



## Getting Started with Eventbrite

Eventbrite is to be used if you need to charge admission or fees to your event. If you have an event that requires registration with no fee, you can also use Eventbrite

- Contact [events@depaul.edu](mailto:events@depaul.edu) to get started.
- You will need to create an account with Eventbrite at eventbrite.com. You will need to use a DePaul e-mail address as your user name. Once that account is setup, our events administrators will work with Eventbrite to connect your Eventbrite account with the University's credit card processor, Authorize.net.
- The benefit of tying your Eventbrite account with the University's Authorize.net account is that the university will pay for your credit card processing fees. The benefit is that the university will receive the funds from the event much quicker than any other payment processing options offered by Eventbrite.
- Fee revenue will be credited to your Financial Activity Report based on the chartfield entered in the Merchant Reference Code field, see page 4 for instructions. Fee revenue will post to your Financial Activity Report twice per month. As such, please allow up to 3 weeks for fee revenue processing when planning any necessary payments associated with your event.

## Creating an event in Eventbrite

- Login with your Eventbrite user id (your DePaul e-mail address) and password.
- Click Create Event
- Fill out the fields on the event creation form. 1<sup>st</sup> step is to "Add your Event Details".

**1** Add your Event Details [Expert Tips](#)

Your Event Title \*

Location   
Running an online event?  Show map on event page [Can't find your location?](#)

Date & Time \* CST (USA)  
Event Starts   :    Display start time  
Event Ends   :    Display end time

Event Repeats  [\[edit\]](#)

Event Details   
**B** **I** **U** **ABC** | | | | | | | | | | |

Organization / Host  [+ Add new](#) | [edit](#)

- Create the Tickets in step 2. You can absorb the ticket fees or you can pass the ticket fees on to the buyer.

**2 Create Tickets** Ticket Tips

Global Service Fee  Pass on fees to the buyer  Absorb the fees  Customize per ticket type

Remaining Tickets  Do not display  Show the number of tickets remaining on the registration page

Ticket Name *	Ticket Quantity *	Ticket Price *	Fee	Buyer Total	Sales Status	USD
General Admission	100	\$ 5.00	\$1.12	\$6.12	On Sale	Settings

Event Capacity

- In Steps 3 and 4 you can select how to publicize the event and what information you want to collect from the ticket buyer.

**3 Promote your Event Page** Promote Tips

Publicize, or keep it private

Search Categories

Customize Web Address <http://www.eventbrite.com/event/2930195293> [\[change\]](#)

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**4 Capture Attendee Information** Attendee Info Tips

Collect information from

Required information  Basic: Name, Email  
 Contact: Name, Email, Phone Number  
 Professional: Name, Email, Company Name, Job Title  
 Custom: I would like to pick my own information to collect

Prefer to create events on the old design? [Switch back](#) to the original layout.

- Once you are done entering your event details, click Save.
- You can review your event details, and when you are ready to publish, click “Make Event Live”.

- You will see a confirmation screen once your event is live.

### Congratulations, Your Event Has Been Published!

Your Event Link:  
<http://www.eventbrite.com/event/2930195293>

How Authorize.net Payment Processing Works:  
 Money collected online for your event will go to your Authorize.net account associated with the API Login ID:  
 4kQny58gER87

Tips from The Eventbrite Experts

- ✔ **Send Invitations**  
 Send custom email invites: upload or create contact lists and send out email invitations to potential attendees.
- ✔ **Publicize Your Event**  
 Make sure your event is publicly listed in the Eventbrite Directory. Eventbrite will automatically blast out event pages to search engines and a network of event partner sites that serve event seekers.
- ✔ **Collect Customized Attendee Information**  
 You can survey attendees to collect additional information about their preferences for the event.

[Find More Tips Like These In The Eventbrite Help Center!](#)

## How to Connect Your Event with the Authorize.net Credit Card Processor

- Click Payment Options.

