MSU ALUMNI ASSOCIATION
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, but Nvite is the tool through which all events are collected and promoted in the Alumni Club Events section of the MSU Alumni office website.

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. The email and mailing lists we provide to alumni clubs is updated with the data we collect from communications and events.

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

- Go to [nvite.com/community/msualumni](nvite.com/community/msualumni)
- Click “Create An Event”
  - You’ll be asked to give access to the MSU Alumni office. By clicking “Allow”, you’ll ensure that the official MSU design is applied to your event page.
- 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.
  - Then click “Create New Event”

  ![Create New Event Button]

- The MSU template will be applied. Click “Edit Event” to create your event.

  ![Template Applied!]

  ![Edit Event Button]
Why is it important to access Eventbrite through the Nvite hub? If you don’t use the Nvite hub:

- The MSU template will not be applied, and your event will not be placed in the Alumni Club Events section of the MSU Alumni office website.
- The MSU Alumni office cannot access guest list at the conclusion of the event and make updates the MSU database.
  - Updates are important in making sure we have the correct contact information for future communications.
  - The email and mailing lists we provide to alumni clubs is updated with the data we collect from events, including club events.

If you created your event in Eventbrite, but forgot to go through the Nvite hub initially, you can connect your event to the Nvite hub:

- Go to [nvite.com/community/msualumni](nvite.com/community/msualumni)
- Click “Create An Event”
  - You’ll be asked to give access to the MSU Alumni office. By clicking “Allow”, you’ll ensure that the official MSU design is applied to your event page.
- Log-in/authenticate with your/your club’s Eventbrite account username and password
- Your Eventbrite event should be listed
- Click “Apply”

- The MSU template will be applied and your event will be placed in the Alumni Club Events section of the MSU Alumni office website.

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// 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
In the “EDIT” tab in the top left corner of the page:

- Complete the “Event Details” section

HELPFUL HINTS FOR COMPLETING THIS SECTION

- Don’t forget to include your club 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.

- 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 Event Description section below.

- Consider using the “Enter Address” feature to also include a map of the event location.

- Adjust the “Timezone & date settings” to your timezone.
HELPFUL HINTS FOR COMPLETING THIS SECTION

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 instead of the default MSU image. If you do not choose any image, your event will populate with the default MSU image.

The File Share tab of the MSU Alumni office’s Club Admin Panel also contains your alumni club’s graphics that you can use.

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

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

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.

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

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, consider including a request to donate by providing the link/URL to your club’s MSU gift cart.

Click the “Link to Facebook and Twitter” option if your club utilizes social media to further promote and increase awareness of the event.
STEP 2 – CREATE TICKETS
In the “EDIT” tab in the top left corner of the page:
- Choose your ticket type – Free, Paid, or Donation

“Free” Tickets

HELPFUL HINTS FOR COMPLETING THIS SECTION

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

Click on the wheel/cog icon to the right of the ticket name to expand the ticket settings.

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

If there is a maximum number of tickets a person can purchase, enter that in the “maximum” field in the “Tickets allowed per order” section. If you do not enter a number, it will remain unlimited.
“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
- “Pass fee on” vs. “Absorb fees”
  - “Pass 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

HELPFUL HINTS FOR COMPLETING THIS SECTION

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

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

Click on “Show ticket description on event page” so those purchasing tickets will see the explanation.
**STEP 3 - MAKE EVENT PUBLIC OR PRIVATE**

In the “EDIT” tab in the top left corner of the page:

- “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.

- When you've completed everything on this page, be sure to click the “Save” button in the lower right corner of the page.

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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. The email and mailing lists we provide to alumni clubs is updated with the data we collect from communications and events.

