

Getting Started with EventSpot

———— *A step-by-step guide* ————



About this Guide

Use this manual as a guide to help you create your first event. We'll show you how to promote, capture, and track online RSVPs and registrations for your events.

STEP

1

Create
an event

STEP

2

Make
event live


STEP

3

Promote
an event

No matter what stage you're at when creating and managing your event, you can quickly access help and assistance in a way that works for you.

Click the Help link in the upper right-hand corner to open the Resource Center

Click  for help relating to the page you're viewing

Click  to open a topic-specific help window

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Name

WHAT will your event be called?

- 1 * Title: Summer Interior Design Camp
- 2 * Filename: Design Camp 12
How you will identify this event in Constant Contact
- 3 * Type: Class / Workshop
- 4 Description: Enter a short, catchy description of your event. For example, "Please join us for our monthly marketing workshop. There will be guest speakers and lunch will be served!"
This information will be displayed on your event pages. [Learn more](#)

Date & Time

WHEN is your event?

5 Date / Time: * Starts 06/14/2013 * Ends 06/16/2013

6 9 :00 am 4 :00 pm

7 Timezone: [GMT-05:00] Eastern Time (US & Canada) [Change?](#)

☒ Show this information when people register for this event.

1.1 Creating an Event

To begin, enter the event's necessary details, including time and location. This information becomes the central part of your event invitation, registration form, and event landing page.

Name

- 1 In the Title field, enter the name of the event as you want it to be shown to registrants.
- 2 The Filename field allows you to use a different name that only you will see in your Constant Contact account. Feel free to use the same name here.
- 3 The Type selection gives us insight into the kinds of events you host, and we use it to make product improvements.
- 4 The description, while optional, can be a short sentence or two explaining what the event is about. It will automatically appear on your registration form, landing page, and confirmation documents.

Date & Time

- 5 Simply enter a start and end date (enter the same date for both if it's a one day event).
- 6 When selecting the time, don't forget to designate AM or PM.
- 7 Set the local time zone for the location of your event. Example: You live in Nevada, but the event will be held in New Mexico—use the New Mexico time zone.

Location

WHERE is your event?

☒ Physical Location ☐ Online

1 * Location / Venue: Design Professionals Studio, 1st Floor

Examples: Old School Theatre, Main Street Bistro

☐ Use My Address
If you enter a valid address, registrants will see a map as well as the address.

2 Address1: 16 Street Rd.

Address2:

Address3:

City: Design City

Country: United States

State: Connecticut

Postal Code: 12345

☒ Show this information when people register for this event.

WHERE is your event?

☐ Physical Location ☒ Online

3

4 * Online Event URL: Copy and paste from your online meeting source

5 Additional Information: Include all necessary information to help attendees log in (access code, participant ID, dial-in audio number etc). Special instructions like "please join the meeting 5 minutes early" can also be very helpful.

2500

This information will be included in your registrant's [confirmation email](#).

☒ Show this information when people register for this event.

Location

You can use our event tool for events hosted at a physical location (hotel, conference center, storefront) or online (webinars).

If you're hosting at a physical location, follow these steps:

- 1 Enter the name of the location or venue.
- 2 Although not required, entering an address will help your guests find the proper location and avoid any confusion.


If you're hosting the event online, follow these steps:

- 3 Select the online option.
- 4 Enter the website address (URL) that attendees will use to view the event.
- 5 In the Additional Information box, enter all the necessary details that attendees will need to log in to view the event. Examples: Access code, participant ID number, dial-in audio number, etc. Special instructions like "please join the meeting 5 minutes early" can also be very helpful.

Host Contact Info

WHO is the event contact?

* Name:

Email Address: 

[Verify more email addresses](#)

Phone:

Organization:

☒ Show this information when people register for this event.

1 Do you want registration to close automatically?



☒ Yes, at a maximum number of people


people

This number includes registrants AND their guests (if guests are allowed)

☐ Yes, on a certain date


2 Optional features


☒ Show registrants a list of who else is coming  


☒ Allow registrants to join my contact list 

* Label:

Which list:

☒ Enable tickets for printing or viewing on mobile devices.  [What's this?](#)

☐ Include this event in public event directory listings 

☒ Send me an email whenever someone registers for this event 

[Advanced Options](#)

Host Contact Info & Extra Settings

Do you have a main contact that guests should reach out to with questions? Enter his or her information here.

EXTRA SETTINGS

- 1 Close registration automatically.** If you want to limit registrations to a maximum number of attendees, check the box and enter the amount. You can also close registration on a certain date, such as two days before the event starts.
- 2 Optional features.**
 - a. Allow registrants to see a list of everyone attending.
 - b. Allow registrants to use a Join My List feature when registering for your event.
 - c. Allow registrants to print tickets or view them on mobile devices.
 - d. Add your event to public directories (if you wish to maximize attendance and make new connections).
 - e. Receive an email every time an invitation turns into a registration.

Advanced Options

1 **Advanced Options**

Search Keywords [More Info](#)
design expo, design camp, summer design camp
Keywords (separate by commas) are not visible to your invitees/registrants.

