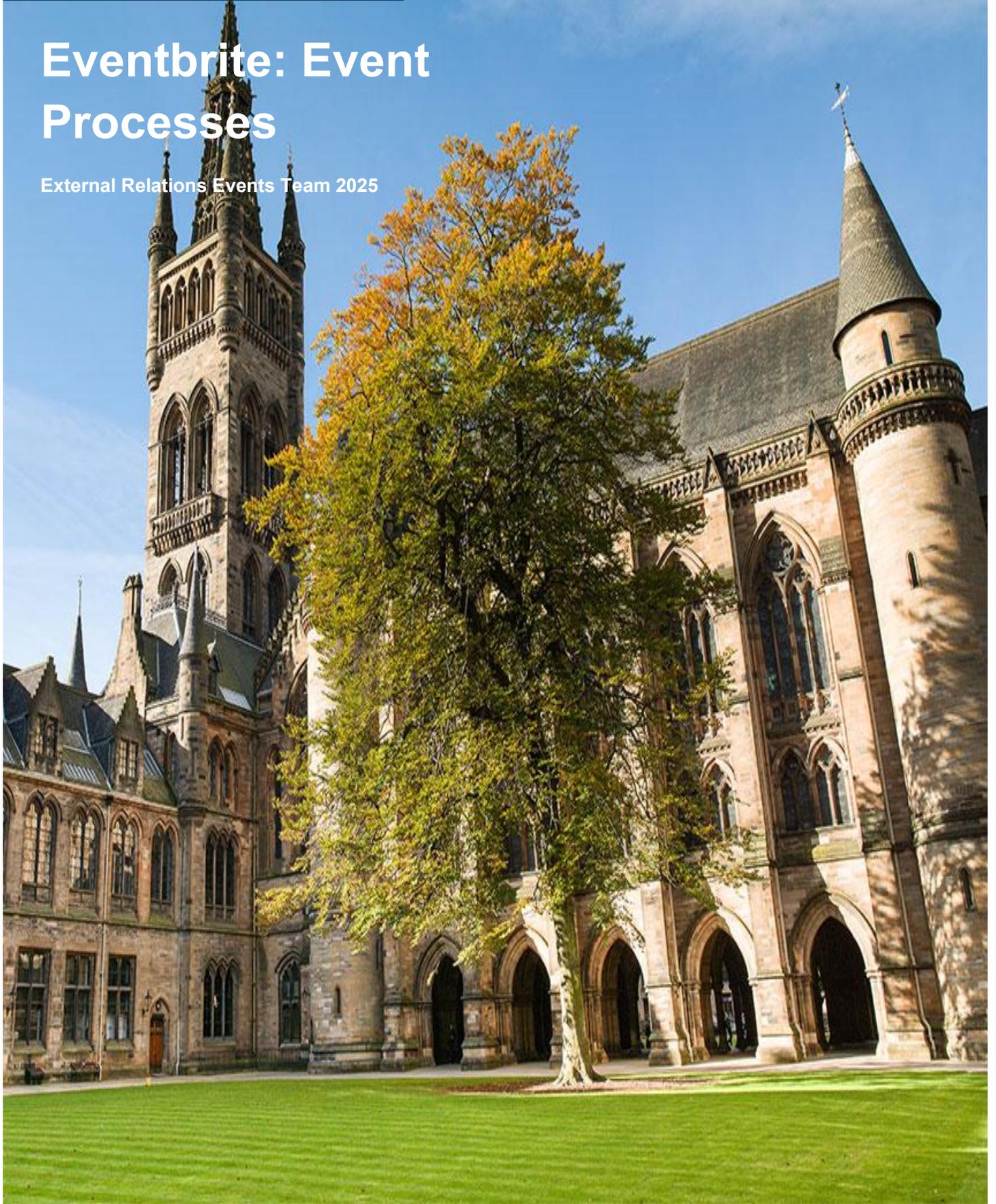




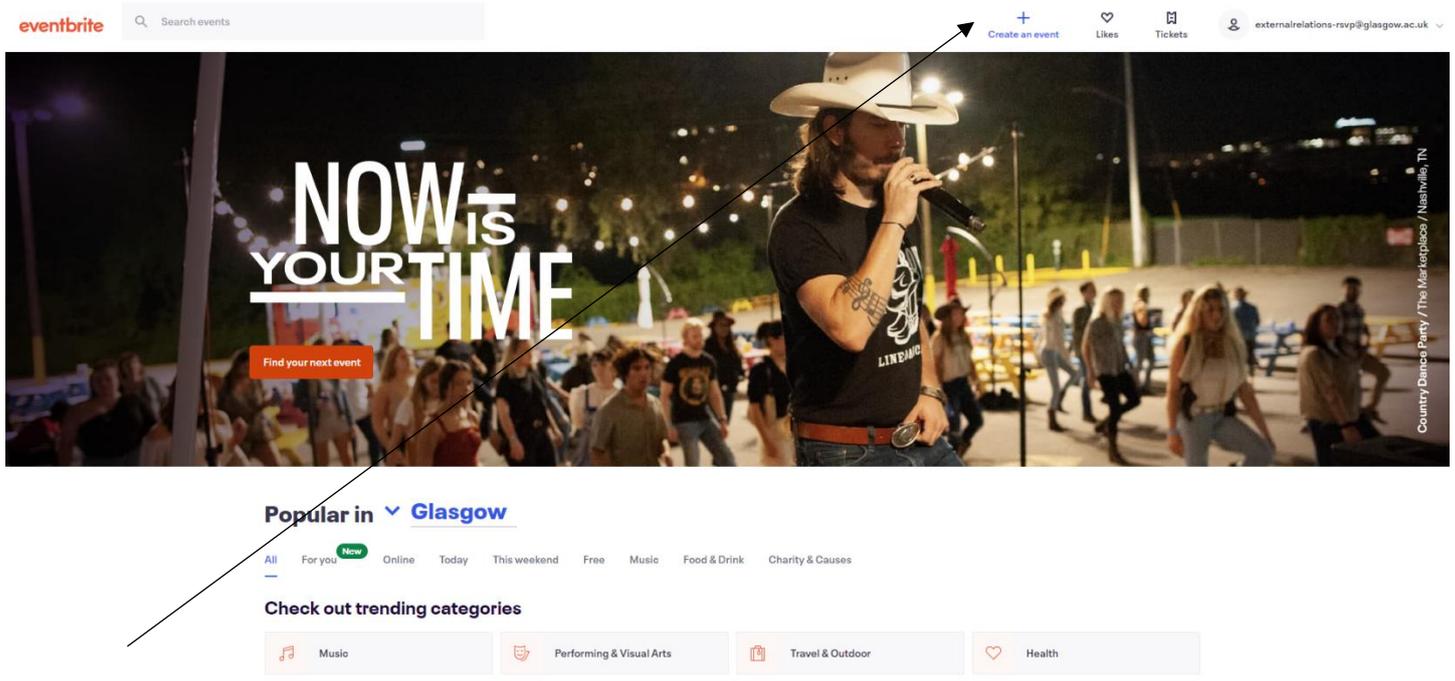
University  
of Glasgow

# Eventbrite: Event Processes

External Relations Events Team 2025



## SETTING UP AN EVENT IN EVENTBRITE



1. Create an event

2. Fill out the basic event information

- a. Main Event Image
- b. Event Title
- c. Event Organiser  
Type/ category
- d. Tags (These will only be relevant on the Event advertised to the public)
- e. Location
- f. Date/ Time
- g. About this Event: Add More Sections:
  - Agenda

[← BACK TO EVENTS](#)

## Build your event page

Add all of your event details and let attendees know what to expect

### About this event +

Use this section to provide more details about your event. You can include things to know, venue information, parking, accessibility options—anything that will help people know what to expect.

### Add more sections to your event page Recommended

Make your event stand out even more. These sections help attendees find information and answer their questions—which means more ticket sales and less time answering messages.

- Agenda** See examples Add
- FAQ** See examples Add



### About this event +

Use this section to provide more details about your event. You can include things to know, venue information, parking, accessibility options—anything that will help people know what to expect.

