Getting Started - Setting up your first event

Setting up an event on EtchRock has been designed to be quick and intuitive. There are three main sections (create, manage & design). We have gone through each of the sections below to help you get started and have provided some useful tips and recommendations.

Create

Our create event form is one page and should take around 3 minutes to complete. We have broken into 4 main parts (event information, add tickets, additional information & create a training page). You have the option to save as a draft at any time or make the event live once completed. If you are selling tickets we recommend saving as a draft and continuing with the event setup under **manage.**

- Event information – To get started we need some basic event information, (event name, date, location & description). If your event has multiple dates then select multi date and schedule in your dates

- Add tickets – To add a ticket we will need (ticket name, quantity available & price). There are lots of advanced options when creating tickets, which we recommend taking a look at.

- Additional information – Here you can add your organiser information, links to your website, contact information, event hashtag etc.

- Create a training page - Creating a training page on EtchRock will allow participants to record their training towards your event & share their training across social media generating a buzz around your event which will help drive additional sales.

Manage

Once you have completed the create event page you will find yourself in the manage section. Within the manage section you can complete the rest of your event setup, Start promoting your event, view order details, view participant details and dive into the event analytics. Below we go through the tabs you will need to complete your event setup (payment options & Registration options).

Step 1 - Payment options

- Merchants – In order to sell tickets you will need to first select a payment processing option. We recommend using Stripe as this will enable you to receive advanced payouts.

- Fees – You can choose to either pass the fee on to the buyer or absorb the fee within the ticket price. Around 80% of endurance events now pass the fee onto the buyer.

- Currencies – We currently have seven currencies available. If you require one not currently available, please speak to us and we will look into adding this for you.

- Order policies – To minimise participant requests around refunds or transfers you can set rules in advance around your order policy. This will then allow participants to process refunds or transfers themselves, saving you valuable time.

Step 2 – Registration options

- Create and manage tickets - Here you can add tickets, voucher codes and season passes. Once you have created all of your tickets you can simply drag and drop them into the order you require. You also have the option to group tickets under different headings. This can be useful if you have lots of tickets.

Advanced options

> **Ticket Sales Start** – If you do not specify a start date for the sale of your tickets, they will automatically be set to default. The default is set to start 6 hours after you create a ticket. To specify a start date please click 'advanced'.

Ticket Sales End – If you do not specify an end date for the sale of your tickets, they will automatically be set to default. The default is set to end 24 hours before your event. When the sale ends, participants will no longer be able to purchase a ticket. To specify an end date please click 'advanced'.

Description - You can write a custom description for each ticket and include this description on either the registration form or the PDF ticket by selecting either option above the description field.

Age Restriction – Age restriction can be set by ticket type if required. You can set a minimum age or a maximum age.

Teams – Allow people to purchase discounted tickets as a team. Choose a name that explains the team purchase, then set the minimum / maximum tickets allowed per order. Select the 'Request Team Name' box to allow people to specify their team name.

Ability to Group Tickets on Registration Page – Click on 'Add Group', enter the Group Name (i.e. 'Saturday Tickets' / 'Sunday Tickets') & click Save. Drag the ticket type under the group you want it to fall in. (Note: If you have 'Adult Tickets' for each group, you will need to create multiple 'Adult Tickets').

Free Ticket – Complete this to capture information for your event by offering a 'Free Ticket'.

Status – When you create a ticket, the default status is 'Enable'. If you wish to stop selling these tickets, switch to 'Disable.

- Registration form – You have full control over designing the layout and the information you collect on the registration form. There is basic information that you can toggle on/off for both the buyer and participants. You can also create custom questions to help you collect the information you require. The questions can then be dragged and dropped into the order you require.

- Confirmation messages – After successfully registering for your event, participants will view a confirmation page with a message confirming their order. You can add a custom message to this page and also onto the PDF ticket that is emailed to the participants.
- Terms – We highly recommend writing terms and conditions when setting up an event. Participants will be required to agree to these terms during the registration process.

- Merchandise – Sell up to six additional items on the order form, such as event merchandise. Items will only be available to participants that register for a paid order. Fulfillment, shipping and handling are the responsibility of the event organiser.

- Waiting lists – Here you can create pre entry or event full waiting lists
    - Pre entry - Suppose your event is set up to open in the future, you might want to let people add themselves to a list, signifying their interest.
    - Event full – Once your event hits capacity, participants can add themselves to a waiting list. They will be notified if a space opens up. Provided you respond in time, you can convert your waiting list space into an entry.

- Fundraising – We have integration with Just Giving and Virgin Money Giving.
    - Just Giving - You can connect your EtchRock event to a JustGiving event and charity. This will prompt participants to set up a fundraising page as part of the registration process.
    - Virgin Money Giving - You can connect your EtchRock event to a Virgin Money Giving event and a charity listed on their platform. This will prompt participants to set up a fundraising page after the registration process.

- Promotional codes – Here you can create discount codes, access codes and custom web blinks to protect tickets
    - Discount codes – Create a discount code and apply it to a single or multiple tickets. Set the discount as a percentage of the ticket price or as a fixed amount. You can set the number of times a discount code can be used.
    - Access codes – Creating an access code and applying it to a ticket will remove the ticket from the event listing and tickets

page. Participants will need to use the access code to reveal the ticket.