Twitter hashtag [More Info](#)
#designprosummercamp
Your hashtag, e.g., #myevent (no spaces), will be included in the confirmation email to registrants.

Google Analytics [More Info](#)

Your Google Analytics Web Property ID, e.g. UA-12345-1, tracks all registration pages.

Cancel Finish

Guests

Design Camp 12
Friday June 14, 2013 at 9:00 AM EDT to Sunday June 16, 2013 at 4:00 PM EDT

Cancel Finish

2 **Can registrants bring other people?**

☐ No, only the registrant can attend.

☒ Yes, a registrant can bring others.

Up to

Do you want to collect information on them?

☐ No, I just need a headcount.

☒ Yes, collect their first and last name.

To collect more than name, edit the Guest section of your registration form. ?

What should these people be called in your event materials?

Guest(s)

ADVANCED OPTIONS

- 1 These options allow you to create buzz about your event through search engines and Twitter, and also track registration pages with Google Analytics (if you have a Google Analytics account).

Guests

- 2 Select the appropriate option to indicate whether registrants can bring guests. If yes:
- Enter the number of guests allowed;
 - Determine if you want to collect each guest's first and last name, or if you simply want a head count.

Fees

1 Is there a fee to attend your event?

☐ No, there's no charge

☒ Yes, there's a fee

☐ One flat fee for all attendees: \$

☒ Multiple fees, hidden fees, or fees that require an access code

Fees

Label	Fee	Early fee	Late fee	Applies to	Hidden (requires access code)	Actions
Earlybird Discount	\$ 170.00	--	--	Registrants	<input checked="" type="checkbox"/> Create Code	Edit Delete
Regular Admission	\$ 200.00	--	--	Everyone	<input type="checkbox"/>	Edit Delete

2

[Add another fee](#)

You have one or more hidden fees. Please ensure you have associated access codes.

Access Codes

Code Name	Applies To	Used / Limit	Status	Actions
JUMPSTART13		0 / unlimited	Live	Edit Delete

3

Create Access Code

Applies to: Earlybird Discount

Code Name:

What registrants enter to reveal hidden fees, e.g. VIP_123 (4-12 letters, numbers, or underscores, no spaces allowed.)

Limit Uses to:

Limit the number of uses, or leave blank for unlimited.

Status: ☒ LIVE ☐ OFF

[Save](#) [Cancel](#)

4 Are you offering additional items? (e.g. shirts, classes, raffle tickets, meals)

- ☐ No, I'm not offering anything
- ☒ Yes, I'm offering items

* Section label:

Name	Price	Total quantity	
Design Pros T-Shirt	\$ 10.00	100	Edit

[+ Add an item](#)

Fees

- 1 If you're charging registrants to attend your event, select "Yes, there's a fee". From there, you can:
 - a. Set a flat fee per registrant
 - b. Set multiple fees for different scenarios, such as early bird discount, or member vs. non-member fees. You can even set a different fee for registrant's guests.
- 2 If you want certain fees to be hidden until a registrant enters a code, check the "Hidden" box and click **Create Code**.
- 3 The access code you create here is what you'll send to a select group of people invited to the event (like last year's attendees).
- 4 Considering selling bonus materials or gear? Select "Yes, I'm offering items" and click the **Add an item** button.

Items & Fees

5

Add an item

* Item name

Design Pros T-Shirt

* Price

\$ 10

☐ This item is free

Description

Show everyone you know that you're an educated interior design professional with this graphic t-shirt!

398

* Total quantity

100

* Registrants can order:

1 total

☒ Display remaining amount on registration form

Add options

OK

Cancel

6

Create Discount Code

Code Name

SUMMER10

Applies to

☒ Entire Order (registrants, guests & items)
 ☐ Selected Fees (non-hidden)

Add

Discount Amount

\$ OR 10 %

Limit Uses to

20

Status

LIVE

Save

Cancel

7

* How do you want to collect fees?

Select as many as needed. [How do these payment methods work?](#)

☒ Credit Card

Already collect payments online?

Connect your account:

PROPAY

Authorize.Net

OR

Don't collect payments online or don't see your gateway?

Find out how it works and sign up!

Get Started!

☐ PayPal
 ☐ Google Checkout
 ☐ Check
 ☐ At the Door

8

Can people make a donation?

☒ No, don't include donation options
 ☐ Yes, people can donate [How does this work?](#)

- Enter the item information here for items you want to sell during registration, such as t-shirts, meals, raffle tickets, and more. Just add the item name, price, description, and total number of items in stock. Then, enter a limit of items per registrant, if needed.
- You can also use Discount codes to create a sense of urgency. ("20% off Tuesday on total event fees!") or to fill seats before the deadline ("Last chance, all tickets 10% off!").
- Fees can be collected in as many available methods as you wish. Simply select all methods that apply and fill in the required credentials to set up the transactions.
- If you're running a charity event and want to collect donations, you can do so here. Just make sure you have a 501(c)3 compliant PayPal account before using this feature.