- FAQ

### 3. Tickets

#### a. Create new ticket

eventbrite Preview Your Event Publish More External Relations Events

# Tickets

Search for an event Event status: All

- Create new tickets**  
Start with a blank slate
- Test**  
Wed, 28 Sep 2022 19:00  
This event has no tickets  
Copy tickets
- Event Payment Test**  
Wed, 17 Aug 2022 12:00  
✓ Admission ✓ Promo codes  
✓ Holds  
Copy tickets
- Euan's test event**  
Mon, 20 Jun 2022 19:00  
✓ Admission  
Copy tickets
- 'My Research Journey' by Professor David MacMillan**  
Wed, 8 Jun 2022 14:30  
✓ Admission  
Copy tickets
- Bobs test event**  
Wed, 22 Jun 2022 19:00  
✓ Admission  
Copy tickets

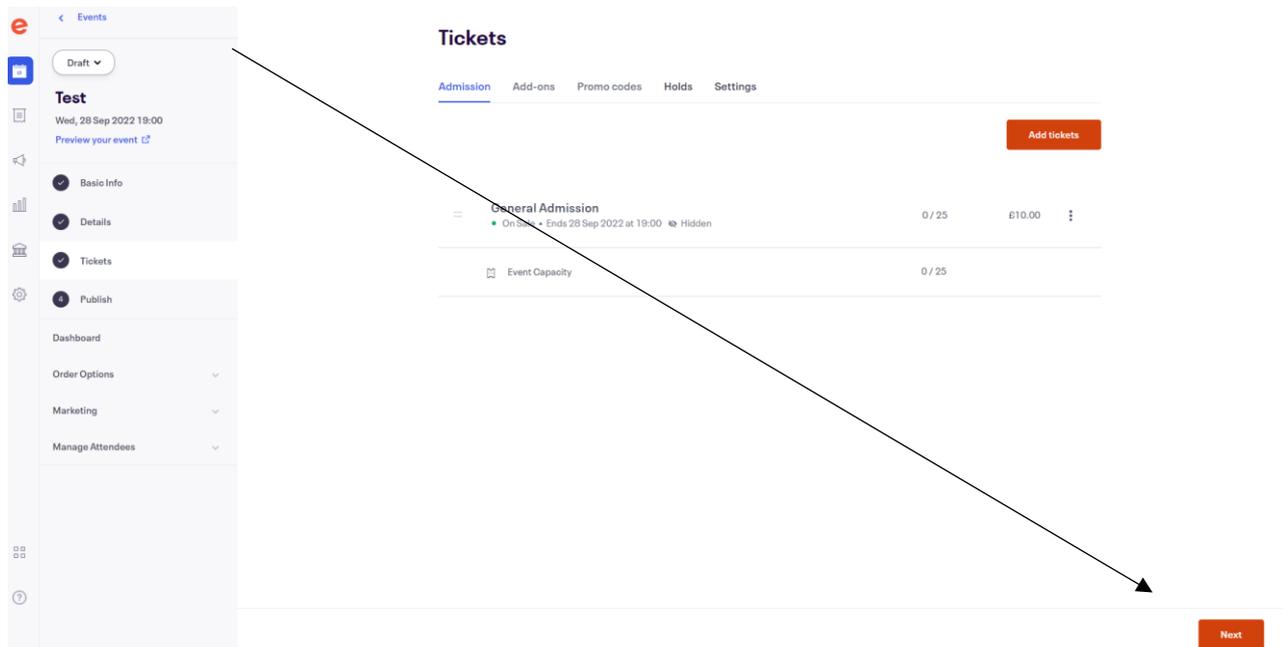
1 2 3 ... 20 >

- b. Press the continue button and select the Paid or Free for the ticket price point.

The screenshot displays the 'Create tickets' interface. On the left is a navigation sidebar with options like 'Draft', 'Build Event Page', 'Add Tickets', 'Publish', 'Dashboard', 'Order Options', 'Marketing', 'Manage Attendees', and 'Reporting'. The main content area is titled 'Create tickets' and includes a sub-header 'Choose a ticket type or build a section with multiple ticket types.' Below this are three selectable options: 'Paid' (with a ticket icon), 'Free' (with a lightning bolt icon), and 'Donation' (with a heart icon). At the bottom of this section is a 'Create a section' button. On the right, a 'Add tickets' sidebar is circled in blue. This sidebar contains a 'Paid' button selected, a 'Name' field with 'General Admission', an 'Available quantity' field with '17/50', a 'Price' field with '£ 0.00', 'Sales start' and 'Sales end' date pickers (07/05/2024 and 16/06/2024), and 'Start time' and 'End time' pickers (00:00 and 10:00). At the bottom of the sidebar are 'Cancel' and 'Save' buttons.

