SCHEDULING TOOLS

GOOGLE CALENDARS AND FACEBOOK AND EVENTBRITE EVENTS

WHAT TOOLS AND WHY?

There are several tools you can use to help schedule, track and publicize your events. They have different purposes. Use one or layer several.

- Google Calendar.

- Facebook Events.

- Eventbrite.

WHAT TOOLS AND WHY?

Google Calendar

- Create a calendar that you can post on your website.

- Embed in your website and your website looks fresh! Members and visitors will see how active your branch is.

- Include branch events such as board meetings, programs, projects, special interest group events.

WHAT TOOLS AND WHY?

Facebook Events

- Create events on your branch Facebook page and let your members do some of the work you!

- Members share the event and spread the word by inviting and sharing with friends.

- Boost your event be purchasing ads.

WHAT TOOLS AND WHY?

Eventbrite Ticketing

- Need to track attendance? Use Eventbrite!

- There is no charge if your event is free. There is a transaction charge if you are collecting money.

- Your event will be listed in your geographic area – allowing non members to find you!

- Advanced features allow you to create multiple ticket types and registration questions.

- Reporting is fast and easy.

GOOGLE CALENDAR

- Open your google calendar.

You can add a new calendar directly here

Or you can add via settings
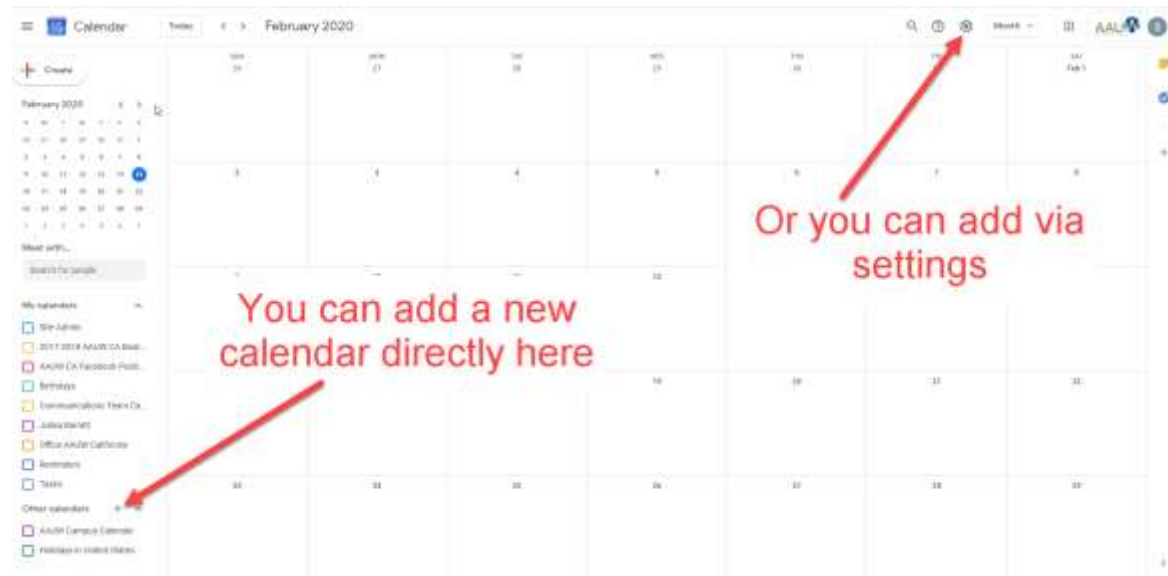
CREATE YOUR CALENDAR

1. Choose Other Calendar.

2. Create new calendar.

3. Enter calendar name.

4. Enter description

5. Create calendar.

CONFIGURE YOUR CALENDAR

- Make the calendar PUBLIC so that everyone can see it

- Add any people you want to be able to add events

CONFIGURE YOUR CALENDAR (CONTINUED)

- Add any additional configurations you desire

INTEGRATE YOUR CALENDAR

1. Share the public link via email.

2. Embed the calendar into your website with this embed code.

You can configure how your embedded calendar looks.