Registration Form

Design Camp 12
Friday June 14, 2013 at 9:00 AM EDT to Sunday June 16, 2013 at 4:00 PM EDT

Cancel Save Finish

Select Theme Edit Form Fields Preview

Select the information you want to collect from your event registrants:

Sections

- Personal Information
- Business Information
- Badge Information
- Custom Information 1
- Custom Information 2
- Guest Information

Section Label: Personal Information

Visible *Required

- ☐ Select All
- ☐ Prefix
- ☒ First Name:
- ☒ Last Name:
- ☒ Email Address:
- ☐ Address 1:
- ☐ Address 2:
- ☐ Address 3:
- ☐ City:
- ☐ State:
- ☐ ZIP Code:
- ☐ Province:
- ☐ Country:
- ☐ Phone:
- ☐ Cell Phone:
- ☐ Create custom: [Question](#) | [Text Block](#)
- ☐ Create custom: [Question](#) | [Text Block](#)
- ☐ Create custom: [Question](#) | [Text Block](#)

Rearrange your selected fields (and sections):

Personal Information

Personal Information

- *First Name:
- *Last Name:
- *Email Address:

Guest Information


Guest Information

- First Name:
- Last Name:

Cancel Save Finish

1.2 Editing the event registration form

An online registration form is automatically created for you when you create an event. You can edit the registration form to collect as little or as much information about your registrants as you want. By default, the first name, last name, and email address are included on the form. To understand how to customize this set of fields, here's an overview of the layout:

- 1 You can customize each section based on the information you're collecting, using the **Section Label**.
- 2 To add a field to the section you're in, just check the appropriate box in the **Visible** column.
- 3 If you want to make sure every registrant fills in a specific field (such as "Cell Phone"), check the box in the **Required** column.
- 4 Lastly, use the  arrows to change the order of sections on the form.

TIP: Getting the information you need for your event is important, but be careful not to add too many fields. A time consuming registration process could turn away someone who otherwise wanted to register.

Custom Field

1 Select the information you want to collect from your event registrants:

2 Section Label: Custom Information 1

3

4 Create a custom question

5 Create custom text

Multiple choice →
Options include:
• Select only one (display as list or dropdown)
• Select more than one (display as list or checkboxes)

Open-ended →
Options include:
• Short answer
• Long answer

Select a date →
Options include:
• Popup date selector
• Optional limited date range

Use custom text in your registration form to convey clarifying information about your custom questions.
(e.g. "The following four questions..." or "We need this information in order to...")

Please take a moment to answer the following questions about your interests.

948 characters remaining

Done Cancel

Custom Information: Create your own field labels based on your needs. For example, if your event will be serving food, you could include questions about food preference or allergies. You can add up to two custom sections and up to ten fields per section.

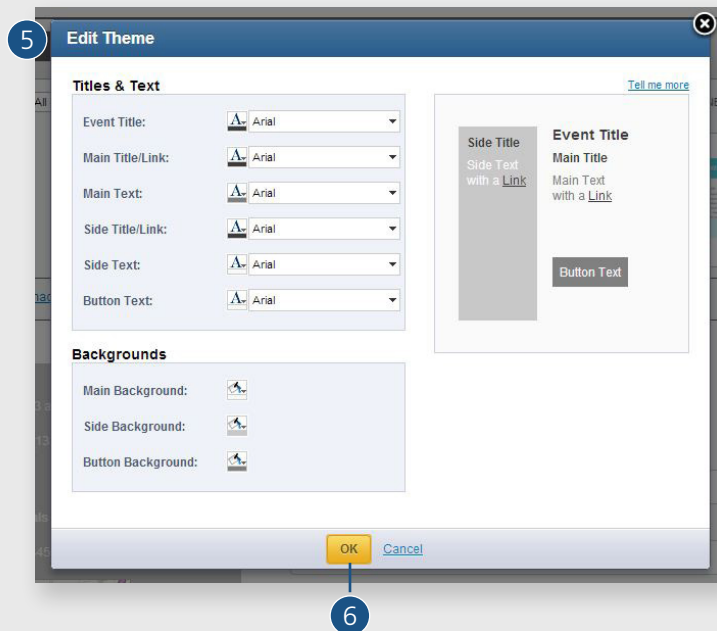
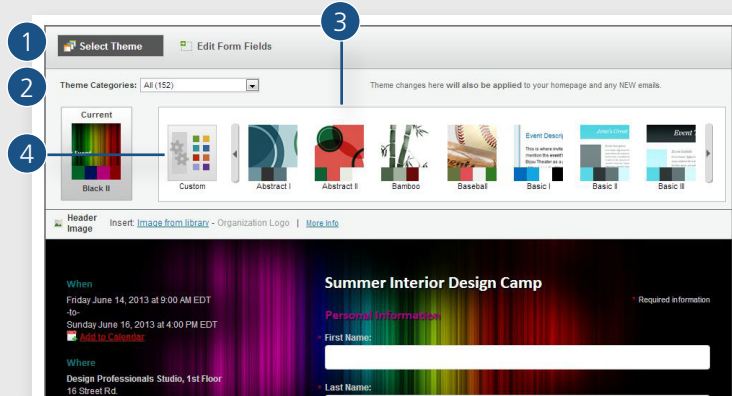
TO ADD A CUSTOM FIELD:

