



Setting up Events under EventBrite Application Through the IWIRC Website

Eventbrite allows networks to create their events and invitations, collect and track fees and will automatically load the event onto the IWIRC “event” list on the homepage as well as on your network page. It is very easy to use. Please note, you MUST use this system to set up your event to include it on the website, even if you just have a link to another invitation or document through eventbrite.

- Go to www.eventbrite.com
- Login with your iwirc-----@yahoo.com address, and password (contact IWIRC headquarters at 703-449-1316, info@iwirc.com, if you do not know your network’s yahoo account and/or password)
- Click on “Create an Event”
- Follow the steps on the screen to setup you event. Note you can upload the IWIRC logo or another graphic if you would like and change the background/color of your event.
- Even if you are not collecting fees, you need to set up a “free” ticket in step 2.
- If you are charging a fee, you can set up different ticket amounts for example IWIRC Members and IWIRC Non-Members.
- When you use the system the first time for a pay event, you will need to set up the account information for the transmission of the funds after the event if you are not using an already established paypal account.
- Under the ticket sales, if you have fees for your tickets, click on “show” where it says “advanced options”. You can elect to have the charge fees added to the ticket price or included in the price you select. The system will calculate the fees on per ticket level before you go “live”. We would suggest that you include the fee when you are setting the price for simplicity sake.
- If your network already has a paypal account you can link it to eventbrite to process the payments. If you use the eventbrite system rather than paypal to collect payments, the fees are smaller, BUT eventbrite “collects” all the fees and remits payment to your bank account 3 days after the event, rather than having the payments go immediately into

your account. As most network invites are sent out just 2-3 weeks before an event anyway, I would recommend just using the eventbrite system. If you hold an event that has no charge, the system is free to use. For charges, the fees are as below. The prices are reasonable and the convenience we believe will be of great benefit to networks. Fees only when you make a sale.

- Using the “Advanced Options” under the ticket section, you can calculate the costs BEFORE making your event go live to see what the total fees are and to ensure that you have the fees calculated as you would like, either as an addition to the attendee or built into the total price.
- After the event is posted, in about 15 minutes, it will automatically appear under the “Event” tab, as well as on your network page. The homepage will list the next 5 upcoming events with the oldest dropping off after they have occurred.

If you need to collect more details with a registration, you can do the following Go to **Manage**

- Under **Registration**, go to **Collect Custom Information**
- Select **Collect Information Below for each attendee**
- In the right hand column, add any custom questions that you might like to add (i.e., first time attending a network event, golf clubs needed, are you interested in learning about membership)

You may choose to use a site that links to eventbrite called mailchimp, which allows for greater flexibility in designing invitations and managing your invitation lists. To link the two, you just need your API code, which can be found under your account information in eventbrite.com.

Any questions, please contact IWIRC Headquarters at info@iwirc.com, 703-449-1316.

Prepared April 21, 2011, by Shari Bedker