



Eventbrite

A practical guide to setting-up events online

Eventbrite is a great online resource for teachers to create, share, advertise and manage bookings for classes, shows and events. If you aren't already taking bookings online, this is a fantastic way for you start. You can reach out to your existing students, as well as access a new audience interested in what you do. Tools such as Eventbrite can really help you to grow your business, and links in with a new crop of platforms offering teachers alternative ways to teach online.

As with all classes, we ask that you ensure that you practise and follow all safeguarding procedures in order to protect yourself and your current students. For specific information please download our guidance on this area, from our website.

To get started with Eventbrite, follow the steps below:

1. Create an account

There are 3 different types of account, depending on your needs and the features that you would like. If you plan on advertising a wide range of courses/ ticket types, then perhaps the 'Professional' account might be the better option – however the 'Essentials' also has a wide range of features.

Find the solution that's right for you
Use Eventbrite for free, by passing the fees to your attendees

essentials	Professional	PREMIUM
The solution to start selling tickets quickly and easily	A powerful solution to boost sales and grow your business	Customised solution for large and complex events
Downgrade	Your Current Package	Contact Us
£0.49 + 3.5% / per paid ticket (-20% UK VAT) No fees for free tickets	£0.49 + 6.5% / per paid ticket (-20% UK VAT) No fees for free tickets	Custom Pricing
<ul style="list-style-type: none">✓ Ticket fees include payment processing✓ Sell tickets directly through Facebook✓ One ticket type (e.g. "General Admission")✓ Mobile app for organisers✓ Listing on Eventbrite and partner sites✓ Access to a range of partner apps (e.g. Malchimp)✓ Online help centre	<ul style="list-style-type: none">✓ Everything in Essentials✓ Embedded checkout on your website✓ Unlimited ticket types✓ Detailed sales analytics and reporting✓ Customisable checkout forms✓ Create seating maps✓ Phone & email support for event creators with paid events	<ul style="list-style-type: none">✓ Everything in Professional✓ Choose your service level✓ Product training✓ Rental equipment for box office and entry✓ Personal Account Manager✓ On-site support✓ Customised payouts✓ RFID - Entry system✓ 24/7 phone & email support
Learn about Essentials	Learn about Professional	Learn about Premium

2. Create your event

Once you have an account, you can get started on creating your event. You will go through a few steps inputting information on the course, such as date, time, location etc. If you want to host a recurring class each week, you can also schedule this within the event.

Note: If you are hosting something online, don't forget to pick 'Online' as your location. This lets people know this is a virtual event, as well as unlocking an additional "Digital Links" menu.

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

Event Title *
Test Event 10/75

Course, Training or ... Performing & Visu... Dance

Enter tag
Add keywords to your event Add

0/10 tags. 0/25

Organiser
Education & Training, ISTD

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

Discard Save & Continue

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

Venue *
Venue
Online event
To be announced

Date and time
Tell event-goers when your event starts and ends so they can make plans to attend.

Single Event - Happens once and can last multiple days
 Recurring Events - Repeats or occurs more than once

3. Details

Make sure you have provided a clear description of the event, and why people should attend. Images and additional text help attendees to get a sense of what they'll experience, which in turn can improve the quality of your event listing.

4. Digital Links

If your class is being hosted online, you can add links to the webinar platform that you're using (such as Zoom or YouTube), and Eventbrite will direct your attendees to this page after they register, and before the event starts. If your event is a seminar which has additional course materials, you can also upload those files here and attendees can read these in advance of the session.

Webinar Link

Webinar Title
Add a title to your webinar (optional) 0/75

Webinar Link
http://www.zoom.us/

Drag & drop or click to add a webinar preview (optional).
JPEG, PNG, GIF, no larger than 10MB.

Add Digital Links
Add your digital links and Eventbrite will direct your attendees to this page after they register. You can also add instructions, images and videos at any time.

Attendees will be notified
Attendees will receive a link to this page when they complete their purchase, 48 hours prior, 2 hours prior, and when the event starts.

Add Webinar Add Livestream Add File
Add Text Add Image Add Video

5. Tickets

Once you have finished editing the details of the event, you will be redirected to the tickets page. Eventbrite offers the option of 'Paid, Free, or Donation' tickets – and each of these can be fully customised with a number of details, such as ticket name, sale dates, prices and quantity available.

Note: No fees are charged for free tickets, however donation and paid tickets are subject to Eventbrite fees. As the organiser, you can decide whether attendees pay just the price of the ticket (meaning that the fees are deducted from the price you have set) or whether they pay the fees on top of the ticket price.

