**Guide to Eventbrite**

Eventbrite is a free tool in event organising, creating virtual tickets, booking tickets and promoting the event to a wide audience and offering easy ways of communicating with your attendees.

As you are collecting data from people then you must comply with GDPR guidance.

1. Set up a free account- https://www.eventbrite.co.uk/
2. Create an event

Select the 'create an event +' button from the top menu
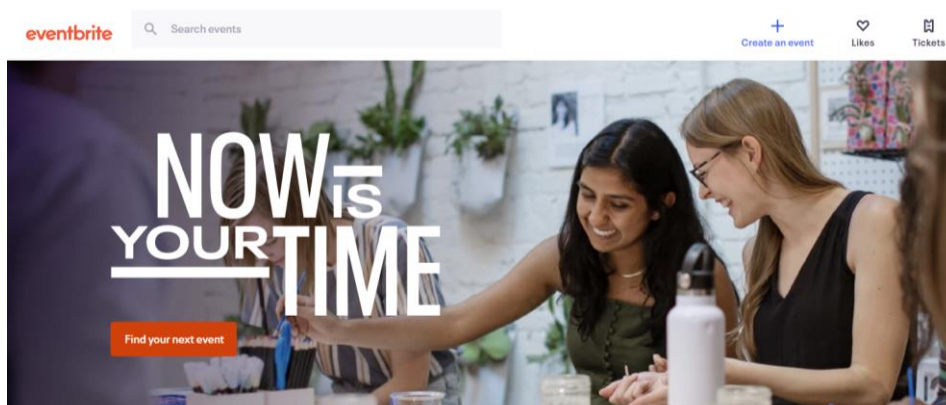
Fill in the details: remember to make the information as clear and accessible as possible.

Add an image and decription. Don't forget to use images you have the rights to use. There is a Living Streets image library available for use on Smugmug, along with additional images, for free download. All photography must be credited to Living Streets, if used.

Add tags to help people find your event, for example national_walking_month –

Online event page – here you can link your event to Zoom/Teams or another online event provider but it can make things a bit tricky. If want to link it, go ahead and add the link from the platform you're using eg Zoom.

If you don't want to use it, go to page settings and disable the attendee event page:
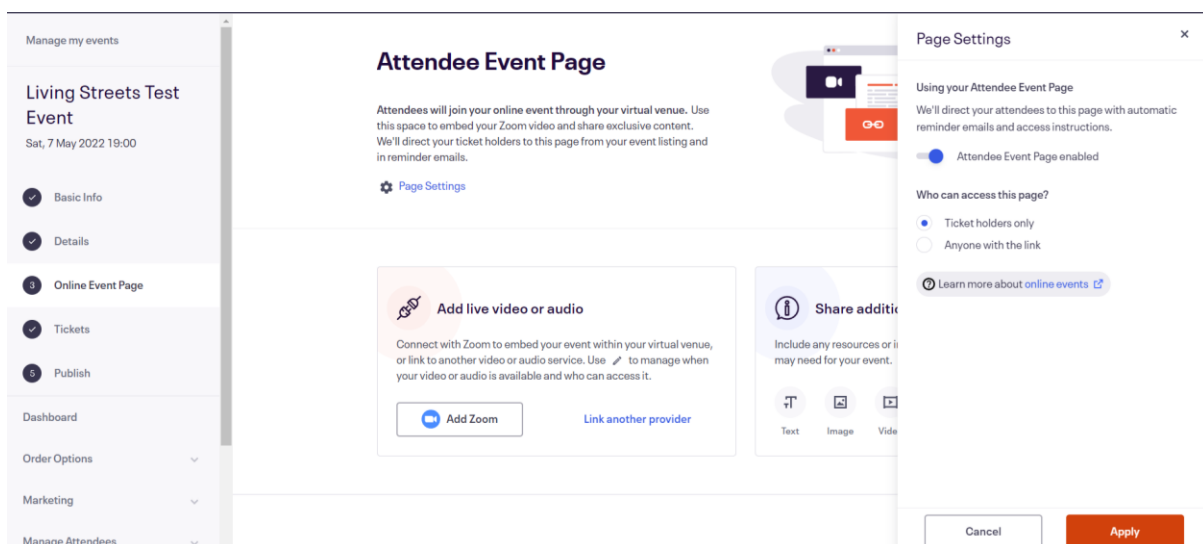
Tickets section – here you can add quantities of free, paid for or donation tickets (Eventbrite will take a cut of any money you make, which you can build into the price or not). You can have a mixture of ticket types and change the details of how many and when they are on sale until at any time.

Order Form- this is where you can add a question asking attendees if they are happy to join your local group's mailing list.

