



## Setting up Events in My805Tix: Preparations

This is a fairly comprehensive list of elements of a well-thought-out ticketing page setup. You can certainly put yours together with less, but including more of these elements will convey a better sense of things and make it easier for prospective buyers to say yes.

### Helpful graphic elements (jpg or png):

- **Event Logo - Square (any size)** - Is used on the event page header, but also as the thumbnail image for the listings page
- **Header Image - 1200px wide x 400px tall** - Goes across the top of both the event page and the checkout page. Complex images or any text are discouraged, as the Event Info will be overlaid in white.
- **Poster Graphic - Any size (min. 1200px wide)** - Don't worry about file size, as long as it's at least 1200px wide. The site is responsive and will scale to fit whichever screen being viewed on.
- **Photos** - Include as many photos as you'd like in a scrollable photo gallery.
- **Videos** - Easily create a video gallery with YouTube (only) videos. Grab the video URL from your address bar.
- **Logos** - PNG is preferred, but JPG works as well. There are spots for your organization logo as well as all sponsor logos
- **Ticket Graphics** - You can brand your mobile tickets with either your organization's logo or use an event-specific graphic. Hot tip: If you do a lot of events, using your organization's logo will be faster than having to switch out all the ticket graphics per event. Either a square or a horizontal rectangle works
- **New: Checkout Page Ticket Graphic - 720px wide x 330px tall** - Optional feature if you want to make it easy for your buyers to differentiate between different ticket types. Add these images to the specific ticket type.

### Event Info to include:

- **Event Date, time, and location**
- **Event Description** - Tell the story about why folks should attend your event in a couple of power-packed paragraphs
- **Age Restrictions**
- **Cancellation / Refund policy**
- **Waiver of Liability**
- **Any special rules** (can attendees bring their weapons, booze, and pets?)



### Communications to attendees:

- **Order Confirmation Email:** Thank your buyer and include any info helpful in preparing for the event (like parking, attire, food & drink availability, and anything else special)
- **Email Updates:** If you are only sending one email to your attendees in advance of your event, make sure it's a solid "Know Before You Go" email. Include:
  - Reminder that the show is coming up
  - Show schedule
  - Parking info
  - About Food & Drink
  - Weather update / Dress accordingly
  - Anything else you want them to know...

### Ticket Consideration:

- **Event Capacity**
- **Ticket Types** - (GA, VIP, etc.)
- **Optional Pricing Tiers** (Early Bird, Regular Advance Price, Day of Show, etc.) We can also base pricing tiers on quantities (1st 50 get early bird pricing, and the next ticket automatically goes on sale 51st ticket, etc)
- **Ticket Branding:** Ticket Graphic - 720px wide x 330px tall can brand the printable PDF ticket, the mobile ticket, and the checkout page graphic.

If you have a lot of this ready when it's time to set up your next event, you'll be way ahead of the game and ready to put together an amazing ticketing experience!