1. Choose the characteristics you want.

2. Choose the calendars you want to include.

3. Create a calendar title.

4. Embed code will adjust. Copy this code to post to your website.

EMBED YOUR CALENDAR IN YOUR WEBSITE

- Copy the embed code and send it to siteresources@aauw.org. Request that it be added to the right sidebar of your website.

CREATE A FACEBOOK EVENT

- Add event to your Facebook page.

CONFIGURE EVENT

1. Add date and time.

2. Add location. Facebook will embed map.

3. Add event name.

4. Add description.

5. Add a picture. You can use existing pictures or add a new one.
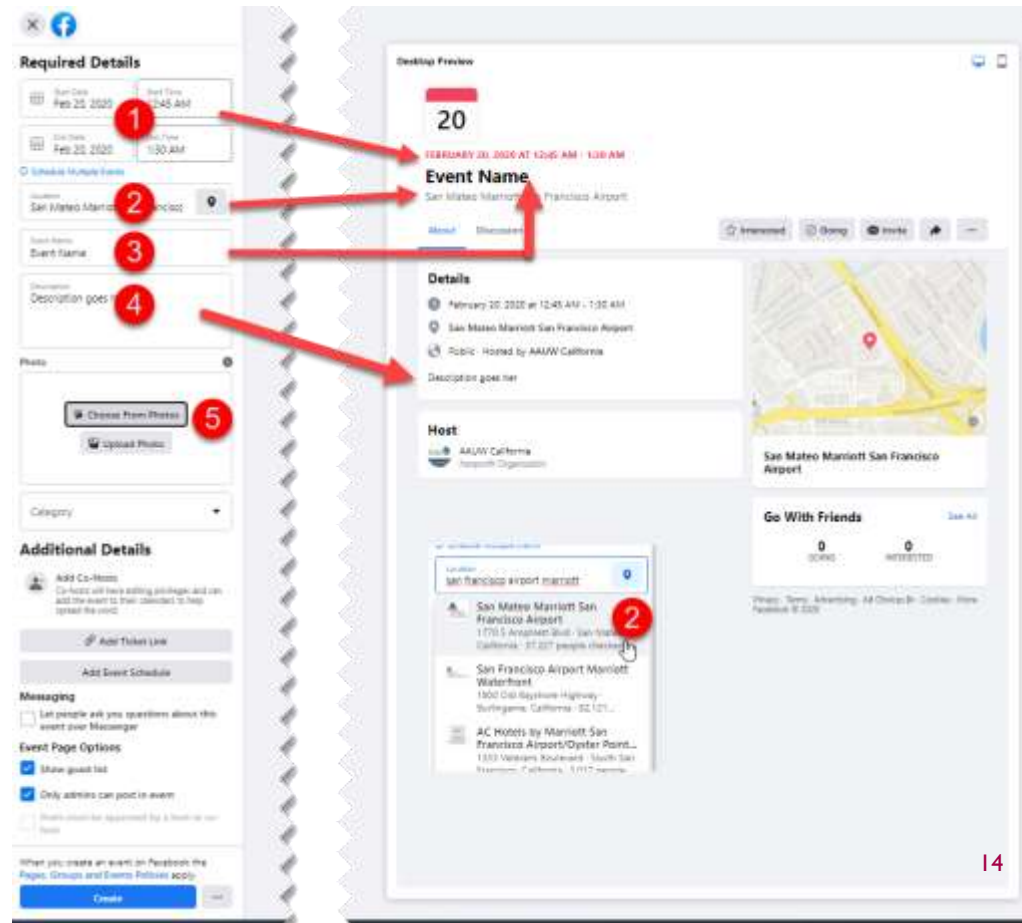
CONFIGURE EVENT (CONTINUED)

6. Add any co-hosts – this will increase your visibility. Co-hosts have to accept the invitation before they will be displayed.

