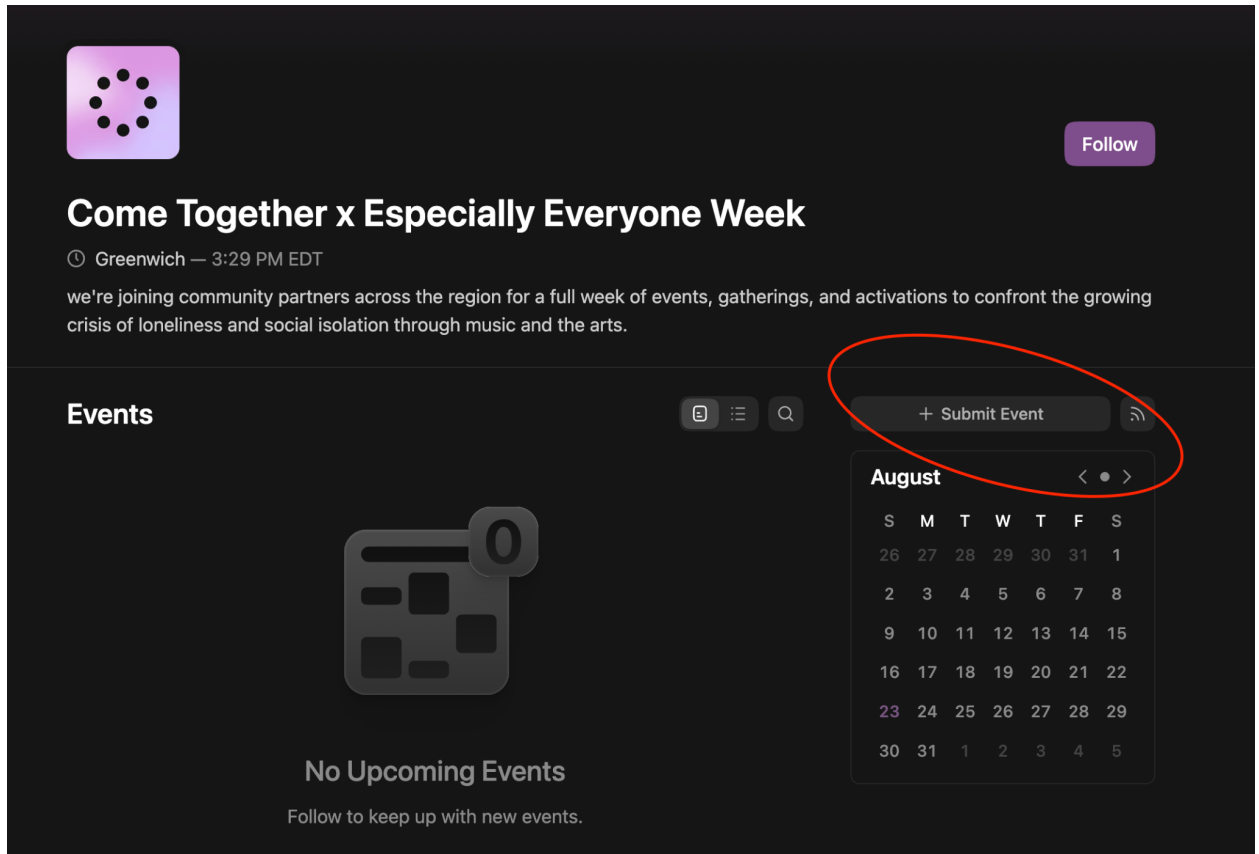
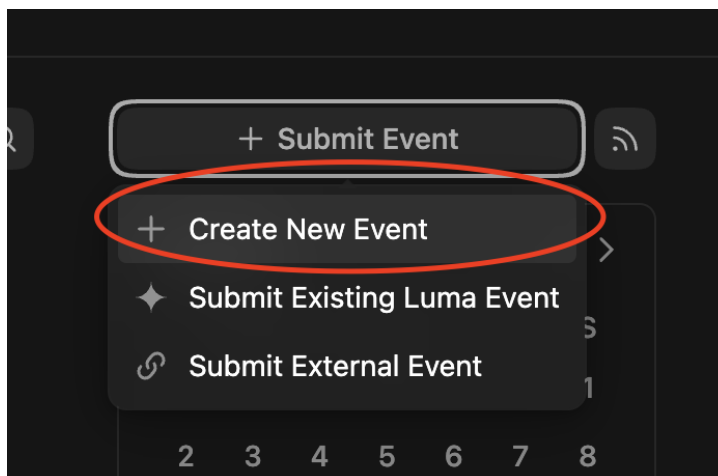


Luma Event Creation

1. Go to [Come Together x Especially Everyone Week Calendar](#) on Luma.
2. Select "Submit an Event"



3. Select "Create a New Event"



4. Complete the event details per your event.
5. Submit.

Setup Marketing Opt-in

1. Go to your event dashboard on Luma and click **Manage Event**.
2. Select the **Registration** card or tab.
3. Look for the **Questions** or custom registration section and click **Add Question**.
4. Choose **Checkbox**
 - a. Add the following: "I agree that the host may share my registration information with event partners, who may use it to contact me about this event, related offerings, and future marketing."
 - b. Toggle the **Required** setting to ON.
5. Save your changes