### c. Single Ticket Type

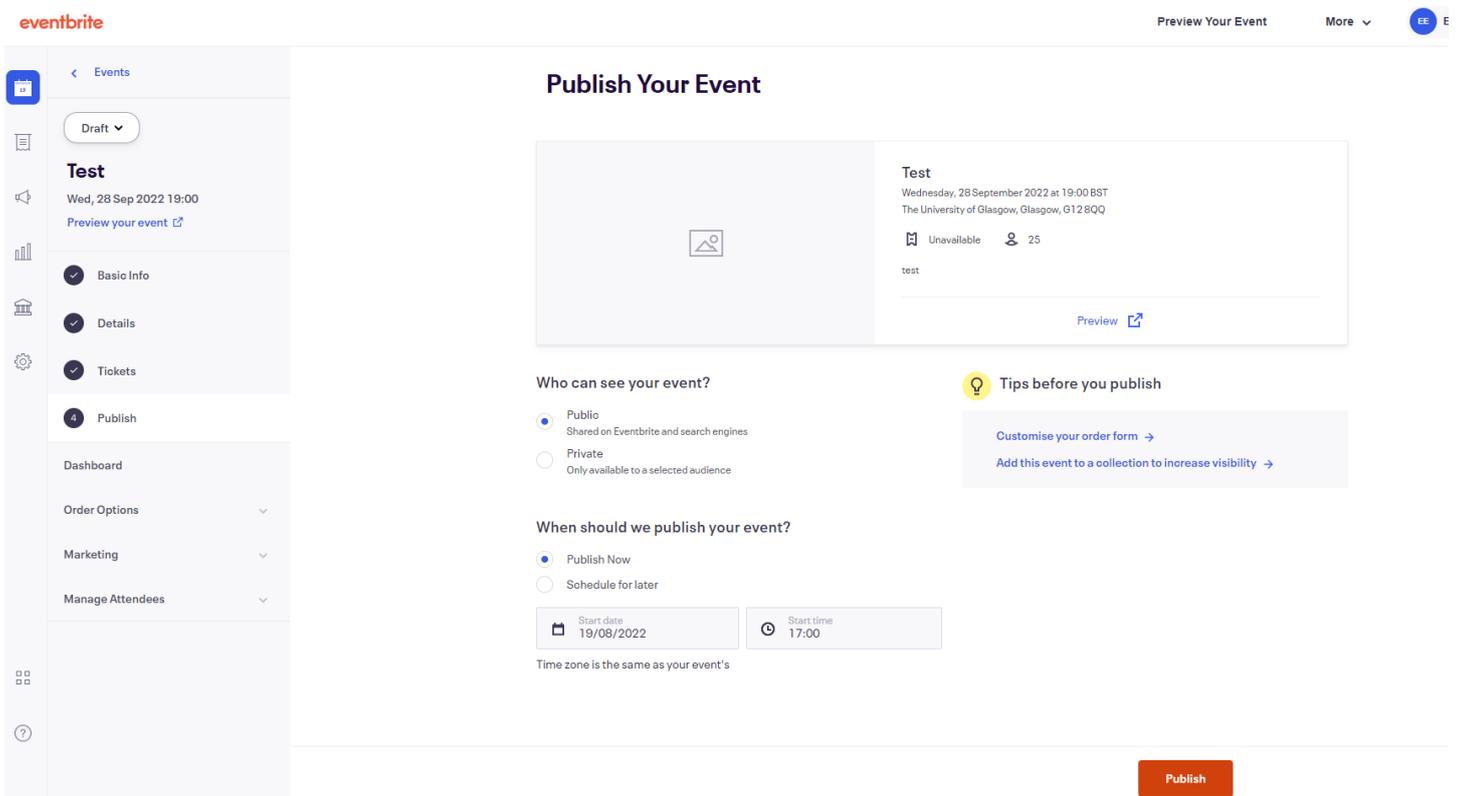
- Select if this will be a paid or free ticket.
- Quantity - dependent on event
- Price - set price per ticket (Once ticket price has been set, please ensure that 'Absorb fees' has been ticked)
- Set your date/time for ticket sales
- Advance tickets
  - Describe what ticket offers
  - Visibility- Hidden
  - Min/Max tickets that someone can purchase
  - Sales channel - online only
  - Ticket eTicket



