

Overview

[Eventbrite](#) is a third-party conference/meeting registration site that EPA has a terms of service to use. It has both free and fee for service components. Eventbrite is very flexible in terms of how you set up tickets, including multiple types, timing of tickets being available, etc. It is not developed or supported by EPA or EPA Contractors.

Using Eventbrite is more cost-effective for EPA than using contractors to custom build registration websites. It's still fine to have contractors manage EPA Eventbrite-based events; just let Eventbrite handle the actual registration.

General Use Guidelines

Contact 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. You may create test accounts and events before committing to real events.
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 representative](#) that you are creating an Eventbrite account.
4. EPA staff are only authorized to use the FREE Eventbrite features. Eventbrite may prompt you to upgrade throughout the process of creating an event. Do not select fee for service features. Under the pricing or packages section of the Eventbrite website, choose "free for free tickets" packages only.

The following steps were developed in Winter 2018. These steps are meant as general guidance for creating an event. However, because Eventbrite is a third-party program, Eventbrite's website may change at any time without notice to EPA.

Creating an Eventbrite Event for Official EPA Business

After creating an Eventbrite account, choose the option to Create Event. You will be directed to a page similar to the following,

Create An Event

SAVE PREVIEW MAKE EVENT LIVE

EDIT DESIGN

1 Event Details Tips

EVENT TITLE *

Give it a short distinct name

LOCATION

Specify where it's held

[Use past location](#)
[Online event](#)
[Enter Address](#)

STARTS **ENDS**

07/05/2019 07:00pm 07/05/2019 10:00pm

[Schedule multiple events](#)
[Timezone & date settings \(PDT\)](#)

You will be defaulted to the “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.). (Keep it under 75 characters)

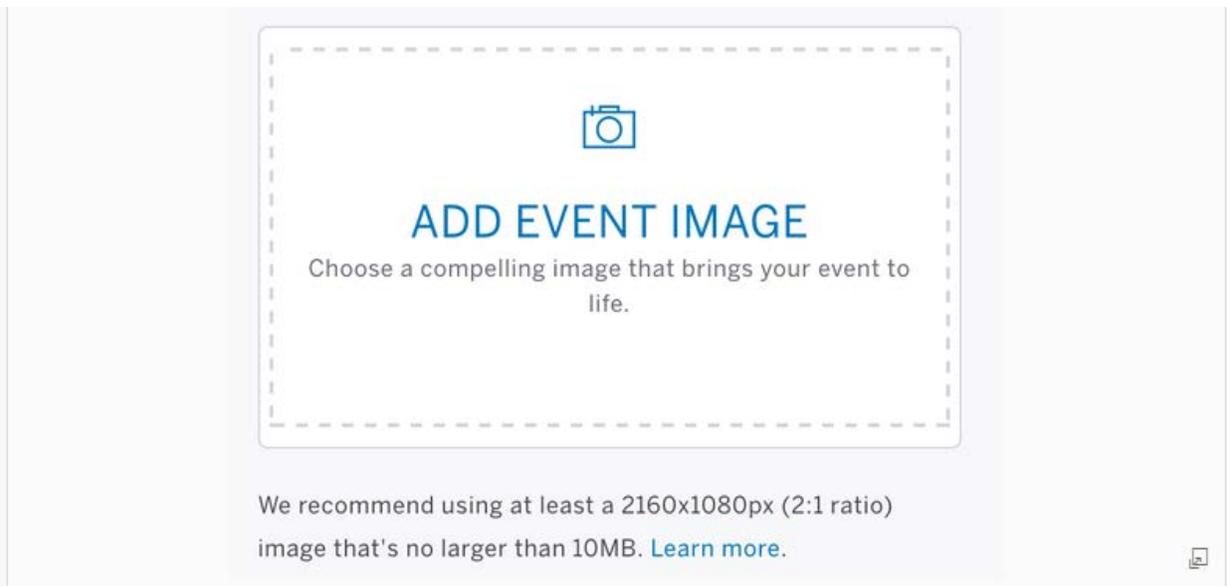
LOCATION

- Include a location address 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 IMAGE



Drag and drop, or select "Add Event Image" to [add an eye-catching event image](#) that makes an impression on attendees.

