tender in which they were received. We are sorry, but we cannot honor requests made after the date specified above.

REGISTRATION TIME LIMIT
15 mins

MESSAGE TO DISPLAY AFTER TICKET SALES END
Sorry, tickets are no longer on sale!

ALLOW WILL CALL PICKUP

ALLOW ATTENDEES TO EDIT INFORMATION AFTER REGISTRATION

SAVE

Registration Information

This information will display on the order form page before it asks the registrant to answer any questions. This is a great place to put any sort of refund information, or any information people may need to know about your event before they purchase tickets (feel free to use the text provided in this example).

The standard time to finish the registration questions before the site times out and those tickets are released is 15 minutes; feel free to change that as you see fit.

It would be a good idea to put in a message to display when ticket sales expire.

Answer the last few questions according to how you would like to run your event. For my event in this example, all of my ticket sales are online and I am telling people that they must print out their tickets and bring them with them to the event, so I am not allowing Will Call pickup. I am allowing registrants to edit their registration, and this includes being able to cancel themselves without having to contact your office.
If you are allowing registrants to cancel, and you will honor refund requests, you will need to activate that option on the Edit page (page 8 of this manual). A cancellation or refund request will not automatically generate a refund; it will be up to you to do that manually. For more on how to generate a refund or edit someone’s ticket transactions, please see this section of the Help Center.

Step 8: Order Confirmation
This is where you will customize your confirmation webpage (top text box) and confirmation email (bottom text box). You may also select the option to include printable PDF tickets for all ticket types selected, or maybe just a few. You may also have customized messages for any ticket type.

You can also click on the blue links below the text boxes to view a sample confirmation webpage and 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)

Thank you for registering for this event! We will see you at this date and time! Be sure to print out the attached ticket and bring it with you to the event!

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.
Step 9: Testing and Launch
Congratulations! You have completed the most basic information to get an Eventbrite website up and running. Before you click the button to make your site 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 go live (go through a registration using a free ticket type to see the confirmation email).

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

NOTE: Some of the tools in the left side menu will remain greyed out until your event goes live. So, if you are looking to use Eventbrite to send Email Invitations or to set up any Reminder Emails (under Manage Attendees -> Emails to Attendees), you will need to make your event Live before you can access those options.

One thing to note about Reminder Emails, a basic 48-hour reminder email is already set to run courtesy of Eventbrite, and you may either turn that notification on or off, you may not edit or change it. You may want to disable it if you are setting up your own reminder, or just go ahead and use Eventbrite’s reminder email and not worry about setting up your own.

Once you are satisfied that everything looks and feels just right, go ahead and click the button to Publish your event website!

Step 10: Reporting
Eventbrite provides several reports to help you with running and closing out your event.

Go to your event Dashboard and click on Event Reports under Analyze (on the left side panel):
The Attendee Summary is the best overall report in Eventbrite. It will list everyone by name, have their transaction information and will also have all of the answers to your questions, including the custom questions, on the Order Form.

If you would like to add or remove any columns from the Attendee Summary, click on the blue link to > Show Columns under Configure Columns about halfway down the page.
You will see all of the columns available for this report. Check and/or un-check any boxes as you see fit and then click either “Update Report” if you would like to save this as the Attendee Summary, or you may click on the blue link to “Save column types” and name your custom made report.

Click on the drop down menu under Report Type to see all of the Reports available in Eventbrite, including any Custom Reports that you or the main organizer has created. I have already created two for this template: Catering (for dietary restrictions) and Ticket Sales (very basic Attendee Summary).

You may also export any report to MS Excel or CSV (comma separated value).
Step 11: Closing Your Event
Eventbrite will close your event five days after the final date of your event has passed and will release your funds into the official SU bank account. It is highly recommended that all pending financial transactions are completed at that time. You will not be able to settle any financial transactions in Eventbrite after the five-day deadline has passed.

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

You will need to submit an Eventbrite Account Request Form for each event registration site that you would like to launch. 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. Anyone needing an account in Eventbrite will need to be listed on the Eventbrite Account Request Form (e.g., any student workers or colleagues).

Please visit our website for more information, including the Eventbrite Account Request Form.

If you would like any further information about Eventbrite, please feel free to visit their Help Center, or contact the Software Coordinator in Conference and Event Services at (206) 296-5620 or rooms@seattleu.edu!