

EVENT REGISTRATION

Best Practices

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1. Refund Policy

If your event includes paid tickets, include a refund policy.

The most common question Eventbrite support receives from event registrants is how to cancel a registration and request a refund. And because Eventbrite gives event organizers the ability to set their own refund policy, registrants are always told to contact the organizer directly with their refund request.

If your event has a “no refund” policy, we recommend displaying the policy on the event page itself, within the Event Details section. It’s best to put this information on the registration page so that the attendee is fully aware of the refund policy before they purchase a ticket. Furthermore, if there is any dispute over a refund, it is much easier for you to direct the attendee to the refund policy as it is prominently displayed on the event registration page.



2. Event-Specific FAQs

Include event-specific FAQs.

It is better to over-communicate any event information that could cause confusion. You can include event specific information such as what to bring or what not to bring to the event, age restrictions, dress code, or parking information. Additionally, you can add information about what to do if the attendee loses the ticket or cannot print the ticket, if the attendee is allowed to transfer the ticket to someone else, will-call information, and so on.

Providing this information up front makes for a better attendee experience; event organizers with detailed FAQs have reported that it greatly cuts down on attendee questions and misunderstandings.



3. Confirmation & Reminder Emails

Customize order confirmation and reminder emails.

The event registration process, along with any email communication, can be just as important to the attendee experience as the actual event itself. The order confirmation is the first line of communication that the attendee will receive from you as event organizer.

It is important to make this order confirmation as descriptive and informative as possible, as it will stay as a reference in their email inbox where they can access it at any time. For this reason, it is great to include as much information about the event as possible in the order confirmation. ***PRO TIP:** *This is an excellent place to include event FAQs for the attendee to reference after they complete registration.*

Another small change that can make a significant difference to the attendee experience is a reminder email. Most event platforms create default emails that remind registrants before an event. This can, and should, be customized to give your attendees a more personalized experience.

By default, Eventbrite will send a generic reminder email to the attendees 48 hours before the event begins. Instead of sending the generic email, you can add your own personal touch to the event and add event-specific information that is relevant to the attendee. You can disable the generic email by clicking “Delete” in the right column and create a new, customized email by clicking the Create a New Attendee Email button.

4. Ticket Descriptions

Use descriptive ticket names and utilize ticket descriptions.

If your event has multiple ticket types, we recommend making the title of each ticket as descriptive as possible.

If you are running a multi-day event and setting up a ticket type for each day, it is best to include the dates and times within the ticket title itself. Updating a general admission ticket with the title of “General Admission: Seminar May 20 – 8:00 AM to 10:00 AM,” for example, serves as a better reference. The title of the ticket will be displayed on the Order Confirmation and PDF ticket, so this information will always be available to the attendee.

In addition to customizing the ticket name, you can also customize the ticket description. Here, you can put information about what each ticket includes. For example, if you have a VIP ticket for your event, you can define exactly what the VIP ticket includes in the ticket description (free drinks, upgraded seating, gift bag, etc.).



5. Contact Information

Include your contact information.

Attendees like to know who they are purchasing their tickets from. Providing more contact information puts the attendee at ease when they are purchasing.

If you do not wish to include your email address or phone number on the event registration page, we recommend adding instructions to attendees about how to use the “Contact the Host” link from the registration page to send the organizer an email. This is also great information to include in the custom order confirmation. Communication between attendee and organizer is very important and making communication as easy as possible provides for a better event experience.

