MSU ALUMNI ASSOCIATION

EVENTBRITE AND NVITE TIPS

At the start of 2017, the MSU Alumni Association transitioned from the Eventbrite platform to a similar platform called Nvite to aggregate all alumni club events. To reference the transition, click here.

Alumni club events - both paid and free - are still built in Eventbrite, but Nvite is now the tool through which all events are collected and promoted on the MSU Alumni Association website.

Below are some tips to maximize the effectiveness of Nvite and Eventbrite for everyone. Note that these are just tips and not step-by-step instructions for creating an event. Eventbrite has an extensive and easy to use help center, so consider consulting that if you have any questions. If you are experiencing difficulties with the Nvite platform, please contact Steven Kaatz at kaatzste@msu.edu or 517-884-5983.

// CREATE AN EVENT

1. Go to nvite.com/community/msualumni
2. Click “Create An Event”
3. Log-in/authenticate with your/your club’s Eventbrite account username and password
4. The MSU template will be applied and you will create your event in Eventbrite

NOTE: You must go through the Nvite platform to access Eventbrite. If you do not, the MSU template will not be applied and your event will not be placed on the MSU Alumni Association website.

// CREATE AN EVENT REGISTRATION SITE

You are now in Eventbrite and will use this site to create the registration site for your event.

CREATE THE EVENT

Create the event in the “EDIT” tab in the top left corner of the page

EVENT LOCATION

- Be specific with your event location, especially if you’re meeting in a public space e.g., instead of “Spartan Park”, consider “In the green pavilion in the southwest corner of Spartan Park”.
- Consider using the “Enter Address” feature to also include a map of the event location.
EVENT IMAGE
- Personalize your event with an image that relates to the experience.
  - Observe Eventbrite image recommendations and don’t stretch images or make images bigger just to fit the space.
- The File Share tab of the MSUAA’s Club Admin Panel also contains your alumni club’s graphics that you can use.
- If you choose to upload an image, your chosen image will be the main header that displays in your event listing instead of the default MSU image. If you do not choose any image, your event will populate with the default MSU image.

EVENT DESCRIPTION
- Clearly explain what the event entails, what you’re doing, dress code, breakdown of the program, what the event supports, etc.
- Keep your fonts and color choices simple – too many bolded, italicized or underlined words, different fonts and sizes, plus colors are very distracting.
- Keep in mind that your event may be read on a mobile device. . . another reason to keep your fonts and color choices simple.
- Always provide guests with the name and contact information of a club member or the event organizer that they can contact if they have any questions e.g., Questions? Please contact John Spartan at 517-111-1234 or johnspartan@email.com.
- Set an RSVP/registration date and note it in the description.
  - Why is this important? You’ll have a much more accurate headcount.
- If your club has an MSU-held scholarship or endowment and the event is a fundraiser for this scholarship or endowment, consider including a request to donate by providing the link/URL to your club’s MSU gift cart.
  - Forgotten your club’s gift cart link/URL? Go to https://alumni.msu.edu/assets/PDFs/Alumni-Club-Scholarships-2017.pdf
- If you have any website links/URLs or an email address in the event description, make it a hyperlink.

ORGANIZER NAME
- Click the “Link to Facebook and Twitter” option if your club utilizes social media to further promote and increase awareness of the event

Create Tickets
- Ticket sales should end on the RSVP/registration date.
  - Click on the wheel/cog icon to the right of the ticket name.
  - Click in the “Ticket sales end” field and then use the calendar to choose the RSVP/registration date.
- Consider also choosing “Donation” as a ticket type as it allows clubs to collect additional funds for a club scholarship or endowment, if relevant, or club operating expenses.
  - Another option is to include a request to donate to a club scholarship or endowment in the event description as already described above