7. Add ticket information if you are using a tool like Eventbrite or link to your website.

8. Add a schedule if desired.

9. Create your event.

EDITING YOUR EVENT

1. Choose Publishing Tools.

2. Choose Published Events.

3. Click on the event you want to adjust.

4. Click edit.
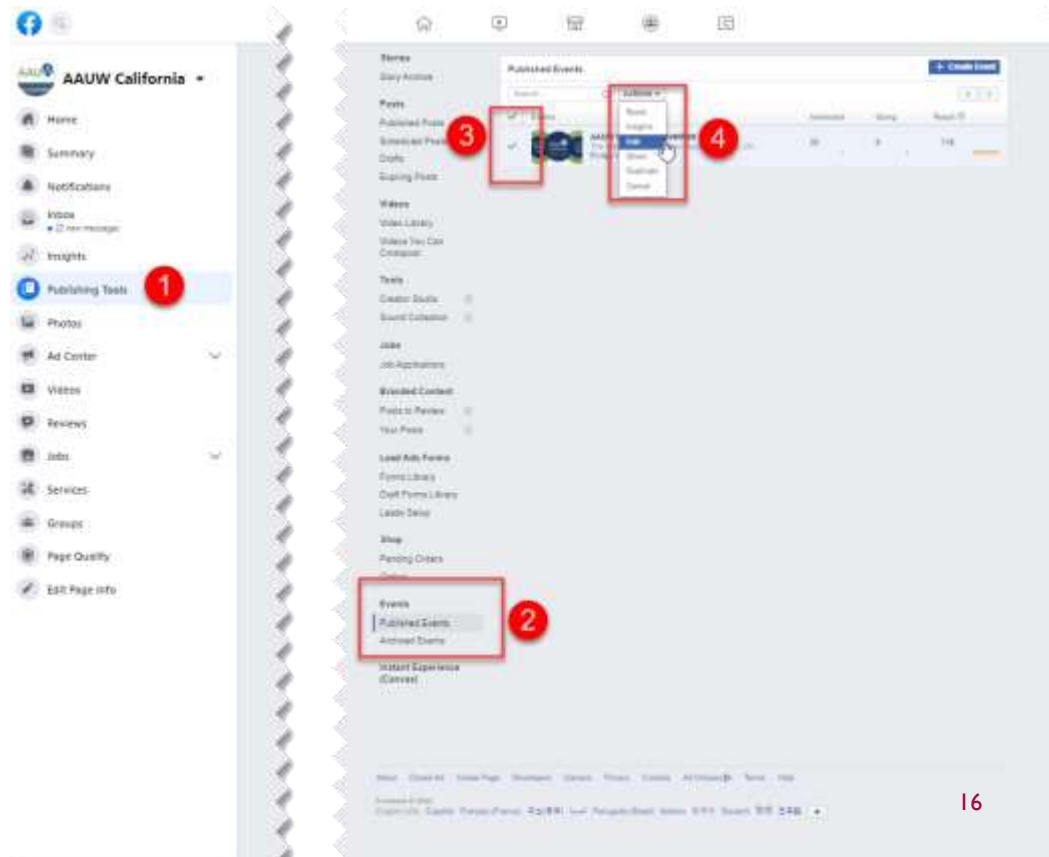
INVITE PEOPLE!

- Once your event is posted, invite people to the event. You will do this as an individual.