Type the following into the question prompt box:

Would you like to be kept up to date with Living Streets' news and campaigns by email? *Living Streets is gathering your data so we can email you our news and local information where we can. We would like to tell you about project activity and progress, ways you can support us and other news. We won't share your details with any third parties and you can unsubscribe at any time. Read our Privacy Policy for more info: https://www.livingstreets.org.uk/privacy-policy*

Select single choice and type yes and no into the boxes and click save.

Edit question   ✕

Question

Question prompt	Question format
Are you happy to join our Group's mailing list? Living Street	⦿ Single choice ⌄

Options available   Limit quantity for each option ⚪

≡ Yes   🗑

≡ No   🗑

+ Add another option

☐ Add a conditional sub-question

Optional settings

☐ Show this question for specific ticket types

                                              Cancel   **Save**

You're ready to **publish your event** – select public or private. If private, only people who have the link to the event will be able to access it.

You can choose when to publish it.

When you've published your event you can use the Eventbrite platform to promote it but all you really need is the link – with the link you can invite people to come along. Find your link by clicking the event name on the left hand side and scroll down to the bottom of the page:
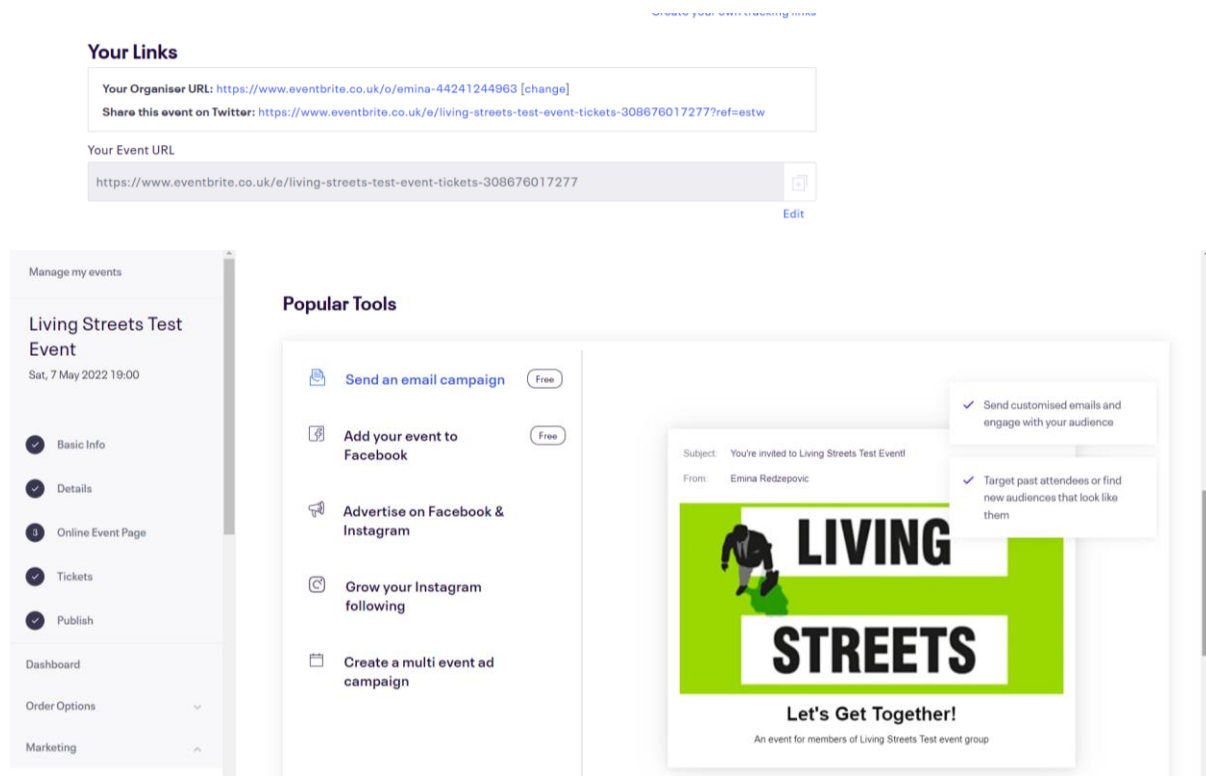
Share

You can let people know about your event now using your social media channels or emailing out to your group mailing list.

Send the link to the event to the Local Group team at Living Streets so we can publicise the event in the Group News or consider writing an email to the Living Streets supporters in your area. Templates are found on the Local Group Resources page.

Important to do:

Manage your order forms: When people click on your Eventbrite link they will be asked for information in order to get a ticket and you have the ability to customize what they see and what information is asked for.