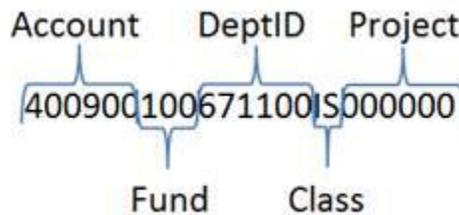
The screenshot shows the Eventbrite dashboard for an event titled "MPT Open House Test" on Friday, February 24, 2012. The interface includes a navigation bar with "Eventbrite" logo and "Tickets sold: 48,592,883". The main content area is divided into a sidebar with categories like "REGISTRATION", "INVITE", "PROMOTE", and "ANALYSE". The "REGISTRATION" section is active, showing "Payment Options" as the selected sub-option. The "Payment Options" panel allows the user to "Collect payments from attendees" by selecting "Authorize.net" as the payment processor. It includes input fields for the "Authorize.net Login ID" (4kQny58gER87) and "Authorize.net Key" (9dbm44Dr4t83TWML). There is also a field for a "Merchant Reference Code (optional)" and a "Save Changes" button.

- 1. Change drop-down to Authorize.net
- 2. In the field labeled “Merchant Reference Code”, insert the chartfield string where event funds will be deposited. See below for an illustration on how to enter this chart field information. [This step is critical for you to receive the revenue for your event. Below are instructions on how the chartfield should be entered. If you are unsure about how the chartfield should be entered, please call the controller’s Office at extension 2-6727 for assistance.](#)

**Chartfield String Format**

Account	Characters 1-6
Fund	Characters 7-9
DeptID	Characters 10-15
Class	Characters 16-17
Project	Characters 18-23

**SAMPLE CHARTFIELD STRING**



Note: Program codes are not available for use in the Eventbrite system. For questions regarding chart fields or program codes please contact the Controller’s Office at 2-6727.

- 3. Save Changes

**Localist and Eventbrite**

- Eventbrite events will feed into Localist automatically every two hours.
- If you are a Localist administrator, you can edit your event in Localist to make sure that all of your event details are coming across correctly. You can also categorize your event with a department or event type, and add keywords to help users find your event.

**Refund Process**

- See the screen shots following:

### My Events

Choose event the event you want to refund

[Create a New Event](#)

EVENT NAME	DATE	STATUS	SOLD	QUICK LINKS
DePaul Test #3	Mar 13, 2012	Live	1/5	<a href="#">Edit</a>   <a href="#">View</a>   <a href="#">Invite</a>
DePaul Test #4 Include fees into ticket price.	Mar 13, 2012	Live	1/5	<a href="#">Edit</a>   <a href="#">View</a>   <a href="#">Invite</a>
DePaul Test Case 2, - Absorb fees into ticket price	Mar 7, 2012	Live	0/3	<a href="#">Edit</a>   <a href="#">View</a>   <a href="#">Invite</a>
DePaul Test Case 1 - Pass on the fees to buyer test	Mar 6, 2012	Live	1/5	<a href="#">Edit</a>   <a href="#">View</a>   <a href="#">Invite</a>
MPT Open House Test	Feb 24, 2012	Live	0/100	<a href="#">Edit</a>   <a href="#">View</a>   <a href="#">Invite</a>

Your RSS feed listing all live public events:  
[http://www.eventbrite.com/rss/user\\_list\\_events/20851066868](http://www.eventbrite.com/rss/user_list_events/20851066868)

#### DePaul Test #4 Include fees into ticket price.

Tuesday, March 13, 2012 from 1:00 PM to 4:00 PM (CST) Find Attendees:  [Find](#)

[Manage](#) [Edit](#) [View](#) [Copy](#)

Click on Recent Attendees tab

**EVENT SUMMARY**

**REGISTRATION**  
[Payment Options](#)  
[Collect Custom Information](#)  
[Event Type & Language](#)  
[Add News and Updates](#)

**INVITE**  
[Create Invitations](#)

**PROMOTE**  
[Publish to Facebook](#)  
[Add Ticket Form to Website](#)  
[Add Registration to Website](#)  
[Create Links for Event](#)  
[Create Buttons for Event](#)  
[Display Event Calendar on Site](#)  
[Display Countdown on Site](#)

