



MSU ALUMNI OFFICE

TIPS FOR CREATING AN EVENT IN EVENTBRITE & HOW TO COLLECT THE BEST GUEST INFORMATION

Alumni club events - both paid and free - are built in Eventbrite and then can be promoted in the Alumni Club Events section of the MSU Alumni Office website by linking your API Key in Club Admin.

Consider every alumni club fundraiser, networking event, game watch, etc. an opportunity to collect good data on guests, which will further enhance your alumni club's capability to communicate with alumni and friends in your local community.

- Groups without an Eventbrite account should create one prior to hosting your next event.
- Groups with an established Eventbrite account should review the governance of the account to ensure it's only being used for club purposes.
- All events created on club accounts should be written with consideration given to a broad and diverse audience and in accordance with university brand standards.
- Groups will need to provide MSUAO with the Eventbrite API Key associated with each account that permits the syncing of the platforms. The key simply allows for your account to talk to our site and link the club events to the MSU Alumni Office website.

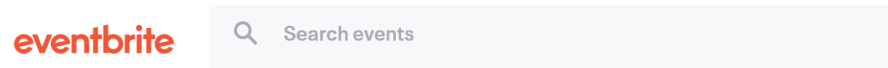
If your club has not completed the API Key in Club Admin, please do so before moving forward.

- We've prepared instructions for locating your Eventbrite key. Please review the instructions and provide your key to initiate the connection. Instructions are in [video](#) and [written formats](#).

Eventbrite has an extensive and easy to use [help center](#), so consider consulting that if you have any questions.

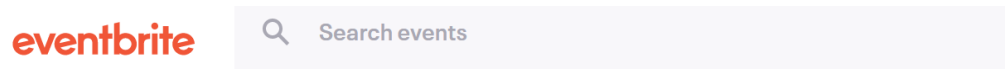
// CREATE AN EVENT

- Go to [Eventbrite](#) and click 'Log In'



- Log-in/authenticate with your/your club's Eventbrite account username and password
 - Don't have an Eventbrite account? No worries! It's free and easy to create one.

- Click "Create an event"



// CREATE AN EVENT REGISTRATION

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

STEP 1 – ADD EVENT DETAILS



Basic Info

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

Event Title *
Be clear and descriptive.

0/75

Organizer
Tell attendees who is organizing this event.

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

Type

Category

Tags

Improve discoverability of your event by adding tags relevant to the subject matter.

Press Enter to add a tag
Add search keywords to your event

0/10 tags.

HELPFUL HINTS FOR COMPLETING THIS SECTION

Don't forget to include your club's name, e.g., ABC Spartans, in the "Event Title". It makes it much easier for alumni and friends to find your club when searching through the event listings on the MSU Alumni website.

Event "Tags" are keywords that help your attendees find your event.



Location

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

Venue location



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

- Display start time.
The start time of your event will be displayed to attendees.
- Display end time.
The end time of your event will be displayed to attendees.

- Click "Save & Continue"

HELPFUL HINTS FOR COMPLETING THIS SECTION

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". You can also add this information in the "Description" section below.

Consider using the "Search for a venue or address" feature to also include a map of the event location.

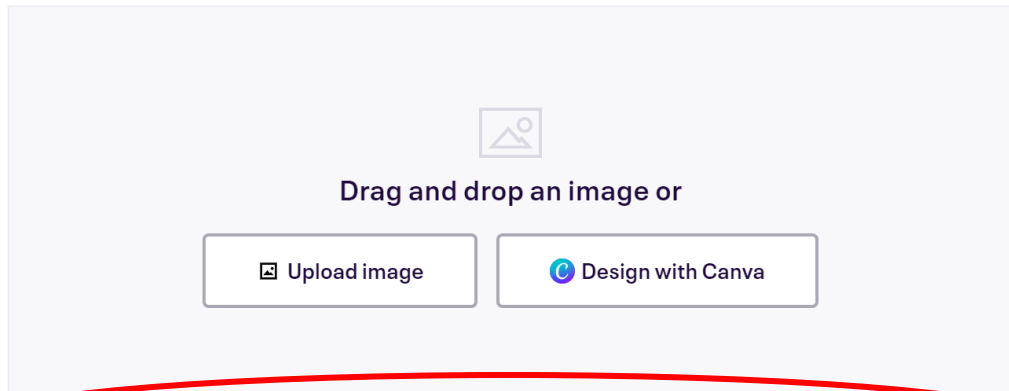
Adjust the "Time Zone" to your time zone.

