Getting Started Guide

Michigan State University Alumni Communities
We know you’ve got a lot on your plate as you plan your upcoming event, so we made this guide to help you get started using Nvite. You’ll be able to create and post an event page online in minutes, and then sell tickets or collect RSVPs.

Follow this guide, and your event page will not only look official, it’ll show up on the MSU alumni calendar and the MSU Nvite hub so more fellow Spartans can find out about your event.

Ready? Let’s go!
Step 01: Connect to the MSU Nvite Hub

First thing’s first - visit www.eventbrite.com and log into your account. Don’t have an Eventbrite account? No worries! It’s free and easy. Go ahead, do it now. We will still be here.

Once you’re logged in, go to:
www.nvite.com/community/msualumni
(sorry it’s so long - we recommend bookmarking it after the first time!)
Step 02: Create Your Event

Now that you're in the MSU Alumni Hub, you can get started on your event. Click the “Create An Event” button.

This will take you to Eventbrite where you’ll be asked to give access to the MSU Alumni Association. By clicking “Allow”, you’ll ensure that the official MSU design is applied to your event page.

Once you click “Allow” you will be directed to the Nvite hub with a popup menu of all of your Eventbrite events. Your options include:

- Create a new event
- Apply the Nvite template to an existing event
- Remove an already linked event
Step 03: Select Your Event

Click the “remove” button to remove an event from the hub

- **MSU Academic Parade**
  - April 01, 2017 (LIVE)
  - **REMOVE**

Click the title of event to link a draft event to the hub

- **Texas Spartans Eventbrite Demo**
  - May 20, 2016 (DRAFT)
  - **DRAFT**

Click on the “apply” button to apply the MSU theme to an event

- **[Homebase Spartans] Training Test Event**
  - February 01, 2016 (COMPLETED)
  - **APPLY**

1 of 6 events added
Step 03: Select Your Event continued

After applying the MSU Alumni Association template, a secondary window will pop-up with options to edit your event (this will link you out to your Eventbrite event).

Congratulations! You’ve successfully linked your event to the hub. If you want more detailed instructions on creating an event within Eventbrite, scroll on. If you’re all set, sit back, enjoy your event, and know the MSU Alumni Association appreciates your hard work!
Step 04: Customize your event

Add Event Details

First, give your event a name, a time, and a place. Our embedded Google Map will show your guests exactly where to go.

Next, add an event description. Increase attendance by giving your guests a clear understanding of what they can look forward to at your event. Catch their attention in the first sentence, and consider adding photos or videos below to bring the page to life.

Anticipate questions people might have about your event and provide an FAQ section in the event details. Remember to add your contact email and phone number so your guests can reach you if necessary.
Create tickets

Choose your ticket price and the quantity of tickets available. Not charging for your event? Simply select ‘Free’. You can also add a description of each ticket.

Choose public or private

Set your event to “Public” so people can find it by searching online, or make it “Private” so only those with the link can register.

When you’re done, just click “Save” at the bottom of the page.
Step 05: Manage your event

Now it’s time to explore some of the features that will help you prepare for your big event. Click on the “Manage” tab at the top of the page and then look at the left sidebar to see your options.

Order Options

Order Form
You have three options for the type of information you want to collect form the ticket buyer or attendee: Basic Information, Buyer Only, and Each Attendee.

You can also select the particular information you would like to collect - like first name, last name, or home address - and mark the fields as either “Included” (that means it’s optional) or “Required.” You can also collect additional information by clicking on “Create a question” below the columns of green buttons.

Creating your own questions allows you to gather extra information that will help you prepare better for your event or understand who is coming.

Order Confirmation
If you’re not issuing tickets, uncheck the “attach PDF Ticket” box. Make sure to fill in the confirmation email with details that will be helpful to your attendees, like parking instructions, handicap access, or contact information.

Event Type & Language
If you’re not organizing a ticketed event, consider changing “Event Type” from a ticketed to a Registration event.
Invite & Promote

Discount Codes
Create unique codes and give them to special guests so they can access hidden tickets or register at a reduced rate. This might be helpful for young alums or current Michigan State students.

Tracking Links
Use Eventbrite’s promotional tracking tools to create unique links that let you see where signups are coming from. You’d be able to see, for example, how many people who signed up found out about your event on Facebooks versus an email you sent out.

Manage Attendees

Add Attendees
If a guest prefers to pay by check or RSVP by phone, no problem. Simply enter their information manually and they’ll receive a confirmation email with the event details.

Guest Lists and Name Badges
Print your guest list and name badges directly from Eventbrite to avoid having to chase after the latest attendee list or write name tags by hand.
Selling tickets at the door? Use the free mobile app, Eventbrite Neon, to process payments, issue tickets, and track sales. The app can also be used to check in attendees on any Android or iOS device.

Eventbrite Neon is available for free in the Google Play or App Store. You can also check out more information at www.eventbrite.com/neon.

Want to learn even more about setting up your Eventbrite page? Head on over to www.eventbrite.com/help