- Encourage your member to invite their "friends".
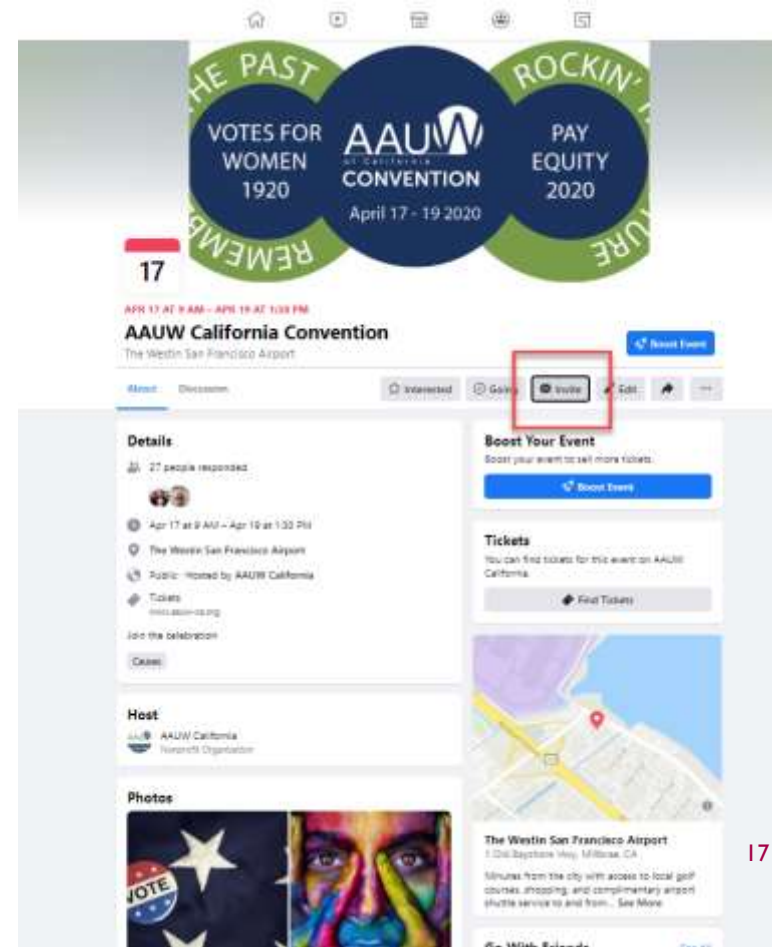
INVITE PEOPLE! (CONTINUED)

1. Click on who you want to invite.

2. Click to send the invitation.
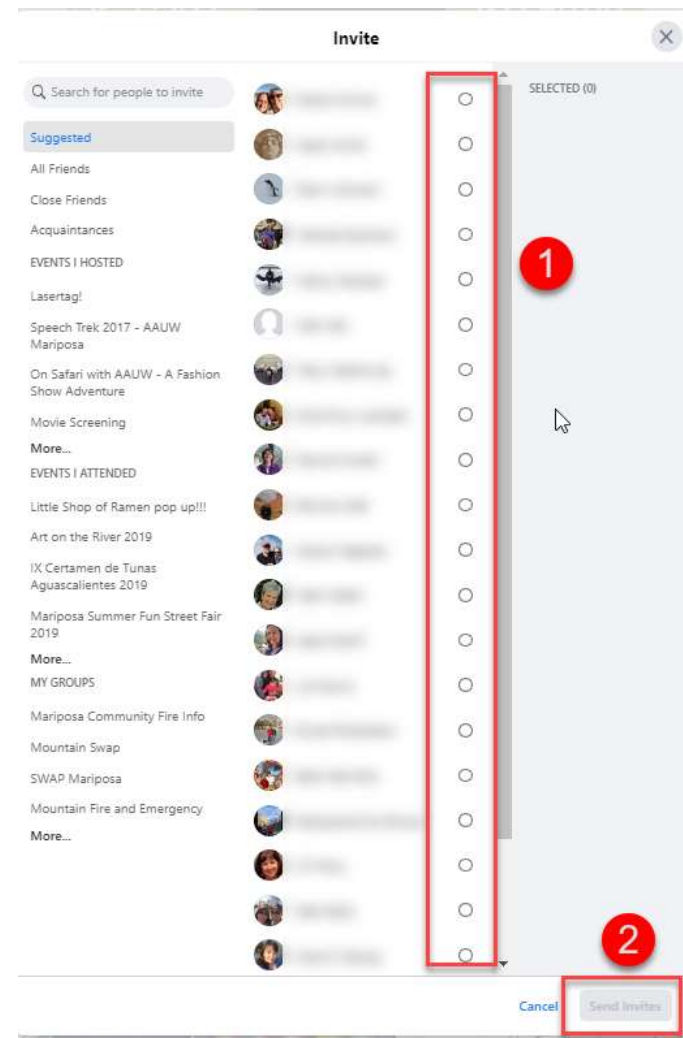
EVENTBRITE (FREE VERSION)

- Eventbrite's free version is adequate for most simple events.