Go to order options in the left hand menu. This is good for accessibility – you can ask people to disclose if they have requirements eg BSL interpreter or if in person and you are providing refreshments eg dietary/allergy information. You can read this Eventbrite guide on creating accessible listings for more information on good practice.
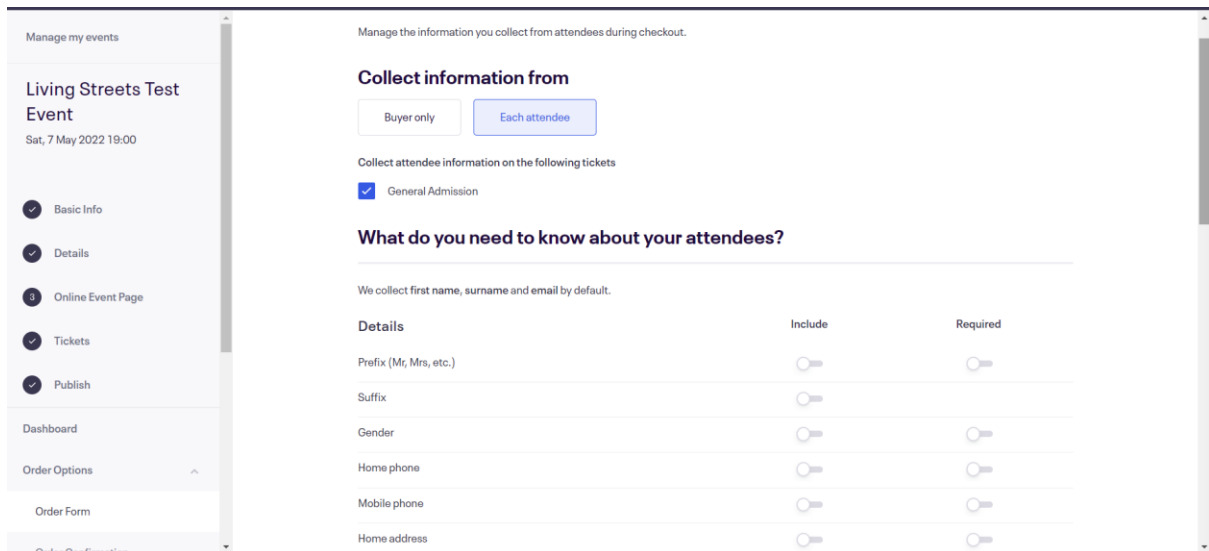
You can do this by adding in a new question:
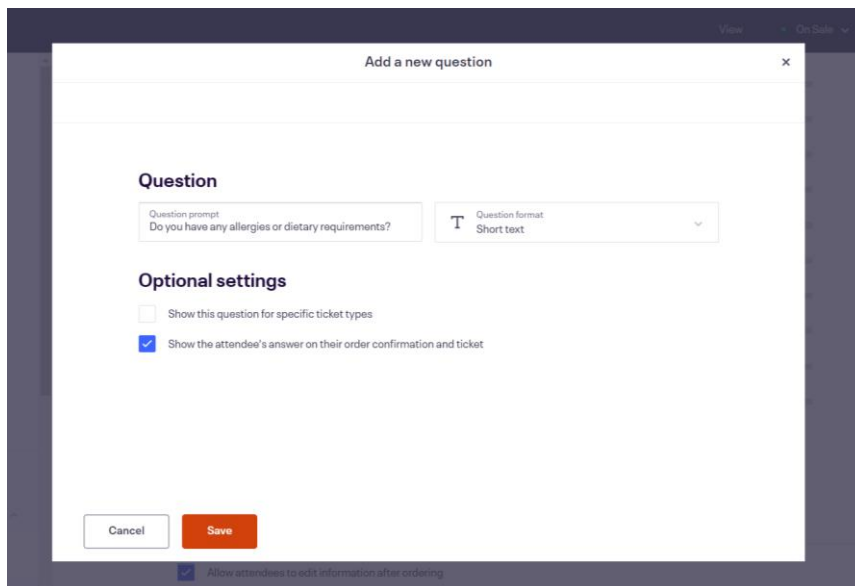
Manage attendees: Here is where you can see your attendees and manage this information.
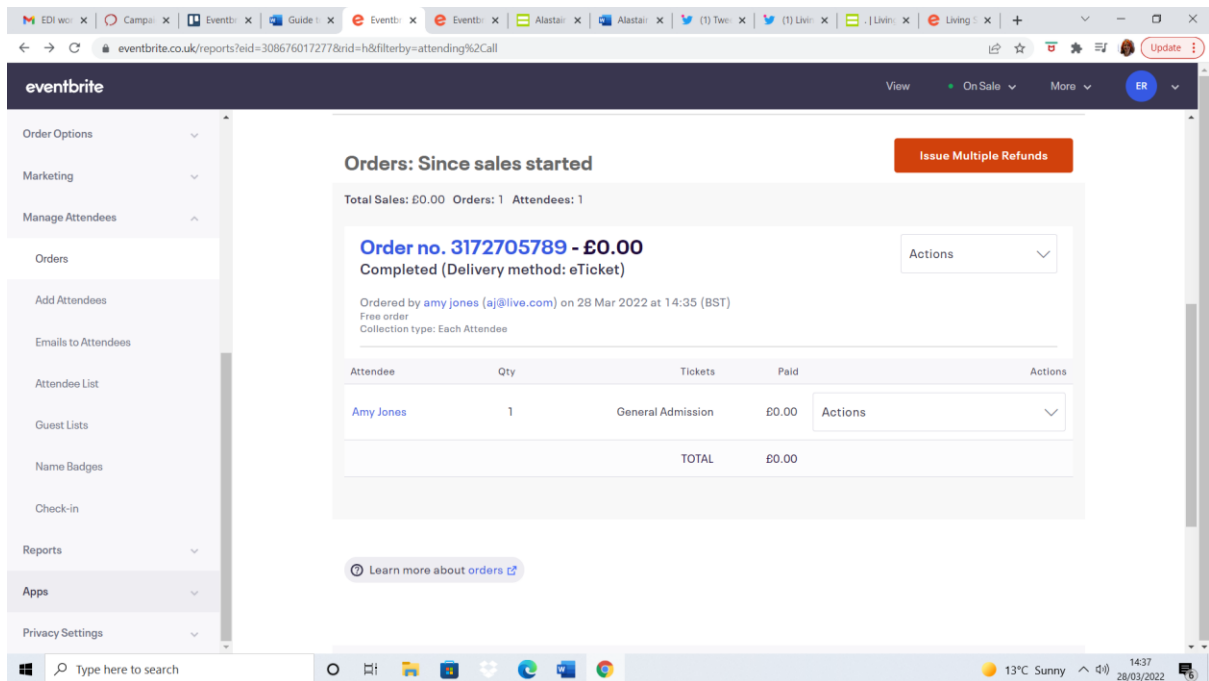
If you click on orders you will see who has ordered tickets and by using 'actions' you can do a number of things such as deleting that information.