- Use the approved EPA image or approved EPA program logo (such as Energy Star, Water Sense, or DfE).
 - OWC has prepared a general use image, properly sized for Eventbrite. [Get the properly-sized EPA seal](#) (log in as usual to SharePoint).
- Do not use other graphics or images unless approved by [your Web Council representative](#). For instance, for events jointly sponsored by EPA and other agencies, it will often make sense to use both EPA's seal and another sponsoring agency's logo. Consult your ethics official before using any non-governmental logos.
 - Use the following guidelines to get the highest quality event image:
 - Dimensions: Find at least a 2160 x 1080px (2:1 ratio) image. A 2:1 ratio image is a horizontal or landscape image that's twice as wide as it is tall (or close to that ratio).
 - File Type: Pictures with file types JPEG, BMP, PNG, or GIF work best. We support transparent images but recommend against it, because it can lead to issues displaying the image properly on certain devices and browsers.
 - File Size: Use a photo that's no larger than 10MB.
 - General: Avoid images that have a lot of text, logos, and fliers. The additional information in the photo can distract attendees when viewing it on your event listing, our search directory, and other promotional tools.
 - To see the dimensions, file type, and file size for your image, find the image file on your computer, then right-click on the file. You can choose "Get Info" (for Mac) or "Properties" (for PC).
 - Make sure to check the dimensions, file type, and file size before adding your event image.

EVENT DESCRIPTION

EPA events must include Privacy and Accessibility accommodations statements. This must be the first item so it appears as close as possible to the registration button.

- 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.”
- Place this statement in the description box immediately after the privacy statement, also in bold: “If you require special accommodations, please contact <insert event point of contact’s name> at <insert phone and email> by <insert date, typically 1 week before the live event> to make arrangements.”

You must provide instructions for those attendees who will require special accommodations, either in person or remotely for your event, such as closed captioning or sign language support. You may specify a deadline by which people must request assistance to ensure it can be arranged in time for the event. **Note: If you will need help with actually providing accommodations if there are accommodations requests, stop and contact [EPA’s Acting Section 508 Coordinator](#), before continuing.**

- Now, provide a description of your event clarifying the type of event, the topics covered, the audience (if limited), and the sponsors. This will be the main body text of your event invite.

After the privacy and accommodations statements, 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 & DESCRIPTION

Organizer name:

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

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 AA-ship or regional social media accounts.

CREATE TICKETS

- Select the number of free 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: Select "public page" vs "private page" unless the event is by invitation only.
- Event type and topic: Select the most appropriate description from the drop down boxes.
- Remaining tickets: check the box to show the number of tickets remaining unless you have a good reason not to do so.
- Save your work. **Do NOT make your event live yet.**

Then select DESIGN tab at the top.

On the design page, you can preview what your event page will look like.

- **Do not check** the "Display Attendees" box. Do not reveal who is attending. At your event, you may share attendee lists with other attendees; just don't make the information public on the Eventbrite site

Then select the MANAGE tab. This takes you to your Event Dashboard, where you can view registration numbers, customize confirmation webpages and emails, etc.

On your Dashboard, you can also find your event URL (for emailing links through programs other than Eventbrite for people to register) as well as your organizer URL)

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.

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 "Organizer Profile" link in the drop-down list at the top of the page, under your name.

- Use your region, office, or program (whatever level is appropriate, not just the AAship or regional office). Always include U.S. EPA as well.
 - Follow this format: *U.S. EPA: <name>*
For example: U.S. EPA: Office of Web Communications
- Include a brief description of your organization. Recommended: For organizations where it exists, use the description on your [About EPA page](#).
- Add the main EPA URL or your office’s main webpage.
- If your office has social media accounts (like Facebook or Twitter), add your links. Note: this means your actual organization, not the overarching AAship or region social media accounts.

Optional organizer settings:

- For organizer page URL, use the following format:
[http://epa-*acronym*.eventbrite.com](http://epa-<i>acronym</i>.eventbrite.com)
For example: <http://epa-owc.eventbrite.com>

Maintaining a Registration Record

Determine whether you need a record of registrants’ information. **Do not share information unless it is allowable under [this process \(Privacy Act System of Records notice EPA-67\)](#).** If you have any privacy questions, stop and contact [EPA’s privacy officer](#), before continuing. Generally, do not share registrants’ information with anyone who does not need it to perform their official duties.

If so, go to your Dashboard and download an attendee summary or other reports as necessary.

Get a report from Eventbrite as follows.

1. Go to the “Manage” tab

2. You may be able to access reports through the left sidebar under Analyze, or through links on the bottom of the main section of the Dashboard.
3. Choose the following settings
 - a. Report type: attendee summary (or preferred report type from the drop down box).
 - b. Date Range: since sales started
 - c. Attendee status: all
4. Export to Excel or CSV as needed.

Manage the record, along with other records from the event, per records management requirements as you would, had you not used Eventbrite.