

How to set up an online booking system for your History Festival event

Why use an online booking system?

Almost 60% of respondents to the 2017 History Festival audience survey said they prefer to book for events online.

Using an online booking system can also help reduce the hassle of dealing with multiple phone calls and emails in the busy period leading up to your event.

The good news is that there are a number of online booking systems that are easy to use and are free if your event does not charge an entry fee.

The History Trust does not endorse any particular system, but we have used Eventbrite in the past and will share our experiences in this helpsheet. Other event organisers have found sites like [Trybooking](#) useful but you might find another one that suits your needs.

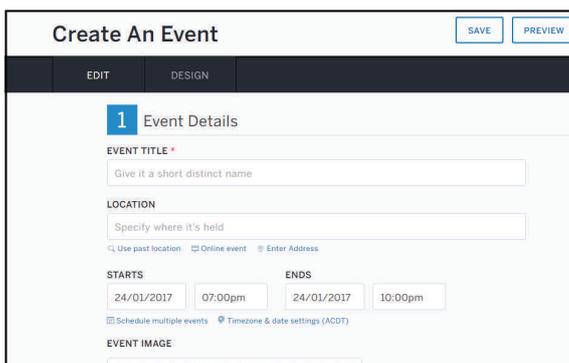
Both Eventbrite and Trybooking have help sections with more information than we have covered here:

<https://www.eventbrite.com.au/support>

<https://www.trybooking.com/learn/welcome-to-the-learning-centre>

Step 1. Sign up or login

To create an event using **Eventbrite**, start by signing up or logging into: www.eventbrite.com.au



Tip: Make sure the time zone is set to Adelaide time

Step 2. Create an event

Next, click 'create an event' and start entering your event information.

1. Event details

Enter a title, description, location, dates and times, and an image (and don't forget to mention that your event is part of South Australia's History Festival in the description.)

Then, enter some information about your organisation. If you have multiple events, they'll all be linked to your organiser profile.

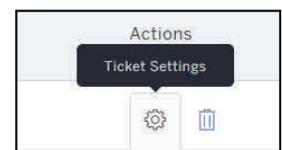
2. Create tickets

Next up is ticketing information. If your event is free, all you need to do is give the ticket a name (eg general admission) and enter the quantity available (event capacity). If you'd like to sell tickets, find out more about Eventbrite's pricing [here](#) (To compare, see Trybooking's pricing [here](#).)

You can also offer tickets by donation, but be aware that tickets by donation are still subject to fees. You may prefer to set up a free ticket and ask for a donation when people arrive.

3. Additional settings

In this section you can make your event private or public (History Festival events must be open to the public); help people find your event by selecting an event type and topic; and choose if you'd like to show the number of remaining tickets on your event page

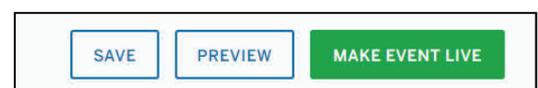


Tip: Click on the cog symbol to adjust the ticket settings such as the date you want bookings to open and close.

Step 3. Make your event live!

Once you've completed these steps, make sure you click 'save', and when you're ready to open bookings, click 'make event live'.

If you like, you can also choose a design theme for your event.

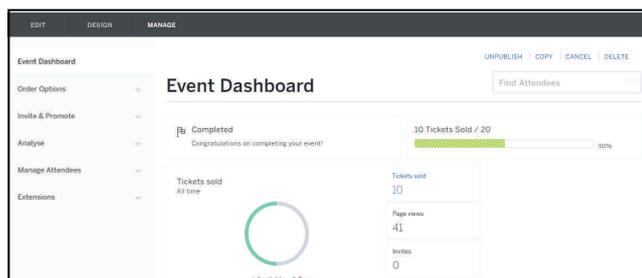


Tip: For History Festival events, we recommend waiting until the program is distributed (7 April 2018) before making your events live.

Managing your event on Eventbrite

⇒ Event Dashboard

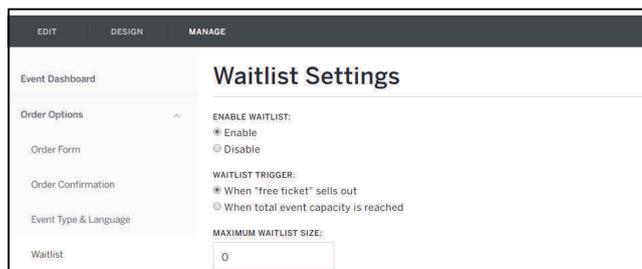
The Event Dashboard is the place to manage your bookings and adjust your event settings. Click 'Manage' to access the Event Dashboard.