6. Privacy

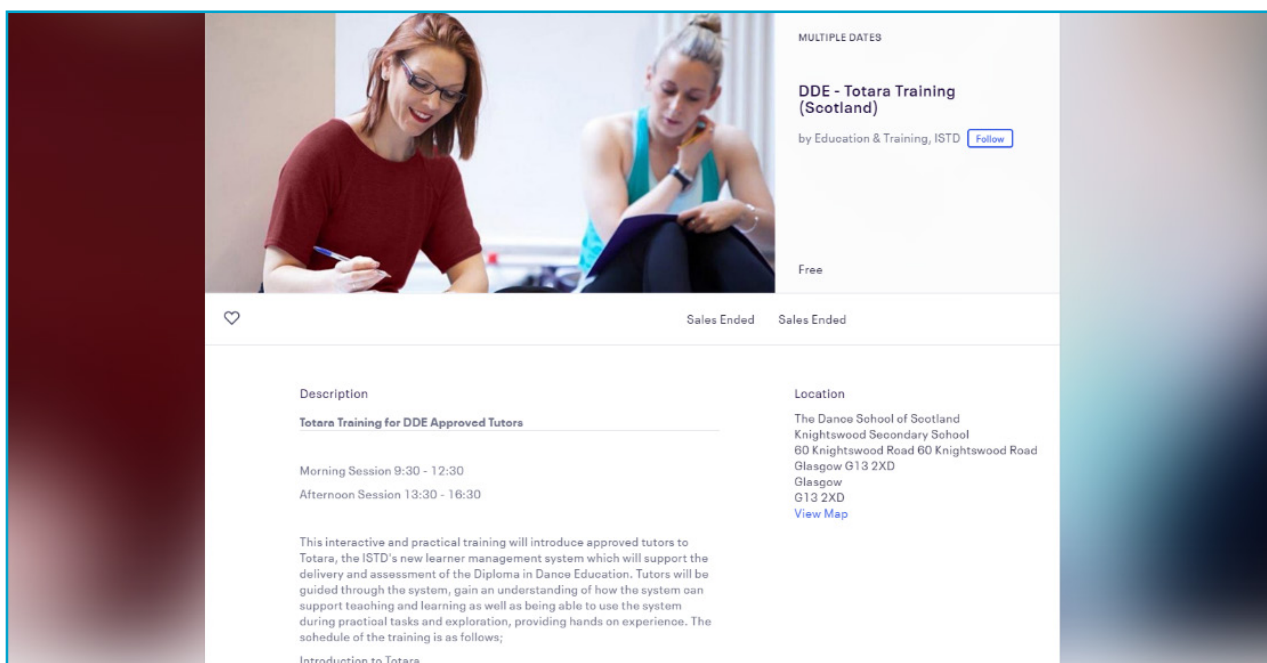
Eventbrite offers different levels of privacy for events: public, password-protected, and invitation-only. To set your event privacy, go to privacy settings in your 'Manage Event' menu.

7. Complete set-up and publish

Once you have entered the main details of your event, you can preview your listing, and publish it. Make sure you have checked all of the settings, such as pay-out information and the attendee checkout experience. When you are ready to go live with the event, you can either publish it immediately or set a future date and time for the event to go live.

Note: You can still make some changes to an event after you publish.

Once published, your event may look something like this:



The screenshot shows an Eventbrite event listing for "DDE - Totara Training (Scotland)". The event is organized by "Education & Training, ISTD" and is free. The listing includes a description of the training, the location at Knightswood Secondary School in Glasgow, and the schedule for morning and afternoon sessions. The event status is "Sales Ended".

Event Details:

- Event Title:** DDE - Totara Training (Scotland)
- Organizer:** Education & Training, ISTD
- Price:** Free
- Status:** Sales Ended

Description:

Totara Training for DDE Approved Tutors

Morning Session 9:30 - 12:30
Afternoon Session 13:30 - 16:30

This interactive and practical training will introduce approved tutors to Totara, the ISTD's new learner management system which will support the delivery and assessment of the Diploma in Dance Education. Tutors will be guided through the system, gain an understanding of how the system can support teaching and learning as well as being able to use the system during practical tasks and exploration, providing hands on experience. The schedule of the training is as follows;

Introduction to Totara

Location:

The Dance School of Scotland
Knightswood Secondary School
60 Knightswood Road 60 Knightswood Road
Glasgow G13 2XD
Glasgow
G13 2XD
[View Map](#)

Additional Features

Attendee Information: As standard, Eventbrite collect an email address, first name, surname and payment details from the person purchasing the ticket, during checkout. However, depending on the information that you need for your bookings, this is fully customisable, and you can request details of the participant (such as age, injuries, special requirements etc.)

Attendee Information
We collect email address, first name, surname and payment information during checkout by default.

Collect information from
Each Attendee

Collect attendee information on the following tickets
Customise Checkout questions

Information to collect
Choose from the following common questions or create a [new question](#) more specific to your needs.

	Include	Require
Prefix (Mr, Mrs, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
First Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Surname	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Suffix	<input type="checkbox"/>	<input type="checkbox"/>
Email Address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Home Phone	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Phone	<input type="checkbox"/>	<input type="checkbox"/>
Tax & Business Info	<input type="checkbox"/>	<input type="checkbox"/>
Home Address	<input type="checkbox"/>	<input type="checkbox"/>
Shipping Address	<input type="checkbox"/>	<input type="checkbox"/>
Job Title	<input type="checkbox"/>	<input type="checkbox"/>

Order Confirmation: Once each transaction is complete, attendees will see an onscreen message as well as receive a confirmation email for their booking. You can customise these messages with instructions about the session, contact details or other useful information (such as any terms and conditions).




Facebook: You can add your event to Facebook to easily promote it and sell tickets faster – either add tickets to an existing Facebook event, or Eventbrite can create a new event on Facebook based on the event details you have put in.

Manage Attendees: Each event has its own dashboard within your account area where you can see all of your bookings, information related to your attendees and detailed analytics on sales. Within your dashboard you are able to manage your attendees – from manually adding in additional bookings, to creating registers, contacting all attendees, or refunding a payment.

Analyse your bookings: Once your event has gone on sale, Eventbrite provides you with up to date analytics, graphs and summaries of your sales giving you a better idea of who is coming to your class, which platforms they booked via.

Other applications: Eventbrite is integrated with a number of other applications (such as Survey Monkey and Facebook) meaning that it is quite easy to share your events across a number of platforms.

Helpdesk: Eventbrite has a comprehensive help centre with articles and FAQ's on every aspect of using the website. So, if you are having an issue creating your event, there will be a step-by-step article to help you out.

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