**ANALYZE**  
[Charts](#)  
[Event Reports](#)  
[Cross-Event Reports](#)  
[Google Analytics](#)

**ATTENDEES**  
[Add Attendees](#)  
[Email Attendees](#)

**Create invitations to invite guests to your event.**

Spread the word about your upcoming event by sending invitations for your guests to register. [Create Invitations](#)

<p><b>Status:</b> Live</p> <p>Days to Event: 28 days</p> <p>Page Views: 11 recent</p> <p>Sold: 1</p> <p>Pending: 0</p> <p>Available: 4</p> <p style="text-align: center;">20%</p>	<p><b>Total Sales</b></p> <p>Gross Sales: \$ 2.00</p> <p>Eventbrite Fees (Paid): - \$ 1.04</p> <p><b>GRAND TOTAL: \$ 0.98</b></p>	<p><b>Payment Options</b></p> <p>Collect payments using:  <a href="#">Authorize.net (edit)</a></p> <p><b>Authorize.Net</b>  <small>a CyberSource solution</small></p> <p><a href="#">Learn more about payment processor options</a></p>
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**Recent Orders** Recent Attendees

ORDER #	TICKET BUYER	QUANTITY	PRICE	DATE	PAYMENT
83255457	Julie Miller	1	\$2.00	Feb 5, 2012	Authorize.net Completed

[View All](#) | [View Refunds](#)

**Sales by Ticket Type**

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
Include fees into Ticket price	\$0.95*	1/5	On Sale	1 hour before event

\* Service fees are included in the ticket price and will be deducted from your Event Capacity: 5

- EVENT SUMMARY
- REGISTRATION  
Payment Options  
Collect Custom Information  
Event Type & Language  
Add News and Updates
- INVITE  
Create Invitations
- PROMOTE  
Publish to Facebook  
Add Ticket Form to Website  
Add Registration to Website  
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- ATTENDEES  
Add Attendees  
Email Attendees

Create invitations to invite guests to your event. Spread the word about your upcoming event by sending invitations for your guests to register. [Create Invitations](#)

Status: Live  
Days to Event: 26 days  
Page Views: 11 [reset](#)

Sold: 1  
Pending: 0  
Available: 4  
20%

Total Sales  
Gross Sales: \$ 2.00  
Eventbrite Fees Owed: \$ 1.04  
GRAND TOTAL: \$ 0.96

Payment Options  
Collect payments using:  
Authorize.Net (edit)  
**Authorize.Net**  
a CyberSource solution  
[Learn more about payment processor options](#)

Recent Orders Recent Attendees

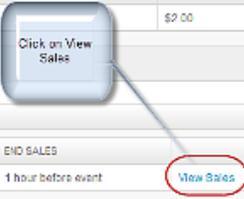
ATTENDEE #	NAME	QUANTITY	PRICE
86897367	John Miller	1 Include fees into Ticket	\$0.00

View All | Add an Attendee | Email Attendees

Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
Include fees into Ticket piece	\$0.96	1/5	On Sale	1 hour before event

\* Service fees are included in the ticket price and will be deducted from your Event Capacity: 5



- EVENT SUMMARY
- REGISTRATION  
Payment Options  
Collect Custom Information  
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Google Analytics

Event reports: Sales by ticket type

Report Type: Sales by ticket type [More options](#)

Date Range: Since sales started

Ticket Type: Include fees into Ticket piece

Sales by ticket type: Since sales started

Total Sales: \$2.00 Orders: 1 Attendees: 1

ATTENDEE #	DATE	LAST NAME	FIRST NAME	EMAIL*	QTY	TICKET TYPE	ORDER #	ORDER TYPE	TOTAL PAID	FEES PAID	EVENTBRITE FEES	STATUS	QUICK ACTIONS
82997207	Feb 6, 2012	Miller	John	jmiller@depaul.edu	1	Include fees into Ticket piece	83226407	Authorize.net Completed	\$2.00	\$0.00	\$1.04	Attending	<a href="#">Quick Actions</a>

