



MSU Alumni  
MICHIGAN STATE UNIVERSITY

## 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 would be promoted in the Alumni Club Events section of the MSU Alumni Office website through Nvite. The Nvite event hub ([nvite.com/community/msualumni](https://nvite.com/community/msualumni)) is no longer supported by Eventbrite and should be considered obsolete. The MSU Alumni Office is working on finding another viable solution. Clubs are still able to use Eventbrite, but it does not aggregate to the hub, and therefore does not provide the Alumni Office with participant 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. Upon completion of your event, please send the Eventbrite registration list to Meg Quine at [quinemar@msu.edu](mailto:quinemar@msu.edu)

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 'Sign In'

eventbrite

Search events

Organize ▾

Help ▾

Create an event

Sign 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"

eventbrite

Search events

+  
Create an event

Likes

Tickets

## // 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.

0/25

Add

### 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.

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

Online event

To be announced

Venue location

Search for a venue or address.



## Date and time

Tell event-goers when your event starts and ends so they can make plans to attend.

Single Event

Recurring Event

Single event happens once and can last multiple days

Event Starts\*  
09/11/2021

Start Time  
7:00 PM

Event Ends\*  
09/11/2021

End Time  
10:00 PM

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.

Time Zone  
(GMT-0400) United States (New Yor... ▾

- Click "Save & Continue"

Discard

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 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.



## Main Event Image

This is the first image attendees will see at the top of your listing. Use a high quality image: 2160x1080px (2:1 ratio).



Drag & drop or click to add main event image.

JPEG or PNG, no larger than 10MB.

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

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

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](mailto:johnspartan@email.com).

## STEP 2 – ADD TICKETS

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

“Free” Tickets

**Add tickets** [Learn more](#)

Name\*  
General Admission 17/50

Advanced settings ^

Available quantity\* 0/2500

Description  
Tell attendees more about this ticket.

Price  
\$ Free

Visibility  
Visible v

Sales start  
Date & time v

Tickets per order  
Minimum quantity\* 1 Maximum quantity\* 10

Start date\* 08/04/2021 Start time 12:00 AM

Sales channel  
Everywhere v

Sales end\* 09/13/2021 End time 7:00 PM

eTicket  
 Will call

- Click “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.

Optional: “Advance Settings” to expand the ticket settings.

## “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.

**Add tickets** [Learn more](#)

Paid  Free  Donation

Name \*  
General Admission 17/50

Available quantity \*

Price \*  
\$ 5.00

Buyer total: calculating [View details](#)

Absorb fees: Ticketing fees are deducted from your ticket revenue

Sales start  
Date & time

Start date \*  
08/04/2021

Start time  
12:00 AM

Sales end \*  
09/13/2021

End time  
7:00 PM

Advanced settings [^](#)

Description  
Tell attendees more about this ticket 0/2500

Visibility  
Visible

Tickets per order

Minimum quantity \*  
1

Maximum quantity \*  
10

Sales channel  
Everywhere

eTicket

Will call

### 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




### MSU Alumni Event

Monday, September 13, 2021 at 7:00 PM EDT  
620 Farm Lane, East Lansing, MI 48824

 \$0.00    10

Alumni Picnic

[Preview](#) 

#### Who can see your event?

Public  
Shared on Eventbrite and search engines

Private  
Only available to a selected audience

#### When should we publish your event?

Publish Now

Schedule for later

#### Tips before you publish

[Customize your order form](#) →

- 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.

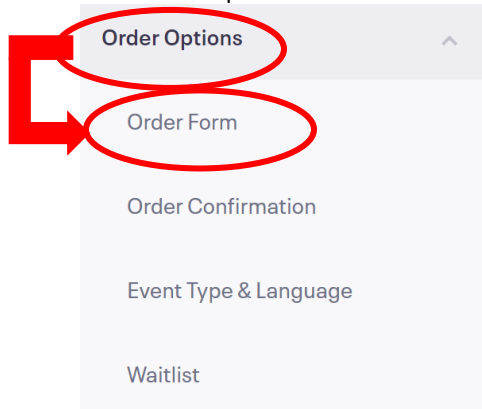
An example of poor data collection:

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	<a href="mailto:abcgreen@aol.com">abcgreen@aol.com</a>	10
Joe	Spartan	<a href="mailto:spartansrule@gmail.com">spartansrule@gmail.com</a>	4
John	Beaumont	<a href="mailto:jonnybgood@gmail.com">jonnybgood@gmail.com</a>	7
Susan	White	<a href="mailto:ilovemsu@yahoo.com">ilovemsu@yahoo.com</a>	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



- On the order form, select “Each Attendee”.