4. Click 'Next' unless another type of ticket is necessary.

5. Publish your event

- a. Who can see your event- keep private, if you publish to the public, anyone can see this event and register
- b. Set the refund policy to 10 days and ensure your refund policy is within the T&C section of the order form. Mark as a reply to each refund request individually.
  - i. Once set to private, keep the audience 'Anyone with the link'
- c. Select when to publish your event page
- d. Hit publish (this will make it live, but only accessible by whoever creates it. We wouldn't recommend sharing the link until you have completed the 'order form' under 'order confirmation'.
- e. You can now add Search Settings by adding your event type, category and tags.



- f. Click publish, and the marketing window will appear. If you do not wish to link social media pages to the Eventbrite listing, skip past this section.

## Order Options

### 6. Order Form

- a. Create a new form, go down the list on the left side of the page and click Manage Attendees > Orders Options > Order Form.

The screenshot displays the Eventbrite 'Order form' management page. On the left, a sidebar menu is visible, with 'Order Options' expanded to show 'Order Form' selected. The main content area is titled 'Order form' and features a sub-header 'Personalize your checkout experience'. This section includes three settings: 'We collect first name, last name and email by default', 'Customize the information you collect from your attendees', and 'Change the time limit for checking out'. Below this is a section titled 'Save time by copying an order form from another event, or create a new one', which contains a search bar, a 'Create a new form' button, and a grid of existing event order forms to copy. The grid includes events like 'Test', 'Event Payment Test', 'Euan's test event', 'My Research Journey' by Professor David MacMillan, and 'Bobs test event'.

### 7. Click 'Create a new form'

- a. We recommend clicking 'each attendee' so you can collect all information for each guest.
- b. Now you will add 'your questions', such as Prefix

## Order Form

**Ticket buyer (Recommended)** ○

Only collect info from the ticket buyer to make checkout faster, which could mean more ticket sales for you.

**Each attendee** ●

Collect info for each ticket in an order. Only require responses for the most important things.

Apply order form to:

**Your questions**

Search for questions

**Time to complete** ⓘ 3 min

**Number of questions** 3

💡 Tip: We've learned that a shorter order form can increase your sales by 14%. Only require the information you need to make your event a success. Leave the rest as optional.

1. Name & Email Required ▼

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**Order form settings**

Allow attendees to edit information after registration  
Offer your attendees the ability to edit the contact information after purchase

**Registration time limit** 🕒 20 mins

This is the time your attendees will have to fill in the information you want to collect. If you have a long form, we suggest you increase the registration time.

Discard
Save

- c. We would also recommend asking customer questions, for example:
  - i. (Please note- if you ask for GUID, please add *'Please include your University of Glasgow Matriculation/Reference Number. This can be found in your invitation email. If your guest is not a University of Glasgow Alumni, please insert your own Matriculation/Reference Number within this field.'* to **'Add Special Instructions'**).
  - ii. Please indicate any dietary requirements
  - iii. Do you have any seating requests
  - iv. Special assistance
- d. You will also need to add **Terms and Conditions** or **Privacy Notices** to this section
  - i. Click 'add question'
  - ii. 'Question prompt' - Terms and Conditions
  - iii. 'Question format'- Additional terms & conditions
  - iv. Example T&Cs

The University of Glasgow will be what's known as the 'Data Controller' of your personal data processed in relation to your registration for the **'Insert Event Name'** event. This privacy notice will explain how The University of Glasgow will process your personal data.

Why do we need it

We are collecting your basic personal data, such as your name, telephone number and email address, to contact you, if required, regarding your registration for the **'Insert Event Name'** event.

What are your rights? \*

You can request access to the information we process about you at any time. If at any point you believe that the information we process relating to you is incorrect, you can request to see this information and may, in

some instances, request to have it restricted, corrected or erased. You may also have the right to object to the processing of data and the right to data portability.

