

EPA Eventbrite Guidance

October 3, 2014

General Use Guidelines

Contact Jessica Orquina in the Office of Web Communications for help, especially the first time you set up an event.

1. When creating an Eventbrite account for official EPA business, use your epa.gov email address.
2. Do not use a personal Eventbrite account for official EPA business or to create an official EPA event.
3. To help us track Eventbrite use, notify your Web Council member that you are creating an Eventbrite account.

Creating an Eventbrite Event for Official EPA Business

Edit tab

Event title:

- Your event title should follow this format:
U.S. EPA: <event title>
For example: U.S. EPA: 2014 Grape Jelly Release Conference
- Make clear the type of event (meeting, conference, hearing, etc.).

Location:

- Include a location or select the "online event" option. When you include a location, the site will automatically provide a map.

Date & time:

- Be careful to select the correct time zone.

Event logo:

- Use the EPA seal or approved EPA program logo (such as Energy Star, Water Sense, or DfE). Get the properly-sized EPA seal at https://usepa-my.sharepoint.com/personal/levy_jeffrey_epa_gov/Documents/Shared%20with%20Everyone/EPA%20seal%20for%20Eventbrite.gif (log in using your EPA email address and LAN password).
- Do not use other graphics or images.

Event description:

- The first item must be the privacy statement so it appears as close as possible to the registration button. Generally, do not share registrants' information with anyone who does not need it to perform their official duties. Place this statement first in the description box, in bold: **"EPA will use your registration information solely for this event. We will not share your information with any third party."**

If you do need to share information, stop and contact Judy Hutt, EPA's privacy officer, before continuing.

- Below the privacy statement, include information about the event, such as:
 - The EPA program, region, or office hosting the event
 - Who should attend
 - What will be covered at the event
 - Any special instructions attendees should follow (for example, how to log in if it's a webinar, or materials to read beforehand)
 - Information and links about relevant EPA programs.

Organizer name:

- Use your region, office, or program (whatever level is appropriate, not just the AAship or regional office). Follow this format:
U.S. EPA: <name>
 For example: U.S. EPA: Office of Web Communications

Organization description:

Note: If you have used Eventbrite before to create an event for your office, region, or program, you can select the organization profile you set up previously.

- Include a brief description of your organization. Recommended: For organizations where it exists, use the description on your [About EPA page](#).
- If your office has a Facebook or Twitter account, check the box to include links. Note: this means your actual organization, not the overarching AAship or region.

Creating Tickets:

- Select the number of free, paid, or donation tickets you are able to offer for your event. Do not create more tickets than you will be able to accommodate at your event.
- Ticket name: use "Attendee" unless something else is more appropriate.
- Unless there are date restrictions or other reasons you need to special settings, do not create ticket settings by clicking the gear icon.

Additional settings:

- Listing privacy: "public page" unless the event is by invitation only.
- Event type: "Conference" or "Meeting or Networking Event" unless another option is more appropriate.
- Remaining tickets: check the box to show the number of tickets remaining unless you have a good reason not to do so. (Work with the agency's Social Media Lead if your organization does not want to show number of tickets remaining.)

Design tab

Choose a Design:

- Use the first template option: plain white.

Display Attendees and Facebook friends:

- Uncheck the "Display Attendees" box. Do not reveal who is attending. At your event, you may sharing attendee lists with other attendees; just don't make the information public on the Eventbrite site
- Uncheck the box that says "Allow visitors to see which of their Facebook friends are going". Do not reveal who is attending online.

Manage tab

Order Form

Type of information to collect: collect only information you need to accomplish your business purpose for this event:

- 1) Select "Collect information below for **each attendee**" and check "required" for first name, last name, and email address (when you check "required," "included" is automatically also checked).
- 2) Check "required" for only those additional items that are required **for this event**. The screen shot below shows the options. Don't select items to be included without being required; **if you don't have a specific need and planned use for information, don't collect it**. For example, don't collect mailing addresses unless you explicitly intend to mail items to attendees.

If you need to create custom questions, work with Judy Hutt, EPA's privacy officer, to ensure you are following privacy requirements. Note: use custom questions only to collect information you need to conduct the event. Do not use custom questions to collect information to make decisions or otherwise support EPA's mission.

Information to collect

Contact

Include

Required

Prefix (Mr., Mrs., etc.):

First Name:

Last Name:

Suffix:

Email Address:

Home Phone:

Cell Phone:

Address Information

Home Address:

Shipping Address:

Work

Include

Required

Job Title:

Company / Organization:

Work Address:

Work Phone:

Website:

Blog:

Other

Gender:

Birth Date:

Age:

Your questions: Not finding what you are looking for on this list? [Create your own questions with more options.](#)

Create a question

After choosing the information to collect, you may select other settings further down the page, but the defaults will be best unless you have a specific reason to change them.

Click “save changes” when finished.

Managing Organizer Profile

After you create your first event, you need to edit your organizer profile. To do this, click on "My Profile" link at the top of the page.

Organizer name:

- Use your region, office, or program (whatever level is appropriate, not just the AAship). Follow this format:
U.S. EPA: <name>
For example: U.S. EPA: Office of Web Communications

About the organizer:

- Include a brief description of your organization. Recommended: For organizations where it exists, use the description on your [About EPA page](#).

Organizer logo:

- Use the EPA seal or approved EPA program logo (such as Energy Star, Water Sense, or DfE). Contact your regional Public Affairs Director or HQ Communications Director for the EPA seal.
- Do not use other graphics or images.

Optional organizer settings:

- Select the following options:
"Show my website"
"Display only events by this organizer"
- For organizer page URL, use the following format:
[http://epa-**<acronym>**.eventbrite.com](http://epa-<acronym>.eventbrite.com)
For example: [http://epa-**owc**.eventbrite.com](http://epa-owc.eventbrite.com)

Maintaining a registration record

Determine whether you need a record of registrants' information. If so, get a report from Eventbrite as follows.

- 1) Go to the "Manage" tab
- 2) Look under the "Analyze" heading in the left sidebar and choose "Event Reports."
- 3) Choose the following settings
 - a. Report type: attendee summary
 - b. Date Range: since sales started
 - c. Attendee status: all
- 4) Export to Excel.
- 5) Manage the record, along with other records from the event, per records management requirements as you would had you not used Eventbrite.