**Eventbrite Event Setup Guide**

This guide will assist you in creating your ExpressTalks Celebrity Edition event on Eventbrite. You can create an Eventbrite account for free if you don’t already have one, and it’s free to use as long as it’s free for registrants to attend your event. If you decide to charge for your event, Eventbrite will charge you a percentage of your event’s ticket price. To calculate your potential earnings visit <https://www.eventbrite.com/organizer/pricing/>.

Eventbrite has numerous settings and promotional options that are not covered in this guide. If you need assistance in these additional options, visit <https://www.eventbrite.com/support> (U.S.) or <https://www.eventbrite.ca/support?lg=en_CA> (Canada).

It is recommended to have this guide open while creating your Eventbrite event so you can copy and paste content as needed.

View [this page](https://www.eventbrite.com/e/example-event-page-expresstalks-celebrity-edition-2021-tickets-125048081177) for an example event page.

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**Eventbrite Setup – Basic Info**

**Basic Info**

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

Event Title\*(required)



Organizer



This profile describes a unique organizer and shows all of the events on one page.

Type



Category



Sub-category



**Tags**

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

**bill\_rancic**

**carla\_harris**

**express\_employment**

**leadership**

**leadership\_development**

**motivational**

**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**

 - Start typing in the location of your venue. The venue should automatically populate. If your venue populates, select the venue. If it does not populate, click on “Can’t find what you’re looking for? Add a new venue or address.” Then fill out the form.

**Date and Time**

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

Single Event

Recurring Events

A single event happens once and can last multiple days.

Event Starts\*(required)

The scheduled date is April 21; however, you may host an event through May 21.

Start Time



Event Ends\*(required)



End Time



Advanced Settings

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



**Eventbrite Setup – Details**

**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). – This image can be downloaded from MyDot on Feb. 15.

Main Event Image



**Description**

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

Summary\*(required)







Video Link

 - Promo video links can be found on MyDot. Promo videos will be available Jan. 20.









**Bill Rancic**

*Entrepreneur, Award-Winning Author, and Motivational Speaker*

**Pause and Pivot to Elevate Your Business Above the Chaos**

Bill Rancic will share why some companies thrive in chaos and others don't. He reveals what leadership behaviors are needed in a world beset by turbulence, uncertainty, and dramatic change. Bill will discuss his Pause and Pivot Method, a totally new technique teaching audiences how to evaluate their business procedures in a methodical manner that will make them more productive in both long- and short-term situations. Bill will share takeaways that are immediately applicable for anyone who wants to increase their return on investment, improve market share, or reap the benefits of a more productive, motivated workforce.

﻿[Learn more about Bill Rancic](https://www.billrancic.com/).﻿







**Carla Harris**

*Business Leader, Author, Keynote Speaker*

**Pearls of Wisdom to Ignite the Leader Within**

Carla Harris’s passion lies in helping others. As she says, “we are blessed, so that we can be a blessing to others.” She vowed that when she reached senior management, she would provide people with the tools, strategies, and pearls of wisdom honed by her own experience. “Carla’s Pearls” include, Authenticity: The Power is You, The 90-Day Rule, Perception is the Co-Pilot to Reality, and many more.

﻿[Learn more about Carla Harris](https://carlaspearls.com/).﻿

**Eventbrite Setup – Tickets**

**Edit Ticket**

Top of Form

Paid

Free

Donation

Name\*(required)



Quantity\*(required)



$ Price



Sales Start



Start Date\*(required)



Start Time



Sales End\*(required)



End Time



**Advanced Settings**

Description



Visibility



Tickets Per Order

Minimum Quantity\*(required)



Maximum Quantity\*(required)