**Eventbrite does not allow TBA or TBD time options. For events that are TBA/TBD, it is best to uncheck the two boxes that say, "Display start time" and "Display end time". If you have any questions about this, please contact the Marketing CRM team at myalumni@msu.edu



Main Event Image

This is the first image attendees will see at the top of your listing. [Learn more](#)



- Recommended image size: 2160 x 1080px
- Maximum file size: 10MB
- Supported image files: JPEG or PNG

HELPFUL HINTS FOR COMPLETING THIS SECTION

The File Share tab of the MSU Alumni office's [Club Admin Panel](#) also contains your alumni club's graphics that you can use.

Personalize your event with an image that relates to the experience.

If you choose to upload an image, your chosen image will be the main header that displays in your event listing.

Observe Eventbrite image recommendations and don't stretch images or make images bigger just to fit the space.



Description

Add more details to your event like your schedule, sponsors, or featured guests.

Summary*
Write a short event summary to get attendees excited.

0/140

B *i*

Add Text Add Image Add Video

- Click "Save & Continue"

Discard **Save & Continue**

HELPFUL HINTS FOR COMPLETING THIS SECTION

Clearly explain what the event entails, what you're doing, dress code, breakdown of the program, what the event supports, etc.

If you have any website links/URLs or an email address in the event description, make it a hyperlink.

Keep your fonts and color choices simple – too many bolded, italicized, or underlined words, different fonts, and sizes, plus colors are very distracting.

Set an RSVP/registration date and note it in the description.

Why is this important? You'll have a much more accurate headcount.

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.

STEP 2 – ADD TICKETS

- Choose your ticket type – Free, Paid, or Donation

“Free” Tickets

Add tickets [Learn more](#)

Paid **Free** Donation **Advanced settings** ^

Name *
General Admission 17/50

Available quantity *
25 0/2500

Price
\$ Free

Sales start *
10/10/2022 Start time
12:00 AM

Sales end *
11/19/2022 End time
7:00 PM

Minimum quantity *
1 Maximum quantity *
5

Visibility
Visible

Tickets per order

Sales channel
Everywhere

Show ticket sale end dates and sale status at checkout

eTicket Will call

Advanced settings v

Click “Save”

Cancel **Save**

HELPFUL HINTS FOR
COMPLETING THIS SECTION

If your club has an MSU-held scholarship or endowment and the event is a fundraiser for this, consider including a request to donate by providing the link/URL to your club’s MSU gift cart.

If there is a limit to the number of tickets that can be sold, e.g., room capacity, enter that in the “Available quantity” field.

All tickets sales should have an end date, which should correspond to the RSVP/registration date. Click in the “Sales end” field and then use the calendar to choose the RSVP/registration date.

“Paid” or “Donation” Tickets

- Consider a “Donation” ticket type to collect additional funds for an MSU-held club scholarship or endowment, if relevant, or club operating expenses.
 - Another option to collect donations is to include a request to donate to an MSU-held club scholarship or endowment in the event description as described above
- “Absorb fees: Ticketing fees are deducted from your ticket revenue”
 - By leaving the “Absorb fees” unchecked, you are passing the fees on = attendee pays the Eventbrite fee. 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 + the Eventbrite fee.
 - “Absorb fees” = Eventbrite fees are included in the total price e.g., if your event is \$10 and you choose to absorb the fee, your payout for the event will be \$10 – the Eventbrite fee.
 - If you choose this option, consider increasing the ticket price so you will not incur a loss
 - NOTE: Eventbrite will automatically calculate the fee in the “Buyer total” once a ticket price is entered.

