

Eventbrite Guide

Use this step-by-step guide to create an official Most Likely to Succeed Eventbrite page for your screening. Eventbrite is an online platform that allows you to publish and promote your event, send invitations, sell tickets (if desired) and collect RSVPs. It will also allow our team to access your information so that we can promote your event to our network and support you in making your screening as successful as possible.

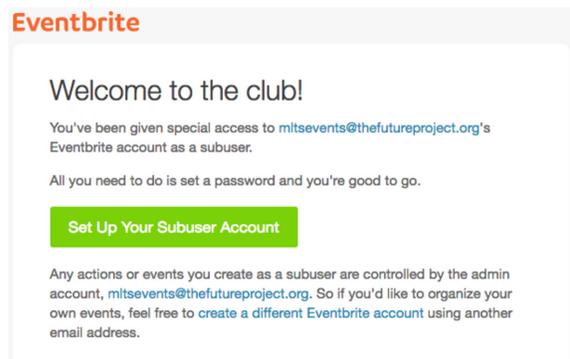
If your screening is *private*, you can set your Eventbrite setting to “private” so that only you and your guests will be able to access it (instructions below). We won’t promote private events unless you ask otherwise.

If you have any additional questions, Eventbrite.com has a great support team. Please also feel free to reach out to your screening coordinator for help!

Step 1: Welcome Email

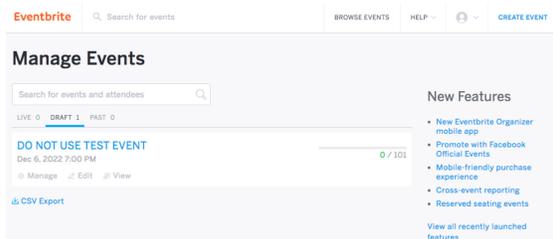
Once we have approved your screening license, you will receive the following email from Eventbrite. Click on the green “*Set Up Your Subuser Account*” button to begin.

If you already have an Eventbrite account, you can still join the official Most Likely to Succeed account. Just make sure to log out of your current Eventbrite account before taking the following steps.



Step 2: Create a New Sub User Account

The Eventbrite email link will take you to the following “Reset Your Password” screen. Fill in “*New Password*”, “*Verify Password*” and click the blue “*Reset Password*” button.



Step 3: Create a New Event

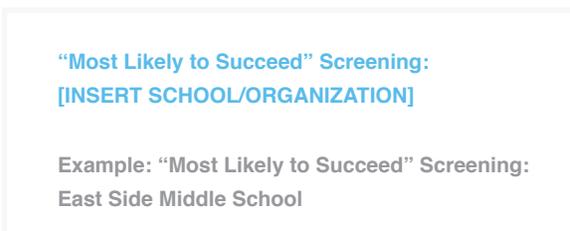
You will be directed to the following My Events dashboard. Click the “Create Event” button in the upper right hand corner to create a new event.

Important: Do not click on or edit the “test” event to which you already have access.

Step 4: Enter Your Event Details

A. Once you create a new event, you will be prompted to enter your event details. Fill in the requested information including *Event Title*, *Location*, and *Time*. You will also be able to upload an image and add an event description. Upload the Social Media Banner on page xyz of your toolkit (it was formatted specifically for this purpose).

For your event title, please use the following template:



B. **Modify Organizer Name** by clicking “+ Add New” and adding your own contact information. It is important that you input your or your organization’s contact information. If this section is not changed, we will appear as the event host and your guests won’t know that you are doing all the hard work! You can also add your social media links here.

The screenshot shows the 'ORGANIZER NAME' section with a dropdown menu currently set to 'IBI Group'. Below it is a text input field for 'Who's organizing this event?'. The 'ORGANIZER DESCRIPTION' section features a rich text editor with a toolbar containing bold, italic, paragraph, list, link, and unlink icons. At the bottom, there is a checkbox labeled 'Include links to Facebook and Twitter'.

C. **Create Tickets.** You can choose to charge for tickets or offer them for free. Under “*Create Tickets*,” choose the option you prefer (“+Free Ticket” or “+Paid Ticket”) and specify the number of available tickets. You can also add an option for guests to make a donation to your organization by clicking on the “+Donation” button.

D. **Set your event to Public or Private.** If your screening is an exclusive event, under “*Additional Settings*” and “*Listing Privacy*” you will want to select “*Private Page*” in order to keep your event details hidden. If your screening is open to the public and you want to promote it, select “*Public Page*” so that people can easily find and search for your event.

E. **Finalize Edits and Make Your Event Live!** Be sure to save changes along the way by clicking “*Save*.” To preview how your event will appear to others, click “*Preview*.” Continue to edit your event until it appears to your liking. Once you are confident with how it is advertised, click the green “*Make Your Event Live*” button and your screening will be posted live online! **Important: Note that if you are asking guests to pay for tickets, be sure to enter your bank account information by going to the “Manage” tab at the top of the page. On the right hand side, click “Edit” under “Eventbrite Payment Processing.” You can enter your bank account information for direct deposit so that all money collected will go to you.**

The screenshot displays the 'SALES' tab of the event dashboard. It includes a 'Current Payout' of \$0.00 and a note that a check will be mailed on Dec 14, 2015. A table shows 'Gross Sales' and 'Net Sales' both at \$0.00. A line graph indicates 'No sales' in the last 30 days. On the right, a box for 'Eventbrite Payment Processing' shows logos for Visa, Mastercard, and American Express, with a note that it is not editable after the first sale. At the bottom, the 'YOUR EVENT URL' is provided as https://www.eventbrite.com/e/mlts-test-tickets-19300238533.

Step 5: Promote Your Event
 Congratulations, your event is live! You will be brought to your Event Dashboard, where you can publish your event to Facebook and send out email invitations. A few days before your event, click “*Emails to Attendees*” in the left-hand column to send out reminders to your RSVPs. You can also use this feature to send any thank you notes or follow-up emails you’d like! There is sample language for invitation, reminder, and thank you emails in the [Social Media Kit](#).

The screenshot shows the 'Event Dashboard' for a live event. A navigation menu is overlaid on the left, with 'Emails to Attendees' circled in blue. The dashboard itself shows 'Invitations Sent' at 0 and 'Invitations Opened' at 0%. A 'SEND EMAIL INVITATIONS' button is visible. A notification at the top says 'Congratulations, your event is live on Eventbrite! Publish event to Facebook.' The event URL is also displayed at the bottom.