- If your tickets are free, there is no charge.

- If you charge for your event, you'll be charged a service fee. You will need to connect your Eventbrite account to a financial package like paypal.

- If you want more than one ticket type you will need to sign up for a paid account.

EVENTBRITE – THE BASICS

EVENTBRITE – THE BASICS (CONTINUED)

1. Event Title — Give your event a short, distinct name up to 75 characters long.

2. Type — Choose a type that describes your event. For public events, this helps attendees find your event. Category — Choose a category that matches your event. For public events, this helps attendees find your event.

3. Location.
   - Venue — Use the search bar below "Venue" to search for a venue, address, or city. If you select a venue and need to remove it, click the search icon.
   - Online event — Use for events that occur online only. This helps make it clear to attendees your event is virtual (not in-person).
   - To be announced - Use temporarily while you decide on a location. Make sure to update after you decide on a location.

EVENTBRITE – THE BASICS (CONTINUED)

- Enter date and time information.

Date and time

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

- ● Single Event - Happens once and can last multiple days
- ○ Recurring Events - Repeats or occurs more than once

Event Starts * 03/26/2020	Start Time 7:00 PM
Event Ends * 03/26/2020	End Time 10:00 PM

Advanced settings ∨

EVENTBRITE – THE BASICS (CONTINUED)

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). Learn more

1. Drag & drop or click to add main event image.
JPEG or PNG, no larger than 10MB.

1. Add an image.

2. Provide a summary of the event.

3. Provide details for the event.

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

Summary
Write a short event summary to get attendees

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Add Text   Add Image   Add Video
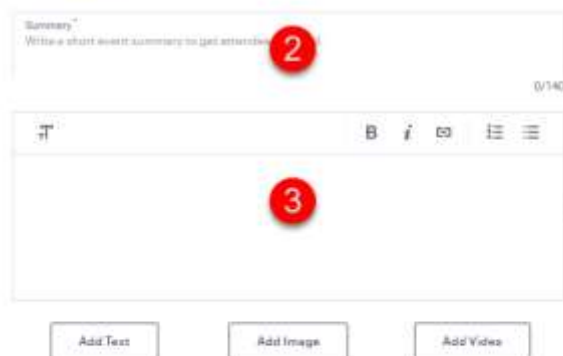
EVENTBRITE – THE BASICS (CONTINUED)

- Create a ticket

  - Free tickets – no charge to use Eventbrite.