If you wish to exercise any of these rights, please contact [dp@gl.a.ac.uk](mailto:dp@gl.a.ac.uk).

\*Please note that the ability to exercise these rights will vary and depend on the legal basis on which the processing is being carried out.

## Complaints

If you wish to raise a complaint on how we have handled your personal data, you can contact the University Data Protection Officer, who will investigate the matter.

Our Data Protection Officer can be contacted at [dataprotectionofficer@glasgow.ac.uk](mailto:dataprotectionofficer@glasgow.ac.uk)

If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law, you can complain to the Information Commissioner's Office (ICO) <https://ico.org.uk/>

Please note that the event programme is subject to change should this be necessary.

The University of Glasgow will not pass your personal information onto any 3rd party outside the University; however, this booking website (www.eventbrite.co.uk) is a third party; their privacy statement can be found on their website.

Further details on data protection can be found on the university website: [Data Protection & Freedom of Information](#)

The screenshot shows a dialog box titled "Add a new question" with a close button (X) in the top right corner. The dialog is divided into several sections:

- Question:**
  - Question prompt:** A text input field containing "Terms and Conditions".
  - Question format:** A dropdown menu with a checkmark icon, currently set to "Additional terms & conditions".
  - Text area:** A scrollable text area containing a privacy notice: "The University of Glasgow will be what's known as the 'Data Controller' of your personal data processed in relation to your registration for the 'Insert Event Name' event. This privacy notice will explain how The University of Glasgow will process your personal data. Why we need it We are collecting your basic personal data such as your name, telephone number and email address in order to contact you, if required, regarding your registration for the 'Insert Event Name' event. How long do we keep it for Your data will be retained by the University for 21 days after the event has concluded. After this time, data will be securely..."
- Optional settings:**
  - A checkbox labeled "Show this question for specific ticket types" which is currently unchecked.
- Buttons:** "Cancel" and "Save" buttons are located at the bottom right of the dialog.
- Footer:** A section titled "Add special instructions" with a small text block: "Provide any instructions your attendees might need to complete the order form. If you wish to add any instructions related to the event, please use the confirmation page tools."

## 8. Order Confirmation

- On this page you can customise the webpage/ email that registrants will see.
- You can also change the 'default reply to email address'
- There is also the option to change if some of the registrants receive a different confirmation email- this may be helpful if you want to send different messages to a different set of guests.
- Message For Order Confirmation Page Example- *Thank you for purchasing a ticket for the \*INSERT EVENT NAME\*. You will receive a booking confirmation by email. If you have any further questions, please get in touch with the Team by emailing XX*
- Message For Email and Printable PDF Example- *Thank you for purchasing a ticket for the \*INSERT EVENT NAME\*. We look forward to seeing you there!*

## Manage Attendees

9. Eventbrite has the option to manage attendees
  - a. Orders
    - i. Here you can download different types of reports.
    - ii. You can also see how many ticket orders they have had. Issue multiple refunds
  - b. Add Attendees
    - i. Manually add attendees' info for complimentary tickets or offline payments
  - c. There is also the option to edit the email schedule. This can be found under 'Manage Attendees', then in 'Emails to Attendees'.
    - i. Eventbrite automatically will send a reminder email 2 days before the event; however, this can be edited or deleted.
    - ii. If you choose to edit this email, then this will allow you to change the name of the email, the reply-to email address, subject line, and message. You can also change when this email will be sent.
    - iii. You can also create a new attendee email if needed
  - d. Attendee List
    - i. View and download a list of your attendees for check-in

## POST EVENT

Once your event has concluded, Eventbrite will realise the money earned from ticket sales. Payouts are sent to our finance team 5 days after the event ends. Please ensure your account is set up with the relevant bank details for your department. You will be prompted to do this when creating your Eventbrite account.

All this information can be found on the payout slip from Eventbrite. You can find this on Eventbrite.

1. Log into Eventbrite
2. Go into the 'Events' tab
3. Ensure you change 'Upcoming Events' to 'Past Events'
4. Click into your event
5. Click on Manage Attendees
6. Then 'Orders'
7. Click 'Payout Details'

Please check with your local finance team regarding setting up a bank account for Eventbrite and managing payouts.