Email attendees: This is part of Manage Attendees, it allows you to message all your attendees at once and should be used wisely. Select 'create new attendee email' orange button.

It's a good idea to message your attendees a week before and a few hours before the event with the information they need.

Eg. Thanks for signing up to our event, we will see you next week – Weds, May 7. Here is the Zoom link you will need: www.zoom.com/meeting1234

The event will be recorded so if you don't want to be seen please turn your camera off.

Any questions? Contact bristolgroup@livingstreets.org.uk

- If you have used the linking online event option you do not need to provide a zoom link here
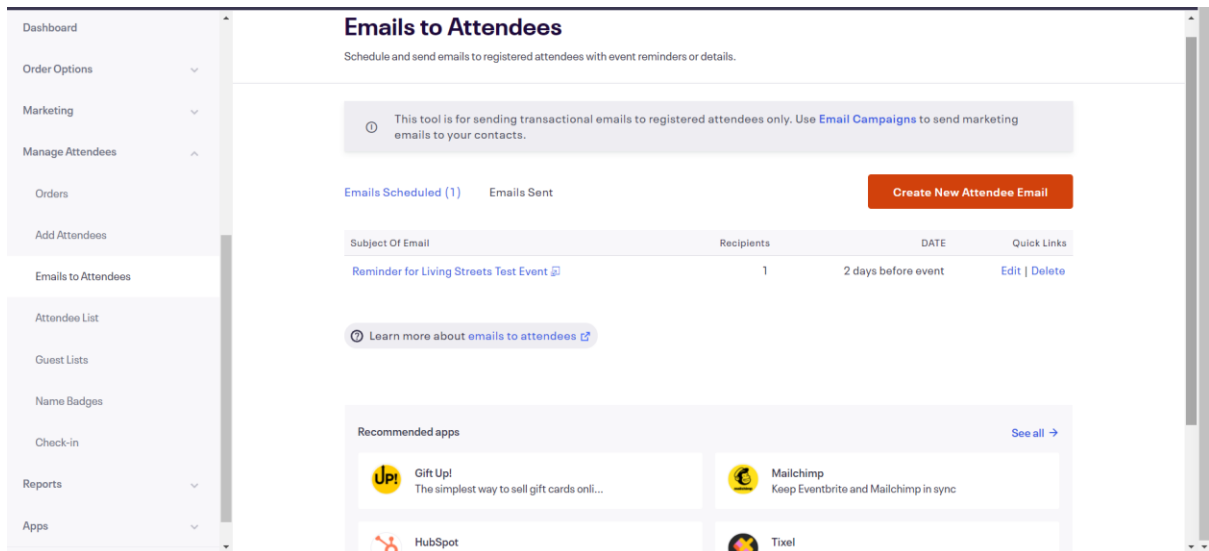
These are the main areas you will need to know about to create an Eventbrite event but help and support is available here:
https://www.eventbrite.co.uk/support