- 1 Click the **Custom Information 1** section on the left side of the screen.
- 2 Enter a **section label** that reflects the type of information you're collecting. For example, "Food Preferences".
- 3 Select **Question** or **Text Block** to enter your information.
- 4 The **Question** option lets you choose from:
 - Multiple choice
 - Open-ended
 - Date
- 5 The **Text Block** option provides a way to address your registrants in the form of a statement or paragraph. You can use it to introduce more questions, explain an event description, and more.

CUSTOM GUEST INFORMATION

If you're allowing your registrants to bring guests, the Guest Information section is already added to your registration form. In addition to collecting guests first and last names, you can create custom questions to find out where they work, what their email address is, if they have any food preferences, etc.

Theme Selection



SELECT A THEME

Themes give your online event materials a unified, attractive look. The theme you select here is also used on the event landing page and invitations, so every piece carries the same colors and layout.

To select a pre-set theme, just follow these steps:

- 1 Click on the **Select Theme** button at the top left of the edit window.
- 2 Choose a category from the drop down menu and scroll through the themes displayed.
- 3 Select any theme for an instant preview and click Save when done.

To create a custom theme with your own colors, do this:

- 4 Select the **Custom** theme, then click the **Edit Theme** button on the left, under "Current".
- 5 Set the desired color and font for each element.
- 6 Click **OK** when finished, and click Save to exit the theme editor.

When you're finished customizing your registration fields and selecting a theme, click Finish.

Registration Notifications

Registration Notifications

Confirmation Page
Edit the message registrants see after they register

You have successfully registered for this event; look for a confirmation email arriving shortly. Thanks for your interest!

1877 characters remaining

Spell Check

Confirmation Email
All registrants receive a confirmation email that includes:
their information from the registration form, event time and location, and the following editable text.

Thank you again for registering for our event. This email is confirmation of your successful registration. If any of the information displayed below is incorrect, please contact us as soon as possible.

1799 characters remaining

Spell Check

Decline Message
Edit the message registrants see while declining your event

Sorry you can't make it. Thanks for your response.

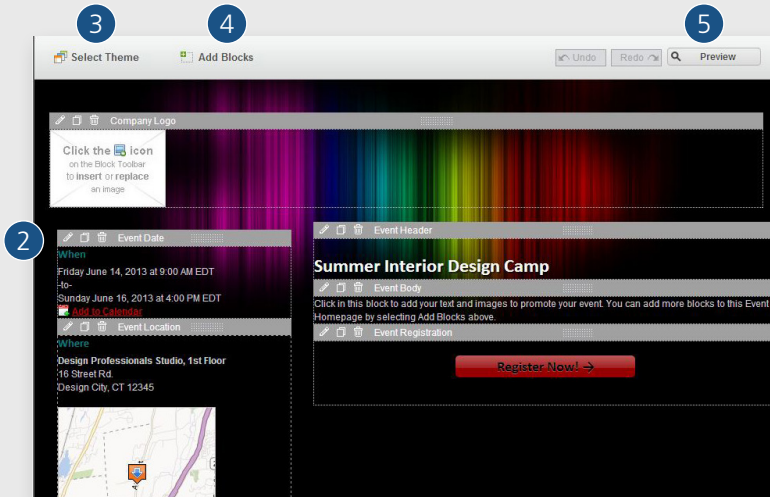
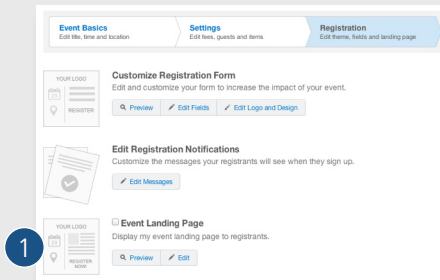
1949 characters remaining

Spell Check

EDIT REGISTRATION NOTIFICATIONS

Notification messages are what your registrants see after registering for your event. There are three messages: Confirmation Page, Confirmation Email, and Decline Message. To see and change what they say, click on **Edit Registration Notifications** under the Registration tab.

Landing page



1.3 Creating the event landing page

Think of the event landing page as the hub of your event promotion materials. Aside from providing the basic “what, where, and when” of your event, you can list extra information that might convince a registrant to sign up.