(CONTINUED BELOW)
• For “Paid Ticket” and “Donation”, click on the wheel/cog icon to the right of the ticket name to further describe the ticket or donation
  o Use the “Ticket Description” field to explain the ticket type and, for donations, to explain what the donation will be used for.
  o Click on “Show ticket description on event page”
  o “Pass fee on” vs. “Absorb fees”
    ▪ “Pass fees on” = purchaser pays the Eventbrite fee and this fee will show up in addition to the total charge the club is charging for the event e.g. if your event is $10 and you choose to pass fees on, the purchaser will be charged $10 + Eventbrite fee.
    ▪ “Absorb fees” = Eventbrite fees are included in your total price e.g., if your event is $10 and you choose to absorb fee, your payout for the event will be $10 - Eventbrite fee.
    ▪ NOTE: Eventbrite will automatically calculate the fee once a ticket price is entered

COLLECT GUEST INFORMATION
Collect guest information in the “MANAGE” tab in the top left corner of the page (you'll need to scroll back up to the top of the page)
• Select “Order Options” and then “Order Form” from the column on the left of the page
• In the order form that comes up, select “Each Attendee”.
  o Why ask for this information from each registrant? As an alumni club, one of the best ways you can help and support the university is by collecting vital data for further communication. The contact information we provide to alumni clubs is largely based on the data we collect from events, like the ones clubs are creating, so collecting this information is important.
  o Click on the various radio button options so it looks like the example below:

- **Collect information by ticket type**
- **Information to collect**
  - Prefix (Mr., Mrs., etc.)
  - First Name
  - Last Name
  - Suffix
  - Email Address
  - Home Phone
  - Cell Phone
  - Tax & Business Info
  - Home Address
  - Shipping Address
  - Job Title
  - Company / Organization
  - Work Address
  - Work Phone
Collecting information from each registrant is strongly encouraged. At a minimum, the information alumni clubs should collect is:

- First name
- Last name
- Email address
- Cell phone
- Home address

An example of “good” data collection:

- Joe Spartan registers himself and three other people for the event. For each person he registers, the alumni club collects their first name, last name, email address, cell phone, and home address.
  - In this example, after the event, both the alumni club and Michigan State University can communicate with these four people, letting them know about community service initiatives, networking events, game watches, club news, news from MSU, etc.

An example of “not so good” data collection:

- Joe Spartan registers himself and three other people for the event. For each of Joe’s guests, the alumni club collects their first name.
  - In this example, after the event, neither the alumni club nor Michigan State University can communicate with Joe’s guests because we only know their first name.

At the conclusion of the event, for events that were created Eventbrite using the Nvite hub, the MSU Alumni Association can access the list of registrants. We then use this information to update our database ensure data best practices. For best practices with regard to the data obtained from MSU and the importance of alumni clubs in maintaining data, refer to the document titled “Data Best Practices” at https://alumni.msu.edu/assets/PDFs/Data-Best-Practices-2018.pdf

FINALIZE EVENT REGISTRATION SITE AND MAKE IT LILVE

1. Preview the event. Click on the “Preview” button in the top right corner of the page (you’ll need to scroll back up to the top of the page)
2. Make any changes to the layout/design in the “EDIT” tab in the top left corner of the page.
3. To get the URL for the event and/or create a custom event URL, click in the “MANAGE” tab in the top left corner of the page (you’ll need to scroll back up to the top of the page)
   - Scroll down to the bottom of the Event Dashboard page to the “Your Links” section.
     - The URL that appears in the “Your Event URL” field is the link that you’ll want to share with attendees if you want to send them directly to the event page to register.
     - If you want to create a custom URL, click on the small, blue “Edit” text in the lower right corner of the page
4. Make your event public. Click on the “Make Event Live” button in the top right corner of the page (you’ll need to scroll back up to the top of the page)
5. View your event and others on nvite.com/community/msualumni

// QUESTIONS
The above tips are not all inclusive of how to create an event in Eventbrite. Eventbrite has an extensive and easy to use help center, so consider consulting that if you have any questions. If you are experiencing difficulties with the Nvite platform, please contact Steven Kaatz at kaatzste@msu.edu or 517-884-5983.