## Order Form

Manage the information you collect from attendees during checkout.

### Collect information from

We collect email address, first name, last name and payment information during checkout by default.

#### Add questions to checkout

- Ask attendees about dietary restrictions
- Collect t-shirt sizes
- Learn how people heard about your event

Collect information from

Each Attendee

- Click on the “Customize Checkout questions” option so it looks like the example below.

Customize Checkout questions





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

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

*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.*

## Information to collect

	Include	Require
Prefix (Mr., Mrs., etc.)	<input type="checkbox"/>	<input type="checkbox"/>
First Name 	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Last Name 	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Suffix	<input type="checkbox"/>	<input type="checkbox"/>
Email Address 	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Home Phone	<input type="checkbox"/>	<input type="checkbox"/>
Cell Phone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tax & Business Info	<input type="checkbox"/>	<input type="checkbox"/>
Home Address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shipping Address 	<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 “new question” under Information to collect

## Information to collect

Choose from the following common questions or create a [new question](#) more specific to your needs.

(CONTINUED BELOW)

- 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

Limit quantity for each choice

### Options available

Option Name

Current Student

Parent

Alumni

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.

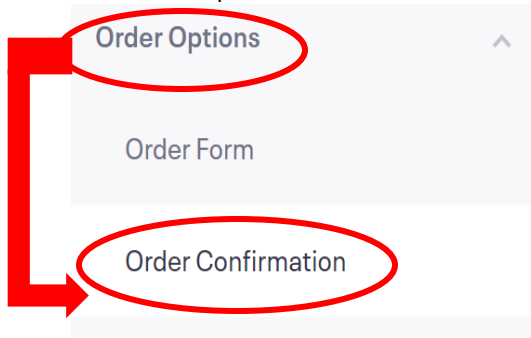
To rearrange the options, click on the arrow icons.

To add additional options, click on the “Add Another Option” button.

- 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

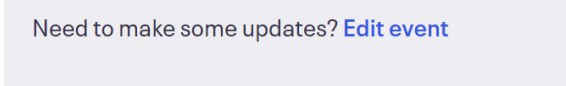
- Click “Order Options” and then “Order Confirmation” from the column on the left of the page



- 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.

(CONTINUED BELOW)

## STEP 6 - FINALIZE EVENT REGISTRATION SITE AND MAKE IT LIVE

- Preview the event. Click on the “Preview” button in the top right corner of the page.
  - Make any changes to the layout/design in “Edit event”  

  - Be sure to save all changes
- Make your event public.
  - Publish the event. Click on “Publish Event” in the top right corner of the page and then “Publish Now”.
  - 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 “Publish Now” button, you will be prompted to Add this event to Facebook.

### Marketing Overview

Boost brand recognition, drive event exposure, and increase ticket sales

#### Share with friends



Event URL  
<https://www.eventbrite.com/e/msu-alumni-event-tickets-166093146071>

#### Get the most exposure for your event

0% completed



##### Add to Facebook

Let people get tickets directly on Facebook, so you can reach a bigger audience for free

[Set up →](#)



##### Email Campaigns

Create and send email invitations to invite attendees to your event.

[Set up →](#)



##### Website Integrations

Sell tickets through a checkout widget to keep visitors on your site

[Set up →](#)



##### Paid Social Ads

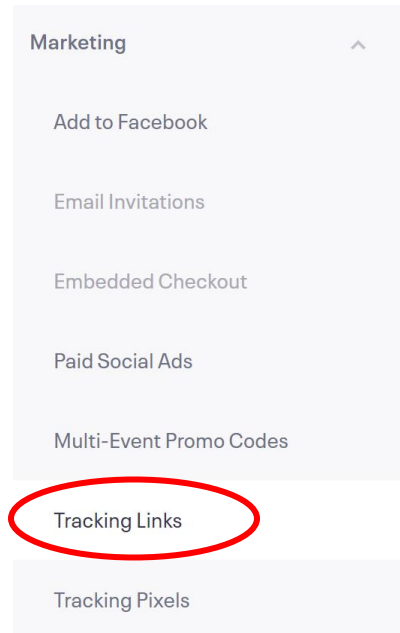
Create campaigns in minutes. Use trusted playbooks and tested strategies to announce new events

[Set up →](#)

- 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.

## 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 “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,