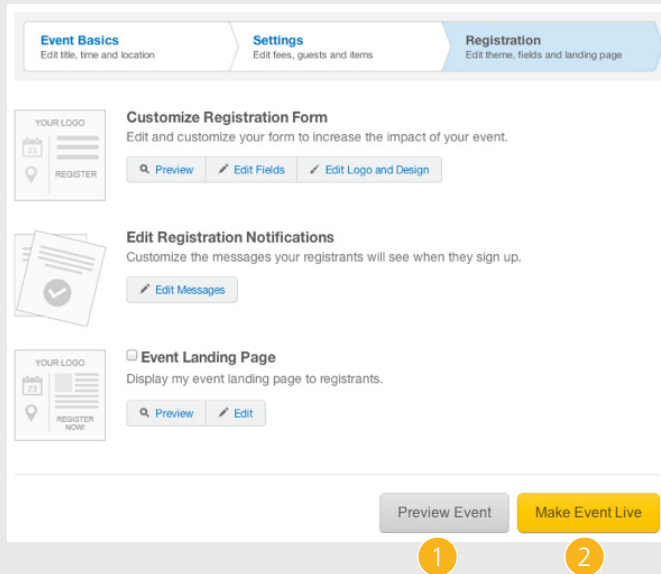
WHAT CAN YOU PUT ON AN EVENT LANDING PAGE? HERE ARE SOME EXAMPLES:

- Class descriptions
- Photos from past events
- Sponsor details
- Bios of speakers and instructors
- Background information on your organization
- Customer testimonials

CREATE YOUR LANDING PAGE:

- 1 Under the Registration tab, scroll down to the **Event Landing Page** label and click the **Edit** button.
- 2 Click inside any box to edit the text and/or images.
- 3 The theme you selected for your registration page is also used here, but you can change it using the **Select Theme** button.
[NOTE: Changing the theme here will change it on the registration page as well.]
- 4 Need more space? Click the **Add Blocks** button to insert more text or image block into the page.
- 5 Click **Preview** to see how it will look when it's published, and click Finish when you're done.

Activate event pages



2.1 Make Event Live

Getting your event published online couldn't be easier. Making the event live simply means that the registration and landing page become active online and get a unique URL (web address).

- 1 Before you make the event live, preview the pages you created by using the **Preview Event button**.
- 2 If everything looks good, just click the **Make Event Live button**. Don't worry, you can always make changes but it's best if you have everything set up in the beginning.

Your contacts won't see the event information until you create invitations or share the link on your social sites.

Create an invitation

The screenshot shows the EventSpot dashboard with the following elements:

- Dashboard Header:** 0 People, 0 days Until Event, STATUS LIVE, REGISTRATION OPEN.
- Registration Section:** A circular progress indicator shows 45 Remaining registrations. Buttons include 'View / manage registrants', 'Register someone', 'Decline someone', 'Edit registration limits', 'Send email to registrants', and 'View Event'.
- Emails Section:** 6 Emails, 0 Declined, 0 No Response. Buttons include 'Schedule email', 'Create an invitation' (highlighted with callout 1), and 'Email non-responders'.
- Event Details (edit):** When: Aug 30, 2013 @ 1:00 PM - Sep 9, 2013 @ 1:00 PM. Where: Design Professionals Studio, 1st Floor, 16 Street Rd., Design City, CT 12345 US. View on map. Contact: Susan DeGovers, braymond@constantcontact.com, 123-123-1234.
- Theme Selection Modal:**
 - Callout 2: 'Theme Selection' tab.
 - Callout 3: 'Select a Theme' section with a dropdown menu showing 'All (152)'.
 - Callout 4: 'Next >' button at the top right of the modal.
 - Callout 5: 'Next >' button at the bottom right of the modal.

2.2 Creating the event invitation

Now that you've made your event live, it's time to get it out to your contacts!

CHOOSE A THEME

- 1 On the main page, under Emails, click the **Create an Invitation** link.
- 2 You're first prompted to choose a theme, and the theme you chose for the Registration and Landing page is automatically selected.
- 3 To see how the theme looks on all the event pages, just look at the examples.
- 4 You can change the theme again here, but remember that it will change on the Landing page and Registration page, too.
- 5 When you're happy with the appearance, click **Next**.

Message settings

Message Settings

***Required fields**

- *Invitation Name:**
This name doesn't display in your emails. It's to help you identify each unique email.
- *Subject:**
Appears as your email subject line
- *From Name:**
Name shown as "from" in your contact's in-box.
- *From Email Address:** ▼
[Verify more email addresses](#)
- *Reply Email Address:** ▼
[Verify more email addresses](#)
- Permission Reminder:** ☐ On ☒ Off
- Webpage Version:** ☐ Include a link to view a webpage version of this email

