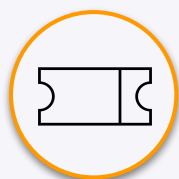


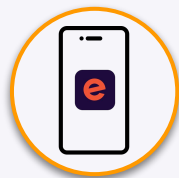


PRE-EVENT CHECKLIST

ONLINE



- ❑ Check your [ticket settings](#), sales end times and sales channels



- ❑ [Download](#) and set up the [Organizer App](#) to sell tickets and check in attendees

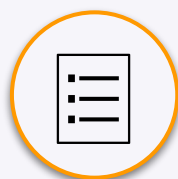


- ❑ Check [Team Management](#) Settings and Permissions



- ❑ [Email](#) all relevant info to your attendees

ONSITE



- ❑ Finalize Onsite Logistics.
- ❑ Plan your event from beginning to end.
- ❑ Design your check-in flow
- ❑ Set up a box office location
- ❑ Have a secure wifi or data connection
- ❑ Test all devices and train staff



- ❑ Make sure your team knows how to communicate during the event and is aware of roles and responsibilities



- ❑ Create a Backup Plan and plan for the unexpected

ADDITIONAL RESOURCES

For additional information, the **Eventbrite Help Center** is your best point of call, with hundreds of step-by-step guides on all tools within the platform. You can also check out the **Eventbrite Youtube Channel** for recorded tutorials, and keep your eyes peeled for **Live Interactive Webinars** hosted by Eventbrite product experts.



HELP CENTER



VIDEO TUTORIALS



LIVE WEBINARS



BLOG POSTS





POST-EVENT REVIEW

GATHERING DATA



- ❑ Check your recap email for your basic event details and a link for a full recap



- ❑ Use the [Analytics tool](#) to see your Sales, Attendees, Traffic and Sales Channels

PROMOTIONAL ANALYSIS



- ❑ Which ticket types performed best
- ❑ Analyse any used Tracking Pixels
- ❑ Which Email Campaign was the most successful (most opens, views and sales)
- ❑ Which Promotional Codes performed best

REPORTS



- ❑ Utilizing [reports](#) will help organize attendee information to help expand on your email marketing and event follow up.

FOLLOW UP / MARKETING



- ❑ [Email your attendees](#) within 48h after the event has ended
- ❑ Use the Eventbrite email tool or your preferred tool (Mailchimp, Emma, etc) to update your email campaign lists



- ❑ Provide [discounts](#) to future events
- ❑ Evaluate and [expand Marketing](#)

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