20



### DePaul Test #4 Include fees into ticket price.

Tuesday, March 13, 2012 from 1:00 PM to 4:00 PM (CT)

Manage Edit View

Print Preview Export

#### EVENT SUMMARY

##### REGISTRATION

- Payment Options
- Collect Custom Information
- Event Type & Language
- Add News and Updates

##### INVITE

- Create Invitations

##### PROMOTE

- Publish to Facebook
- Add Ticket Form to Website
- Add Registration to Website
- Create Links for Event
- Create Buttons for Event
- Display Event Calendar on Site
- Display Countdown on Site

##### ANALYZE

- Charts
- Event Reports
- Open Event Details

### Event reports: Order details

Report Type: Order details

Date Range: Since sales started

Order Type: All Orders Sort By: Date Descending # Per Page: 20

Search for Orders: 68356457 (order #, name or email)

Order details: Since sales started

Total Sales: \$2.00 Orders: 1 Attendees: 1

Order #	Qty	Tickets	Paid
1. Order #60356457 - \$2.00 Purchased by John Miller (jmill@depaul.edu) on Feb 06, 2012 at 10:11 AM Paid by MasterCard - XXXX-XXXX-9422 via Authorize.net ID: 4159270358	1	Include fees into Ticket price	\$2.00
TOTAL			\$2.00

Click on refund this order

- Quick Actions
- Quick Actions
- Edit Ticket Buyer
- Refund this Order
- View Attendee Record
- Resend Confirmation Email
- Quick Actions

## DePaul Test #4 Include fees into ticket price.

Tuesday, March 13, 2012 from 1:00 PM to 4:00 PM (CT)

[Manage](#) [Edit](#) [View](#)

### EVENT SUMMARY

#### REGISTRATION

- [Payment Options](#)
- [Collected Custom Information](#)
- [Event Type & Language](#)
- [Add News and Updates](#)

#### INVITE

- [Create Invitations](#)

#### PROMOTE

- [Publish to Facebook](#)
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#### ANALYZE

- [Charts](#)
- [Event Reports](#)

### Review and Process Refund

Confirm the refund details and then click **Issue Refund**. To change the refund amount, click **Edit**

Order #: 60356457  
 Purchased By: John Miller  
[jmiller@depaul.edu](mailto:jmiller@depaul.edu)  
 Date: Feb 6, 2012  
 Original Payment: \$2.00  
 Status: Authorize.net Completed

ATTENDEE	TICKET	QTY	PAID	REFUND QTY	REFUND AMOUNT
John Miller	Include fees into Ticket price	1	\$2.00	1	\$2.00
<b>TOTAL REFUND</b>					<b>\$2.00</b>

[Cancel](#) [Edit](#) [Issue Refund](#)

Click Issue Refund

## DePaul Test #4 Include fees into ticket price.

Tuesday, March 13, 2012 from 1:00 PM to 4:00 PM (CT)

[Manage](#) [Edit](#) [View](#)

[Print Preview](#) [Export](#)

### EVENT SUMMARY

#### REGISTRATION

- [Payment Options](#)
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#### ANALYZE

- [Charts](#)
- [Event Reports](#)

### Event reports: Order details

Report Type: [Order details](#)

Date Range: [Since sales started](#)

Order Type: [All Orders](#) Sort By: [Date Descending](#) # Per Page: [20](#)

Search for Orders:  (order #, name or email)

Order details: Since sales started

Total Sales: \$2.00 Orders: 1 Attendees: 0

1. **Order #68356457 - \$2.00 - Refunded/Cancelled on Feb 15, 2012 at 11:44 AM**  
 Purchased by John Miller ([jmiller@depaul.edu](mailto:jmiller@depaul.edu)) on Feb 06, 2012 at 10:11 AM  
 Paid by MasterCard - XXXX-XXXXXX-0422 via Authorize.net ID: 4159270358

Ticket Buyer	Qty	Tickets	Paid
John Miller	1	Include fees into Ticket price	\$2.00
<b>TOTAL</b>			<b>\$2.00</b>