The screenshot shows the Eventbrite ticket configuration interface. The 'Paid' tab is selected. The 'Name' field contains 'General Admission'. The 'Description' field is circled in red and contains the text 'Tell attendees more about this ticket.' The 'Price' field is circled in red and contains '\$ 10.00'. Below the price, the 'Buyer total' is shown as '\$12.24'. The 'Absorb fees' checkbox is circled in red and is currently unchecked. The 'Sales start' date is 10/10/2022 and the 'Sales end' date is 11/19/2022. The 'eTicket' checkbox is checked.

HELPFUL HINTS FOR COMPLETING THIS SECTION

Refer to the “Helpful Hints” for Free Tickets on the previous page.

Use the “Description” field under “Advanced settings” to explain the ticket type and, for donations, to explain what the donation will be used for.

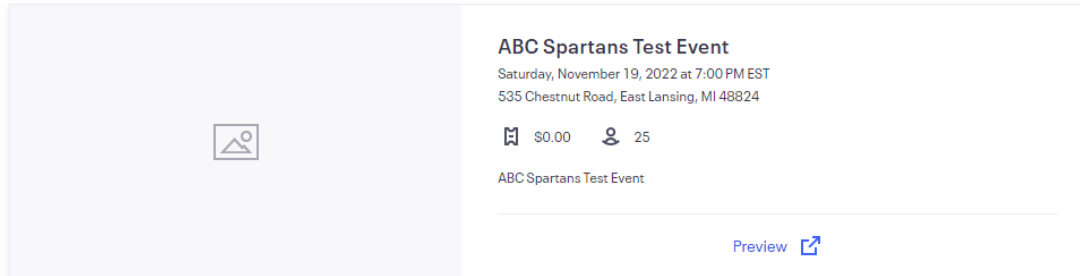
- Click “Next”

Next

STEP 3 – MAKE EVENT PUBLIC OR PRIVATE

- “Public page” vs. “Private page”
 - “Public page” = Anyone can find the page on Eventbrite, their distribution partners, and search engines, and can register for the event.
 - “Private page” = Only those with the link can find the page and register for the event.

Publish Your Event



ABC Spartans Test Event
Saturday, November 19, 2022 at 7:00 PM EST
535 Chestnut Road, East Lansing, MI 48824

\$0.00 25

ABC Spartans Test Event

[Preview](#)

Who can see your event?

- Public
Shared on Eventbrite and search engines
- Private
Only available to a selected audience

Tips before you publish

- [Create promo codes for your event →](#)
- [Customize your order form →](#)
- [Add this event to a collection to increase visibility →](#)

When should we publish your event?

- Publish Now
- Schedule for later

Start date
10/10/2022

Start time
1:00 PM

Time zone is the same as your event's

- When you've completed everything on this page, be sure to customize your order form **before** publishing the event.

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STEP 4 - COLLECT GUEST INFORMATION

Consider every alumni club fundraiser, networking event, game watch, etc. an opportunity to collect good data on guests, which will further enhance your alumni club's capability to communicate with alumni and friends in your local community.

Alumni club communications and events help MSU improve its data. How? Data is always changing, and in addition to the datasets MSU has access to, we rely on the information that our alumni clubs provide to us.

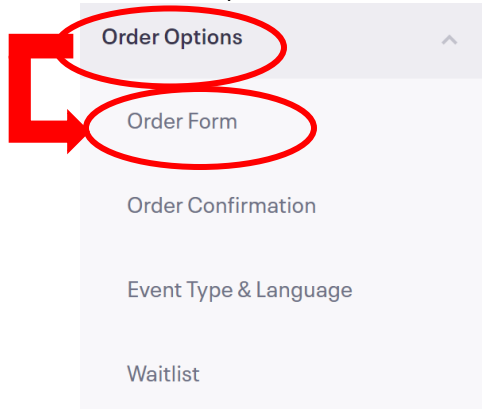
An example of poor data collection:

If the registration form only requests "Basic Information" or "Buyer Only" when the alumni club reviews the registration list, this is the result:

FIRST NAME	LAST NAME	EMAIL	QUANTITY
Jane	Green	abcgreen@aol.com	10
Joe	Spartan	spartansrule@gmail.com	4
John	Beaumont	jonnybgood@gmail.com	7
Susan	White	ilovemsu@yahoo.com	6
			27

27 people are registered to attend, but only four names are known. Who are these 23 other people? Incoming freshmen, their parents, alumni, friends? Neither the alumni club nor MSU can communicate with them prior to the event or after the event to thank them for attending and invite them to future events because we only have one email address for a group of people.