  - Paid and donation tickets - you will be charged a transaction fee. You can absorb fees or pass on to purchaser.
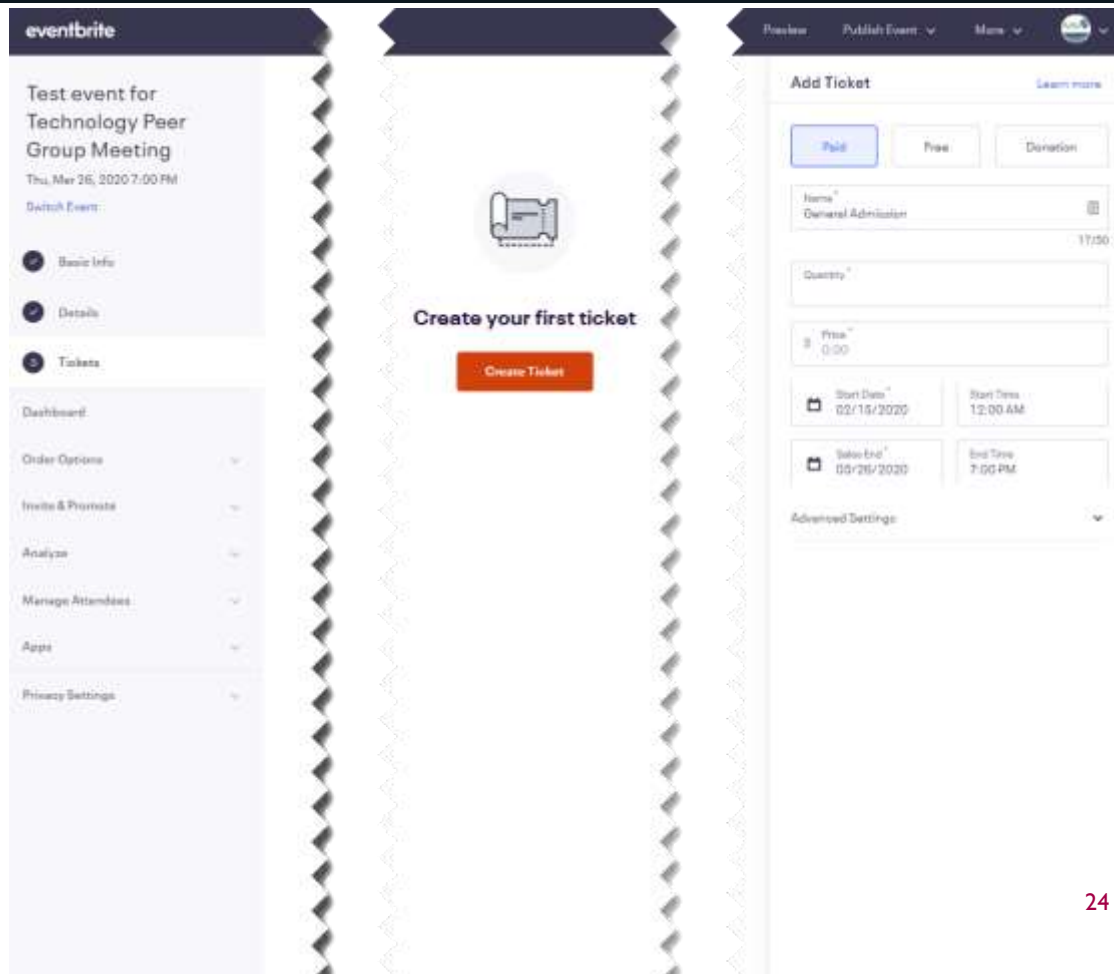
EVENTBRITE – THE COST

Find the solution that's right for you

Avoid ticketing fees by passing them to attendees

	Essentials	Professional	Premium
	The essentials you need to start selling in minutes.	A powerful solution to boost sales and grow your business.	Tailored partnership for organizers with large and complex events
	Downgrade	Your Current Package	Contact Us
Fee per paid ticket*	2% + $0.79	3.5% + $1.59	Custom
Fee per free ticket	Free	Free	Free
Customer Support	Online help center	Phone, chat, and email support for paid events	24/7 phone support
Ticket types (e.g. "General Admission")	1	Unlimited	Unlimited
Ticketing & registration essentials	✓	✓	✓
Listing on Eventbrite and partner sites	✓	✓	✓
Ticket sales on your own site	—	✓	✓
Customizable checkout forms	—	✓	✓
Detailed sales analytics	—	✓	✓
Payouts before your event	—	✓	✓
On-site staffing support & rental equipment	—	—	✓
Branded community pages	—	—	✓
Product training	—	—	✓
Customer Success Manager	—	—	✓

EVENTBRITE – MANAGE YOUR EVENT

RESOURCES

Facebook

- https://www.tech-recipes.com/rx/63107/how-to-create-facebook-event-on-android/

Google

- https://support.google.com/calendar/answer/37082?hl=en

Eventbrite

- https://www.eventbrite.com/blog/academy/eventbrite-on-demand-demo/

- https://www.eventbrite.com/organizer/overview/

- https://www.eventbrite.com/support/articles/en_US/Multi_Group_How_To/how-to-create-an-event-using-our-new-event-creation-experience?lg=en_US