External Support Group Quick Guide to using Eventbrite

Eventbrite is just one option for online registration. The information provided is for educational purposes only. No endorsement is implied. Provided as resource guide for external support groups.

Step 1: **External Support Groups may opt the use of online registrations should they choose.**

Support groups should understand how the online registration tool will be used and terms and conditions in the setup with the processing provider.

Support groups should understand how best financial management practices will be followed.

Determine if an Essentials, Professional, or Premium account works best for the type of event.

Step 2: **Choose and establish an Eventbrite account**
https://www.eventbrite.com/organizer/pricing/

Support group will need to determine what email address this account will be associated with. Agency employees should not have these type accounts associated with their email addresses.

Step 3: **External Support group and agent should work together to complete an event planning worksheet.** This document outlines event expectations for specific event. A copy of event planning worksheet should be maintained by both parties.

Step 4: **Create the event on Eventbrite.**
How to create an event on Eventbrite
https://www.youtube.com/watch?v=w5R5RLgw72E

Create

Fill in event details and ticket options, and your page is ready!

Share

Send invites and promote your event with social tools.

Host

Stay on top of your guest list and tickets and have a great event.

Event Information

Event information (flyers, social media posts, and any other advertising) will have Texas A&M AgriLife Extension Service as the program host. The external support group is the organizer. Both terms are defined below:

- Program host - provides the educational content for the program

- Organizer – responsible for revenue collection and refunds of registration fees and handling expense transactions for the event.

Collecting Payments through Eventbrite

- Eventbrite is a payment processor and can accept credit card payments from attendees. When this option is chosen, Eventbrite will charge each attendee who registers a processing fee in addition to the registration cost of the program. **Participants should be notified that they will be transferred to a third-party website for registration and payment.**

- Eventbrite keeps their fee and sends remaining balances to the organizer. Eventbrite should deposit the funds collected to external support group account approximately 5 days after the event. Follow-up may be required as needed.

- External support groups should reconcile deposits to their bank account with attendee rosters, adjusted for fees charged by payment processor.

- No part of the net earnings of any external support group shall be used for the personal benefit of, or be distributable to its members, trustees, officers, or other private person.

County Extension Agent Resources

Resource materials are available at extfeebased.tamu.edu.

- Best Management Practices for Financial Resource Management should be followed.

- Online registration platform accounts should not be setup using agency employee name or email. Employees are not authorized to agree to terms and conditions in the setup.

- Work with External Support Group to develop a budget and event planning worksheet.

- Extension fee based program guidelines should be followed.

- Work with External Support Group after event to remit the appropriate forms and fees to the agency for fee based programming.