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:

<table>
<thead>
<tr>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>EMAIL</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane</td>
<td>Green</td>
<td><a href="mailto:abcgreen@aol.com">abcgreen@aol.com</a></td>
<td>10</td>
</tr>
<tr>
<td>Joe</td>
<td>Spartan</td>
<td><a href="mailto:spartansrule@gmail.com">spartansrule@gmail.com</a></td>
<td>4</td>
</tr>
<tr>
<td>John</td>
<td>Beaumont</td>
<td><a href="mailto:jonnybgood@gmail.com">jonnybgood@gmail.com</a></td>
<td>7</td>
</tr>
<tr>
<td>Susan</td>
<td>White</td>
<td><a href="mailto:ilovemsu@yahoo.com">ilovemsu@yahoo.com</a></td>
<td></td>
</tr>
</tbody>
</table>

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.

In the “MANAGE” tab in the top left corner of the page:

- Select “Order Options” and then “Order Form” from the column on the left of the page
• On the order form, select “Each Attendee”.

Order Form

Attendee Information

Collection type

☐ Basic Information
☐ Buyer Only
☒ Each Attendee

• Click on the various radio button options so it looks like the example below.

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

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

Information to collect

<table>
<thead>
<tr>
<th>Prefix (Mr., Mrs., etc.)</th>
<th>Include</th>
<th>Require</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Last Name</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Suffix</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Home Phone</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Cell Phone</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Tax &amp; Business Info</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Address</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Shipping Address</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Job Title</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Company / Organization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work Address</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Work Phone</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

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 provide to alumni clubs is updated with the data we collect from events, including club events.

If you only collect “Basic Information” or “Buyer Only”, neither the alumni club nor MSU can communicate with all of the event attendees prior to the event, or after to thank them for attending and invite them to future events.
• 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 “Create A Question” towards the bottom of the page
    
    Not finding what you are looking for on this list? Create your own questions with more options.
    
    ![Create A Question]

  ○ Complete the custom question information
    (The information below is specific for student send-offs/alumni picnics)

    **Add a Custom Question**

    **Question prompt**
    MSU Affiliation (Check all that apply)

    **Question type**
    checkboxes

    **Options available**
    - Incoming Student (Freshman, Transfer, Graduate)
    - Current Student (Undergraduate, Graduate)
    - Alumnus
    - Parent
    - Friend

    ![Add Another Option]

    **HELPFUL HINTS FOR COMPLETING THIS SECTION**

    Use the “Question prompt” field to enter the question. Add “Check all that apply” if it’s feasible that guests may have more than one answer, e.g., they are both an alumnus and a parent of an MSU student.

    The “Question Type” 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”

• When you’ve completed everything on this page, be sure to click the “Save” button at the bottom of the page.
STEP 5 - CREATE ORDER CONFIRMATION
In the “MANAGE” tab in the top left corner of the page:

- Select “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**

In the “MANAGE” tab in the top left corner of the page:

- Preview the event. Click on the “Preview” button in the top right corner of the page.
  - Make any changes to the layout/design in the “EDIT” tab
  - Be sure to save all changes
- Make your event public.
  - If you’re in the “MANAGE” tab, click on the “Publish” button in the top right corner of the page
  - If you’re in the “EDIT” tab, click on either the “Publish” button in the top right corner of the page, or the “Make Your Event Live” button at the bottom of the page.
  - 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 Facebook page.
    - When you click on either “Publish” button or the “Make Your Event Live” button, you will be prompted to Add this event to Facebook.
      - If you click the “Next” button, Eventbrite will walk you through adding the event to Facebook. There are also more detailed instructions at [https://www.eventbrite.com/support/articles/en_US/How_To/how-to-publish-your-eventbrite-event-to-facebook-and-sell-tickets?lg=en_US](https://www.eventbrite.com/support/articles/en_US/How_To/how-to-publish-your-eventbrite-event-to-facebook-and-sell-tickets?lg=en_US)
      - 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.
    - Once the event is live, view your event and others on nvite.com/community/msualumni

**STEP 7 - PUBLICIZE EVENT**

- 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 be on the “Event Dashboard” page. Scroll down to the bottom of the 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
  - Click on the “Save” button at the bottom of the page,