- Click "Order Options" and then "Order Form" from the column on the left of the page






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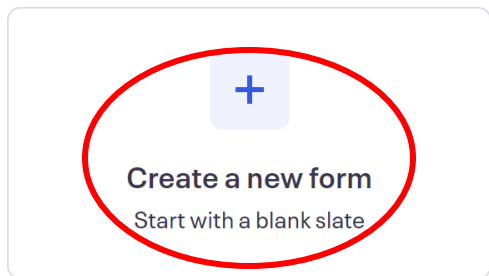
- On the order form, select “Create new form”.

Order form

Personalize your checkout experience

-  We collect **first name**, **last name** and **email** by default.
-  Customize the information you collect from your attendees.
-  Change the time limit for checking out.

Save time by copying an order form from another event, or create a new one



Why is this important to collect from each attendee? One of the best ways your alumni club can help MSU is by collecting data for further communication. The email and mailing lists we use for alumni clubs is updated with the data we collect from events, including club events.

If you only collect “default” information or “Buyer Only”, neither the alumni club nor MSU can communicate with all the event attendees prior to the event, or after to thank them for attending and invite them to future events.

- On the order form, select “Each attendee” option so it looks like the example below.

Order Form

Manage the information you collect from attendees during checkout.

Collect information from



(CONTINUED BELOW)

At a minimum, alumni clubs should collect the following from each registrant:

- First name (default)
- Last name (default)
- Email address (default)
- Cell phone
- Home address

What do you need to know about your attendees?

We collect first name, last name and email by default.

Customize Checkout questions

Details	Include	Required
Prefix (Mr., Mrs., etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Suffix	<input type="checkbox"/>	<input type="checkbox"/>
Gender	<input type="checkbox"/>	<input type="checkbox"/>
Birthday	<input type="checkbox"/>	<input type="checkbox"/>
Age	<input type="checkbox"/>	<input type="checkbox"/>
Home phone	<input type="checkbox"/>	<input type="checkbox"/>
Cell phone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Home address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shipping address	<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>
Blog	<input type="checkbox"/>	<input type="checkbox"/>
Job title	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Company / Organization	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Work address	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Work phone	<input checked="" type="checkbox"/>	<input type="checkbox"/>

- For some events, you may need addition information, e.g., their MSU affiliation, a meal choice option, if they have any allergies, etc. If you need to create addition question(s):
 - Click on “Add a new question” under Information to collect:



(CONTINUED BELOW)

- Complete the custom question information
(The information below is specific for alumni picnics)
- When you've completed everything on this page, be sure to click the "Save" button at the bottom of the page.

Add a new question

Question

Question prompt
MSU Affiliation

Question format
Multiple choice

Options available Limit quantity for each option

= Current Student 🗑️

= Parent 🗑️

= Alumni 🗑️

[+ Add another option](#)

Add a conditional sub-question

Optional settings

Show this question for specific ticket types

Show the attendee's answer on their order confirmation and

Cancel **Save**

**HELPFUL HINTS FOR
COMPLETING THIS SECTION**

Use the "Question prompt" field to enter the question.

The "Question format" field offers several options.

Use the "Options available" field(s) to enter the possible options.

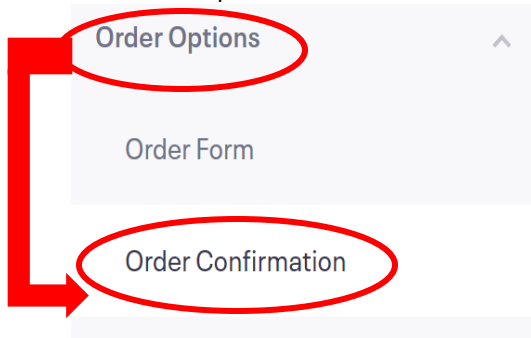
To delete an option, click on the trash can icon.

