

Best Practices For Eventbrite

Tip 1

Keep your brand consistent by using images, graphics, and verbiage found on your lead page and/or website. Include the most important information, but be more concise than your sales page.

Tip 2

Make sure the timing (start/end) of the event is accurate. Despite your efforts to communicate, some attendees may still refer to the Eventbrite page to get their information.

Tip 3

Link your event to the corresponding Mailchimp list for attendees. As soon as they enroll, have an automated welcome email ready to send to them!

Tip 4

In the “thank you” message be sure to include the next steps. If you have an automated Mailchimp email coming their way, ask them to check their Spam and then get back to you if they don’t receive it within 24 hours. This will ensure there is no communication issue moving forward.

Tip 5

Update the ticket open/close dates. If you are offering a limited Early Bird option, be sure it has the correct dates on it. Eventbrite will automatically make the first day of ticket sales the day you create the event page and the last day the day of the actual event.

Tip 6

Check your financial disbursement agreement with Eventbrite. If you need funds released earlier or on a different schedule, be sure to contact them ahead of time to request the change.