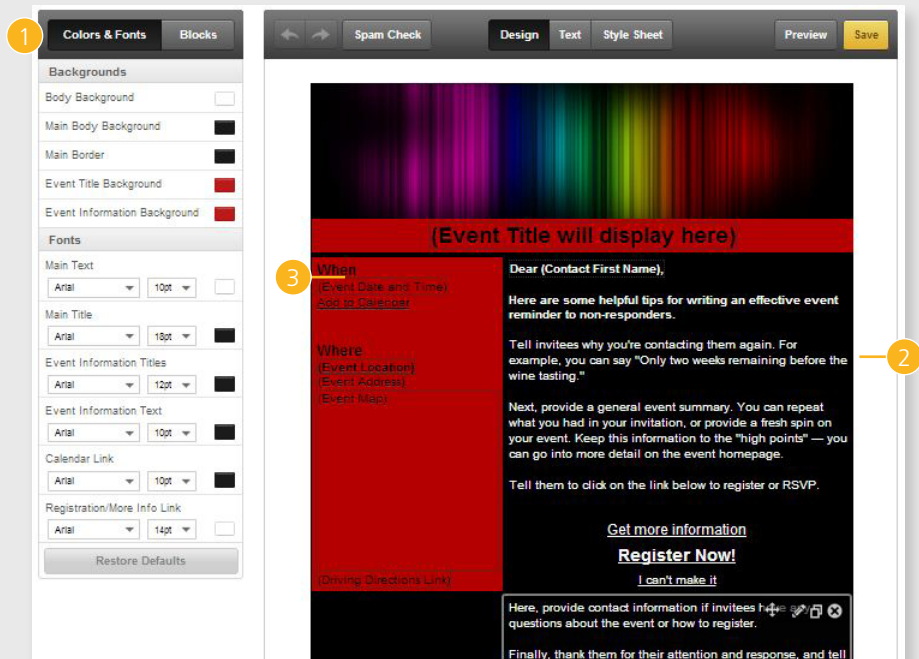
Text:	Link Text:
<input type="text" value="Having trouble viewing this email?"/>	<input type="text" value="Click here"/>

Text and Link Text displayed together at the top of your email
- Forward Email to a Friend:** ☒
Link text that displays in your email
☒
Link text that displays in the forwarded email

SET THE MESSAGE SETTINGS

- 1 Invitation Name:** This is for your reference only, and won't be shown to contacts. Give it a name that will help you identify it in your account.
- 2 Subject:** Enter a subject line that will grab your reader's attention. Keep it focused on the event announcement, and try to keep it under 50 characters in length.
- 3 From Name:** Enter a name that your readers will recognize in their inbox. Typically, the name of the business or organization is a good choice. For example, "Sid's Shoe Boutique" is more recognizable than "Sid Smith" (the owner's name).
- 4 From Email Address:** Enter an email address that includes your business' name or the name of a well-known business representative. For example, customerservice@sidsshoes.com.
- 5 Reply Email Address:** Select the email address you want to use to handle responses from recipients.
- 6 Permission Reminder:** Select **On** if you want to remind recipients why they're getting your invitation, and give them a chance to add your email address to their contacts list.
- 7 Webpage Version:** Check this box to allow readers to view your invitation as a webpage.
- 8 Forward Email to a Friend:** Check this box if you want to give recipients a way to share your invitation with their friends. If you want their friends to be able to join your contacts list, check the "Subscribe me!" box.

Invitation template



EDIT THE INVITATION TEMPLATE

If you've used our Email Marketing tool before, you'll recognize the template editor—it works just the same. If you're new to the editor, here's what you need to know:

- 1 **The template's colors and fonts are pre-set** for you based on the theme you chose. While you can fine-tune them for this email invitation, we recommend sticking with the theme settings so all of your materials carry the same professional appearance.
- 2 **You can still customize your invitation with a few edits.** Editable areas are broken into "blocks". Most blocks can be repositioned, added, or removed to create a template layout that works best for you. To see the blocks, move your cursor over the template. As you do this, rectangles with block titles appear around the blocks you can edit.
- 3 **The event title, date, time, and location will automatically populate** from your event details, so no need to fill that in a second time.

Invitation template

4

Dear (Contact First Name),

Here are some helpful tips for writing an effective event invitation quickly and easily.

First, tell invitees why you're contacting them. For example, you can say "You're invited to our next monthly educational seminar for clients." Next, provide a general event summary, such as "It's a festive evening of fun and dancing under the stars, with great food and exciting raffle prizes." Keep this information to the "high points" — you can go into more detail on the event homepage.

Tell them to click on the link below to register or RSVP.

[Get more information](#)

[Register Now!](#)

[I can't make it](#)

Here, provide contact information if invitees have any questions about the event or how to register.

Finally, thank them for their attention and response, and tell them you look forward to seeing them at your event.

Sincerely,

(Event Contact Name)

(Event Contact Organization)

(Event Contact Email)

(Event Contact Phone)

EDIT THE INVITATION TEMPLATE *continued*

4

The rest of the text provided in the template needs to be replaced—it simply provides instructions and ideas for creating a great event invitation. Here's an idea of what an event invitation might say:

Dear (Contact First Name),

We've partnered with some of the best local organic chefs and restaurateurs. Come join us for a very special night including:

- Your choice from a cornucopia of hearty, healthy, and delicious food.
- Wine Tasting courtesy of Drinkington's Fine Wine and Liquors.
- Nutrition and Exercise Personality Linda Liveright will speak on eating, and living well.

