

Organize, track, ticket, publicize your next event

One-on-one Word Help

Tine Walczyk
Friday, October 12, 2012 from 1:00 PM to 4:00 PM (CDT)



Ticket Information			
TYPE	REMAINING	END	QUANTITY
Time with Tine - 30 min blocks	6 tickets	Oct 12, 2012	Free <input type="text" value="1"/>

[Register](#)

Who's Going

Connect to see which of your Facebook friends are going.

[Connect with Facebook](#)

SHARE THIS EVENT [Email](#) [Share](#) [Tweet](#) [Like](#) 4,333 people like this. Be the first of your friends.

[Save This Event](#)

When & Where

Online with Trainers-R-Us

Friday, October 12, 2012 from 1:00 PM to 4:00 PM (CDT)

[Add to my calendar](#)

Organizer

Tine Walczyk

EventbriteTM



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“Tech Tools with Tine” Webinar Series Presents:

Eventbrite

Manage your events like a pro!

Tine Walczyk – October 5, 2012

tine@trainers-r-us.com



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See it in action!

- Search for local events.
- CTLS and Georgetown Public Library use Eventbrite to help manage their events.
- Local Meet-ups use it to attract attention.



Event Management is free...

Create an Event

(It's free.)

Start now, it's free and easy

Email

Password

Remember me

Sign up

By clicking "Sign up", I confirm that I agree with the Eventbrite [terms of service](#) and [privacy policy](#).

Attending an event? Click [here](#) to access your order.



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It's charging for your tickets that cost...

Sell tickets online for a small service fee

2.5% plus \$0.99 per ticket

[View international rates](#)

We cap our Eventbrite Service Fee at \$9.95 per ticket for event organizers.



Payment processing option

Choose one of the options below

- **Standard Credit Card Processing Fee:** 3% of ticket value
- **Paypal:** 2.9% of ticket value + \$0.30 per transaction
- **Google Checkout:** 2.9% of ticket value + \$0.30 per transaction
- **Authorize.net:** varies



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No matter how you use it, it's easy to set up!

1 Add your Event Details Expert Tips

Your Event Title

Venue Name

Street Address
Running an online event? [Can't find your location?](#)

Date & Time PST (America)

Event Starts : Display start time

Event Ends : Display end time This

**Title, Location
Date, Time**

Logo & Description

Upload Logo Your image must be JPG, GIF, or PNG format and not exceed 2MB. It will be resized to make its width 450px.

Event Details +Add FAQs

B *I* U ABC | Font Family | Font Size |

Organization / Host

B *I* U ABC | Font Family | Font Size |

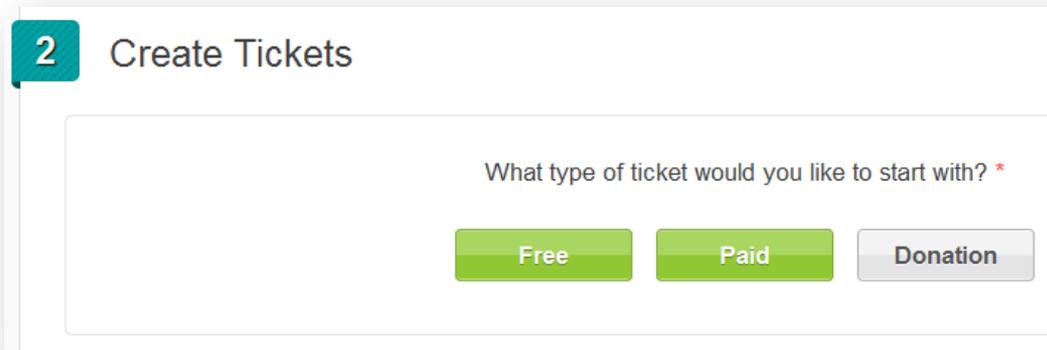
Add a link to my Facebook page

Add my link to my Twitter

**Sponsor/Host
Sponsor Details
Link to FB/Twitter**

Tickets / Registrations

- All events must have at least one ticket/ registration type



2 Create Tickets

What type of ticket would you like to start with? *

Free Paid Donation

- Just keeping track of attendees = Free
Charging for your event = Paid
Fundraising / taking donations = Donation
- You can do all at the same event!

Promote and Customize

3

Promote your Event Page

Publicize, or keep it private

Public ▾

Search Categories

Primary Category ▾

Secondary Category ▾

Remaining Tickets

Show the number of tickets remaining on the registration page

Customize Web Address

.eventbrite.com

Customize Web Address

.eventbrite.com

Personalize your theme or [modify colors](#)



Classic



Rose



Slate



Sand



Rain



Azul



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Limited Seating?

Waitlist Settings

Waitlist settings have been saved successfully.

Waitlist Enable

Automatically turns on the waitlist when ticket type sells out or event capacity is reached

Enabled Disabled

Waitlist Trigger

Time with Tine - 30 min blocks (Activate waitlist when this ticket type sells out)

Capacity (Activate waitlist when total event capacity is exceeded)

Maximum Waitlist Size

Zero for unlimited

Attendee Information Collected

- Full Name (Required)
 Email Address (Required)
 Phone Number

[Edit the Waitlist Response and Ticket Release Messages](#)

- Automatically notify patrons when an opening happens
- Determine waitlist per ticket type



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Reporting

Status	Total Sales	Invitations Stats
<p>Status: Draft ●</p> <p>Days to Event: 7 days</p> <p>Page Views: 8 reset</p> <p>Sold: 0</p> <p>Pending: 0 ?</p> <p>Available: 4</p> <p>No sales yet... 0%</p>	<p>Gross Sales: \$0.00</p> <p>Total Manual Sales: \$0.00</p> <p>TOTAL SALES: \$0.00</p> <p>Eventbrite Fees Paid: -\$0.00</p> <p>Eventbrite Fees Owed: -\$0.00</p> <p>Total Net Sales: \$0.00</p>	<p>Email Invitations Sent: 0</p> <p>Resulting Transactions: 0</p> <p>Conversion Rate: 0%</p> <p>Bounces: 0</p> <p>Unsubscribes: 0</p> <p>Complaints: 0</p>

[Recent Orders](#)

[Recent Attendees](#)

No orders for this event yet.

Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES	
Time with Time	\$0.00	0/4	On Sale	1 hour before event	View Sales

Your Links

Your Event URL: <http://trainers-r-us.eventbrite.com> [\[change\]](#)

Your Organizer URL: <http://www.eventbrite.com/org/2780532428?s=10499442> [\[change\]](#)



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Management features

REGISTRATION

- Customize Order Form
- Edit Order Confirmations
- Event Type & Language
- Add News and Updates

INVITE

- Create Invitations

PROMOTE

-  Publish to Facebook
- Add Ticket Form to Website
- Add Registration to Website
- Create Links for Event
- Create Buttons for Event
- Display Event Calendar on Site
- Display Countdown on Site

ANALYZE

- Charts
- Event Reports
- Cross Event Reports
- Google Analytics

ATTENDEES

- Add Attendees
- Email Attendees

WAITLIST

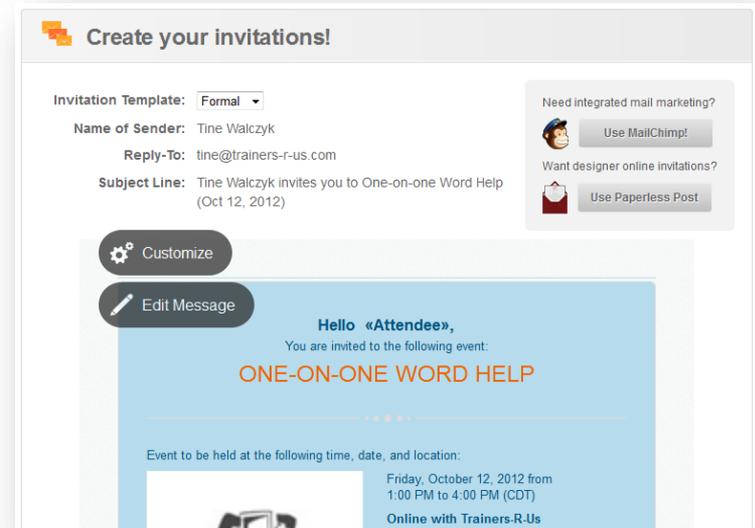
- Waitlist Settings
- Manage Waitlist

SELL

- Create Promotional Codes
- Create Affiliate Programs
- Track Attendee Activity

DAY OF EVENT

- Check In Attendees
- Print Name Badges
- Print Check-In List



Create your invitations!

Invitation Template:

Name of Sender: Tine Walczyk
Reply-To: tine@trainers-r-us.com
Subject Line: Tine Walczyk invites you to One-on-one Word Help (Oct 12, 2012)

Need integrated mail marketing?
 Use MailChimp!

Want designer online invitations?
 Use Paperless Post

 Customize

 Edit Message

Hello «Attendee»,
You are invited to the following event:

ONE-ON-ONE WORD HELP

Event to be held at the following time, date, and location:

Friday, October 12, 2012 from 1:00 PM to 4:00 PM (CDT)
Online with Trainers-R-Us

And so much more...

- On the day tasks-- Check In Attendees; Print Name Badges; Print Check-In List
- Additional promotion -- Facebook; Website; Event Calendar; Countdown
- At the door – Check In: iPhone / Android app; Sales: iPad
- Charts, Google Analytics



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Help Files

- Example for setting up Community Events:
 - <http://www.eventbrite.com/l/my-community/>
- YouTube Video “How Eventbrite Works”:
 - <http://www.youtube.com/watch?v=Sm-YFNIIGVQ>
- Quick Start Guides:
 - <http://www.eventbrite.com/t/how-to-sell-tickets-online/>



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Next time...

Slideshare!

Tech Tools with Tine Webinar presented on October 5th 2012.

Q & A from the Webinar

Question	Answer
<p>How do Repeating Events work?</p>	<p>You create one event. When the attendee registers they are presented with a list of dates they can choose from. They can register for as many as they wish.</p> <p>If each event date is ticketed/charged, money can be collected for each date.</p>
<p>What if there is 1 event that just extends over multiple days?</p>	<p>IT DEPENDS! How do you want to track attendance??</p> <p>If you want to just track attendance for the overall event, create 1 event with a start date/time at the beginning of the event and an end date/time at the end of the event, thus issuing 1 ticket/registration.</p> <p>If you want to track attendance for each day of the event, create a repeating event and issue registrations/tickets for each day of the event.</p>
<p>What if I want to sign up multiple people for an event?</p>	<p>You select the number of tickets/registrations that you want on the 1st screen (perhaps 3) and choose Order. Then on the next screen, it will ask you for that many names (3) on the next screen.</p>

Q & A from the Webinar

Question	Answer
Do fees apply to donation events?	Yes, there is still a processing fee on a donation event. There is an example of how a donation page looks like at: http://www.eventbrite.com/event/2389553218#
Is iPhone and Android the only way to check-in?	You can check-in with a laptop. You can also print out your list of attendees and check-in on paper. You can use the paper to check-in after the event. (NOTE: Although it makes sense you could check-in with an iPad, it does not explicitly mention it in their help files.)



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