To rearrange the options, click on the arrow icons.

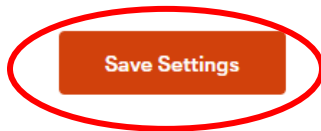
To add additional options, click on the "Add another option" button.

STEP 5 – CREATE ORDER CONFIRMATION

- Click “Order Options” and then “Order Confirmation” from the column on the left of the page



- Use the “Customize Webpage” section to create an onscreen message that guests will see with they successfully register for the event. This should be a simple message, e.g., “Thank you for registering. You'll receive a confirmation email shortly
- Use the “Customize Email” section to create an email that guests receive after registration, confirming their order.
 - The “Default ‘Reply-to’ Email Address” is the address where any guest replies are sent. It is typically the Eventbrite organizer’s email. If there is a different email address to which guests should reply, change the default reply-to.
 - Include details that will be helpful to guests, e.g., a reiteration of the event name, date, time and location, parking instructions, contact information/who to contact if there are questions, etc.
- If you’re not issuing tickets, uncheck the “Include printable tickets in all orders” box in the “Additional Settings” section.
- Click on the “Save Settings” box at the bottom of the page.



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STEP 6 - FINALIZE EVENT REGISTRATION SITE AND MAKE IT LIVE

- Preview the event. Click on the “Preview Your Event” button in the top right corner of the page.

Preview Your Event

More ▾

- Make any changes to the layout/design in “Edit event”

Need to make some updates? [Edit event](#)

- Be sure to save all changes

- Make your event public.

- Publish the event. Click on “Publish” in the bottom right corner.

Publish

- Want to enable guests to see your event on Facebook and purchase tickets if they’re interested? Add this event to your alumni club’s social media.

- When you click on “Publish” button, you will be prompted to “Share on social”



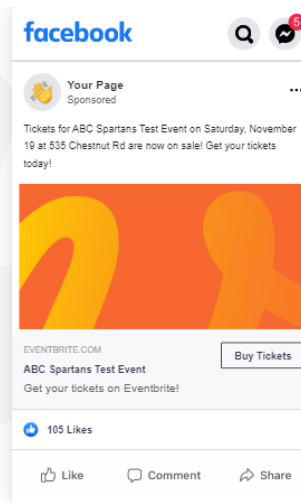
Find more of your people with social ad campaigns

Simplify and automate social media marketing campaigns with helpful templates and integrated design tools to attract new attendees.

[Build an ad campaign](#)



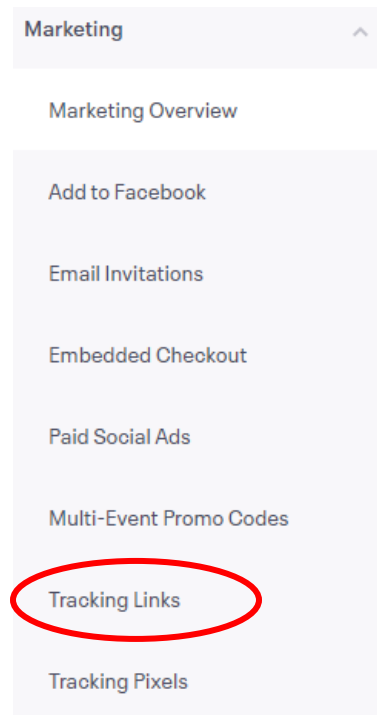
Share on social



- If you click the “Add your event to Facebook” button, Eventbrite will walk you through adding the event to Facebook. There are also more detailed instructions [here](#).
- TIP: If you do place your event on Facebook, be sure to:
 - Add your ticket types to the Facebook event.
 - Note in the Facebook event description that guests must register/RSVP. There is a tendency on Facebook to click on the “Going” option and failing to register.

STEP 7 - PUBLICIZE EVENT

- To get the URL for the event and/or create a custom event URL, click in the “Marketing” from the column on the left of the page and then “Tracking Links”



- You'll be in the Tracking Links section
 - The URL that appears in the “Send This Link To Your Affiliates” 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.