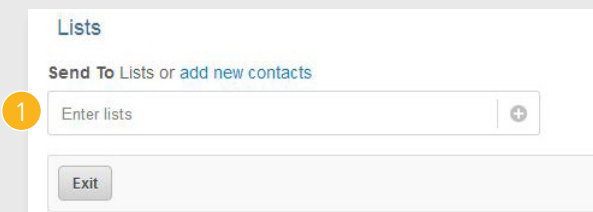
Tickets are \$20.00 for Members and \$30.00 for Non-Members. Register before December 20th and get \$5.00 off of each ticket!

We hope to see you there!

To learn about moving blocks and adding images, see [Step 2 of the Getting Started with Email Marketing guide](#).

Once you're happy with your event invitation, click Finish at the top left of the screen. Now all you have to do is send it!

List selection



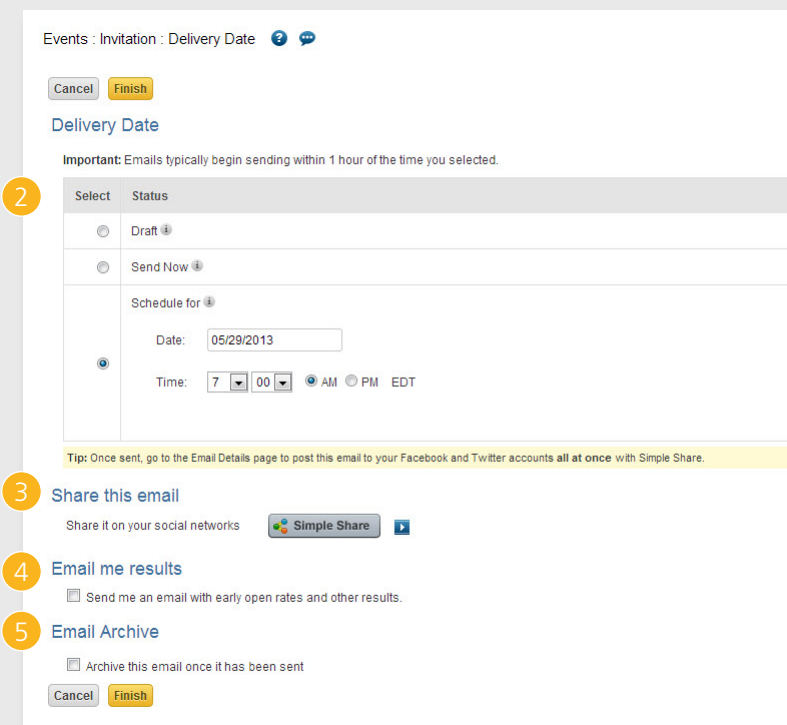
Lists

Send To Lists or [add new contacts](#)

1 Enter lists

Exit

Send



Events : Invitation : Delivery Date ?

Cancel Finish

Delivery Date

Important: Emails typically begin sending within 1 hour of the time you selected.

Select	Status
<input type="radio"/>	Draft ⓘ
<input type="radio"/>	Send Now ⓘ

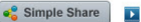
Schedule for ⓘ

Date: 05/29/2013

Time: 7 00 AM PM EDT

Tip: Once sent, go to the Email Details page to post this email to your Facebook and Twitter accounts **all at once** with Simple Share.

3 Share this email

Share it on your social networks 

4 Email me results

☐ Send me an email with early open rates and other results.

5 Email Archive

☐ Archive this email once it has been sent

Cancel Finish

SENDING THE INVITATION

Once you're happy with the layout and design, you'll need to select contact lists.

- 1 Select the list(s) you want your invitation to be sent to. If you don't have a list, you can create a new one by clicking the **Create a New List** link. Follow the on-screen prompts to add email addresses to the new list.
- 2 Next, schedule the email by choosing to send your email now, or send later. If you select **Send now**, your email will be sent within the next hour. If you select **Send later**, pick a future date and/or time to send the email (anything later than the current time).
- 3 To share the invitation on your social networks, click the **Simple Share** button (*see p. 21 for more info*).
- 4 To get a report of early open and click results emailed to you, click the "Email me results" check box, then select the address you want the email to go to.
- 5 **If you have the Archive add-on**, select the "Email Archive" check box to add this email to your archives.


Keep in mind that once the invitation is sent, you can't make changes or re-send it to new contacts. You can, however, make an exact copy of the invitation to send to new contacts by using the Copy function.

3.1 Promoting the event

Once your event is published and the invitation is ready to go, you can start letting all your contacts know about your event. Aside from sending the invitation email, there are a couple other things you can do to get the word out.

SIMPLE SHARE

There's no easier way to get the word out about your event on Facebook, Twitter, or LinkedIn all at once. You don't even have to leave the Constant Contact window to set them up! Here's how:

- 1 Click the  Simple Share button.
- 2 To connect Constant Contact to your social profiles, click the desired social network icon. You'll be prompted to log in to that account through Constant Contact. Once logged in, select the personal profile or business page you wish to add, and then click Continue.
- 3 To add another social network, click the **Add** link on the top right next to Accounts and select a network. Repeat steps 2-3.
- 4 After connecting to your networks, you can review and edit the posts Constant Contact will send to each profile for your connections to see. When satisfied with the messages, click Save and close.