Sales Channel



Delivery Method

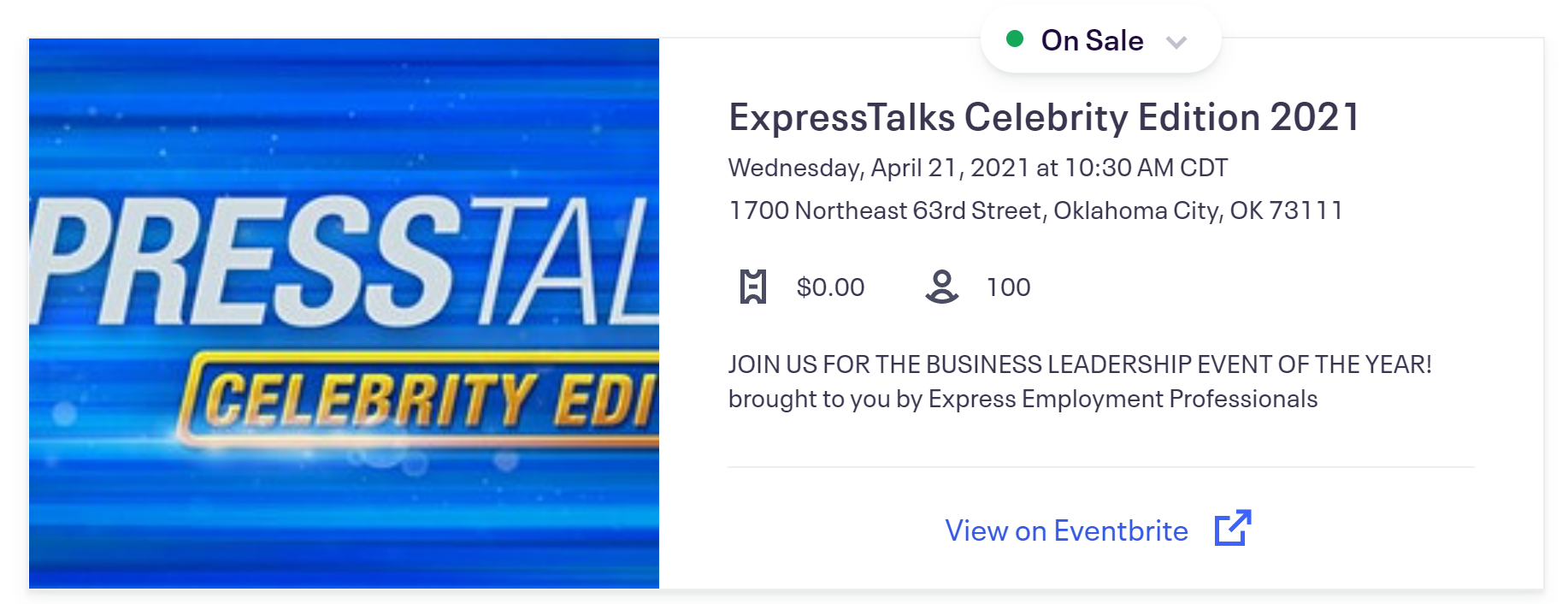
eTicket

Will Call

Bottom of Form

**Eventbrite Setup – Publish**

**Publish Your Event**



**Who can see your event?**

Public

Shared on Evenbrite and search engines

Private

Only available to a selected audience

**Choose your audience**

Audience



**Eventbrite Setup – Order Options >**

**Order Form**

**Attendee Information**

Email address, first name, last name, and payment information during checkout by are marked required default.

**Collect information from each attendee**



**Collect attendee information on the following tickets**

General Admission



**Information to collect:** Choose from the following common questions or create a new question more specific to your needs.

**Add custom question**

Add the following suggested additional questions.

**Do you make hiring decisions for your organization?**

* **Yes**
* **No**

**How many Express events have you attended? Please include any online events as well.**

* **This is my first Express Event**
* **1 – 3**
* **4 – 6**
* **7 – 9**
* **10+**

**This event is approved for 2 credit hours with SHRM/HRCI/HRPA/CPHR. Would you like a certificate of completion to collect your credit hours?**

* **Yes**
* **No**

**Group Registration** - optional

Allow or require attendees to register as part of a group, team, organization, company, or association.

[**Activate Group Registration**](javascript:void(0))

**Additional Items** - optional

You can now create an unlimited amount of additional items, like merchandise or parking, under the Add-ons tab in the Tickets section. Fulfillment, shipping, and handling are still the responsibility of the event organizer.

[**Go To Tickets**](https://www.eventbrite.com/manage/events/125048081177/addons)

**Registration Options**

Title For The Registration Page



Instructions For Your Attendees

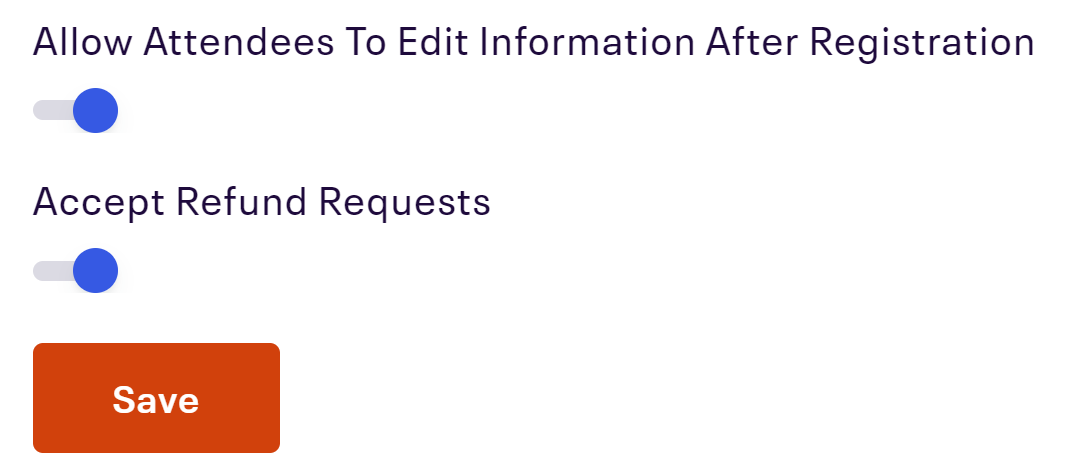


Registration Time Limit

 mins

Message To Display After Ticket Sales End





**Eventbrite Setup – Order Options >**

**Order Confirmation**

Top of Form

**Customize Webpage**

After registering for your event, attendees will see an onscreen message until they navigate away from the page. Add special instructions or other useful information here, but also add important information in the Customize Email section so the attendee can access it later.