⇒ Bookings

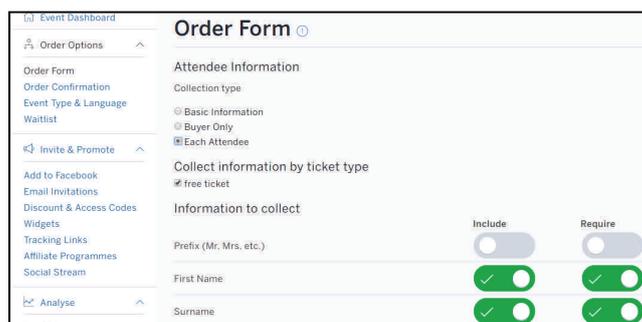
To keep track of event bookings, go to the Event Dashboard.

If your event looks like it's going to book out, set up a waitlist to collect contact details for those who are next in line.



⇒ Order form

The order form is where you can customise the information you collect from each attendee when they register. You can even create your own questions if there is something specific you'd like to ask.



⇒ Customise your event url (web link)

Be sure to customise the url to something short, unique and easy to type. You can then copy and paste it into your promotional materials and share on social media.



⇒ Sending invites

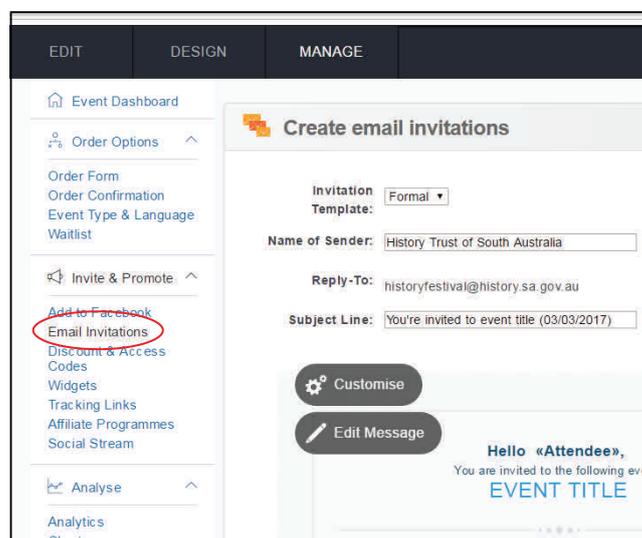
Eventbrite allows you to send invites directly to email contacts.

To create an invitation, click 'Email invitations' under 'Invite & Promote' in the Event Dashboard and customise the invitation template.

Next, import a list of contacts (from an excel file) or add the email addresses of the people you want to invite. You can then set the day and time you'd like the invite to go out.

Send a test invite to see what it will look like and then, when you're ready, hit send.

Recipients will be able to book directly from the email.



Before the event day

⇒ Emails to attendees

Attendees will automatically receive a confirmation email when they make a booking. You can edit this email under 'order confirmation' in the Dashboard.

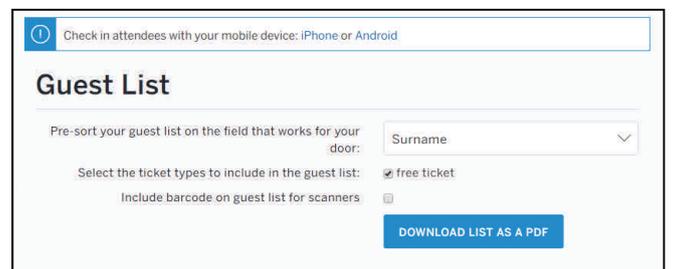
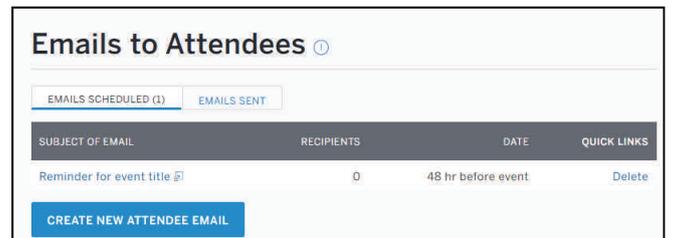
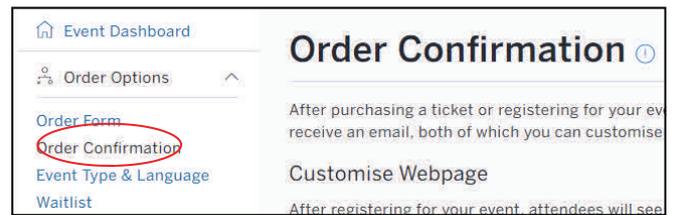
Attendees will also receive an automatic reminder email 48 hours before the event is due to begin.

Send or schedule email updates to attendees at anytime under 'Emails to attendees' in the Dashboard.

⇒ Event reports

Under 'Manage attendees' you can download and print a check-box guest list. 'Event reports' is where you can export a full list of attendees and their contact details.

You can also download ready-to-print name badges for your attendees.



More help

There are many other features you can use to customise your event.

To find out more, visit the help sections on the Eventbrite and Trybooking websites:

<https://www.eventbrite.com.au/support>

<https://www.trybooking.com/learn/welcome-to-the-learning-centre>