Message For Order Confirmation Page (No Html Tags Allowed)



**Customize Email**

Your attendees will also receive an email after registration confirming their order. Add important instructions or other useful information here so attendees can access it at any time.

**Default 'Reply-To' Email Address**

[First.last@expresspros.com](mailto:First.last@expresspros.com)

**Message For Email And Printable PDF (If Included)**

|  |
| --- |
| You have successfully registered for ExpressTalks Celebrity Edition.  **Date:** Wednesday, April 21, 2021  **Time:** 10:30 a.m. - 1 p.m.  **Venue:** National Cowboy and Western Heritage Museum  1700 Northeast 63rd St., OKC, OK 73111  Doors will open at 10 a.m. and the program will promptly begin at 10:30 a.m.  Lunch will be provided.  Questions or concerns regarding this event, please email [first.last@expresspros.com](mailto:first.last@expresspros.com). |
|  |

**Additional Settings**

Configure whether attendees want to receive a printable PDF when they register.

Same settings for all ticket types



Printable Tickets - Optional

Include printable tickets in all orders



Bottom of Form

**Eventbrite Setup – Marketing >**

**Email Invitations**

**Campaign Information**

Campaign name\*(required)



Subject\*(required)



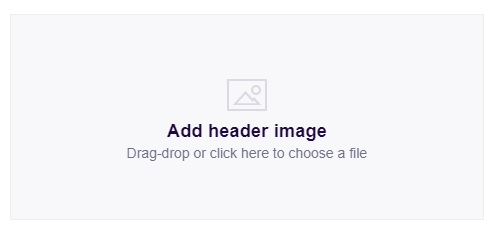
From\*(required)



Reply-to email address\*(required)



**Header Image**



The image appears in the content, above the content text. We recommend using at least a 2160x1080px (2:1 ratio) image that’s no larger than 10MB. – Add the ExpressTalks email header. Image can be downloaded from MyDot on Feb. 15.

Image alt text



Add text to make your image more accessible.

Image clickthrough URL



This is the URL your image will link to when the user clicks. – Use your Eventbrite event page link or leave this blank. Your event link can be found by clicking on Dashboard, then scrolling to the bottom to Your Links.

**Body**

**Join us for the business leadership event of the year!**

**Wednesday, April 21, 2021 - 10:30 a.m.**

**Lunch will be provided.**

Express Employment Professionals is excited to present two celebrity speakers known for their business acumen and decades of leadership experience.

**Pause and Pivot to Elevate Your Business Above the Chaos**

Featuring **Bill Rancic** - *Entrepreneur, Award-Winning Author, and Motivational Speaker*

Bill will share takeaways that are immediately applicable for anyone who wants to increase their return on investment, improve market share, or reap the benefits of a more productive, motivated workforce.

**Pearls of Wisdom to Ignite the Leader Within**

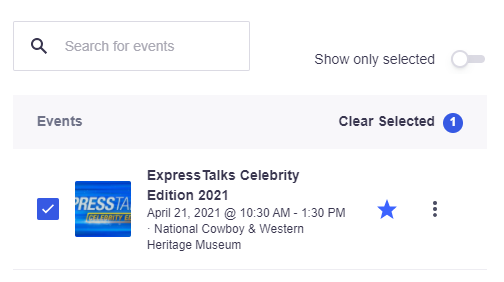
Featuring **Carla Harris** - *Business Leader, Author, Keynote Speaker*

Carla will provide the tools, strategies, and pearls of wisdom honed by her own experience. “Carla’s Pearls” include, Authenticity: The Power is You, The 90-Day Rule, Perception is the Co-Pilot to Reality, and many more.

**Register soon because space is limited.**

**We hope you’re able to join us!**

**Choose your events**



**Footer**

To help your email go through to inboxes instead of spam, the best practice is to have the following fields filled out.

Organizer name\*(required)



Address 1\*(required)



Address 2



City\*(required)



State\*(required)



ZIP Code\*(required)



Country\*(required)



Facebook link

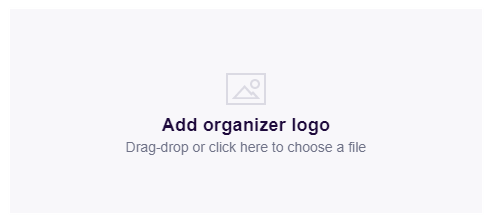


Instagram link



Twitter link



 Add your Express logo.