EVENT URL

If you have social networking sites not included in Simple Share, or a blog or website you want to use to promote your event, just copy the unique web address and post it where you want it.

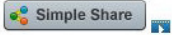
Event URL: <http://events.constantcontact.com/register/>

[Copy Event](#) | [Cancel Event](#)

Promote your event

SHARE EVENT ON FACEBOOK, TWITTER & LINKEDIN

1



2

Connect with Simple Share

First click on a social network to connect with Constant Contact. Yes, you'll be able to share on more than one. **Lets get started!**



[Close](#)

3

Simple Share

Where would you like to share your message?



Preview and update your 2 messages.

4

Ctct Spa
Facebook

News from CTCTfit [#constantcontact](http://conta.cc/f2gARf)

News from CTCTfit
Check out my latest campaign by Constant Contact.

☒ Use thumbnail

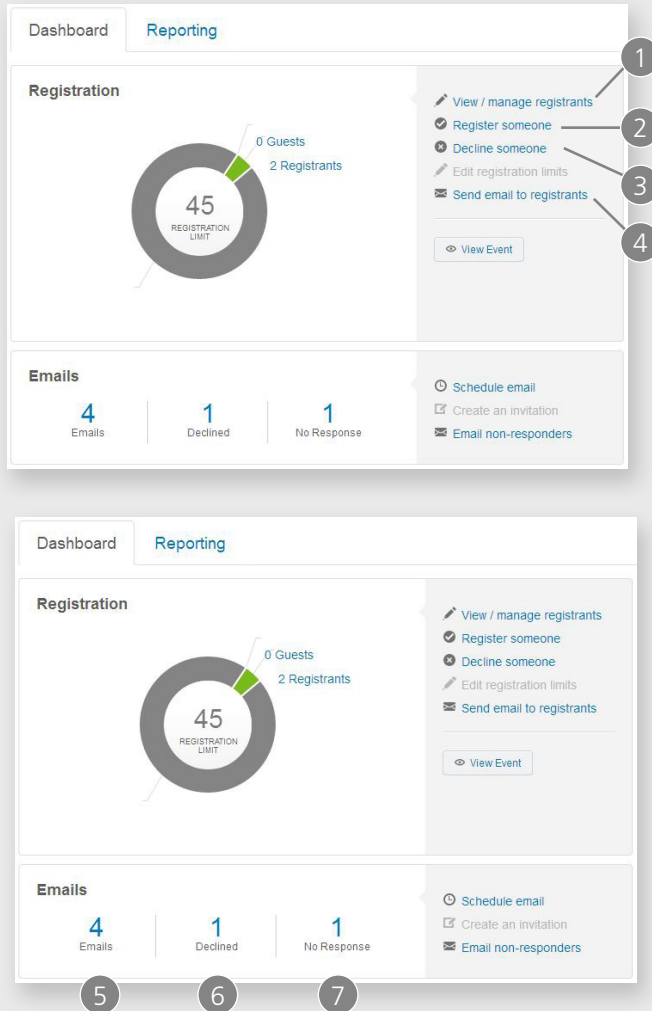
CTCTSpa and Fitness
Facebook

News from CTCTfit [#constantcontact](http://conta.cc/f2gARf)

News from CTCTfit
Check out my latest campaign by Constant Contact.

☒ Use thumbnail

Tracking



3.2 Tracking the event

Once your event is live, there are several options to help you manage registrants. On this page, you're able to:

- 1 **View/manage registrants:** Shows you detailed information about each registered attendee, including their payment status, registration date, and more.
- 2 **Register someone:** Lets you manually register an attendee through your registration form.
- 3 **Decline someone:** Gives you the chance to manually mark an attendee as declined and not attending.
- 4 **Send email to registrants:** You can send emails to all registrants regarding important changes or updates to the event.

Here are the different kinds of reports you'll see as you track your event:

- 5 **Emails:** Shows the number of invitations or follow-up emails you've sent. Click the number to see a detailed report.
- 6 **Declined:** If registrants received your email invitation and declined your event, this report will show you the person's name, email address, and the reason they can't make it.
- 7 **No response:** Shows a list of contacts you invited by email that haven't registered or declined the event yet.

Dashboard Reporting

Registration Details What's this?

Status	Start Time	End Time	Delete
Download	9/9 11:03 AM EDT	9/9 11:04 AM EDT	

[Export New Report](#)

Quick Status Reports

- [Registration](#)
- [Payment](#)
- [Items for Sale](#)

Items Summary [Edit Items](#)

Item Name	Sold	Remaining	Total Quantity
Design Pros T-Shirt	0	100	100

Help

- ☒ [Watch Tutorial](#)
- ☐ [Read FAQ to learn more](#)
- ☐ [What's New](#)

Dashboard Reporting

Registration

45 REGISTRATION UNITS

0 Guests
2 Registrants

- [View / manage registrants](#)
- ☒ [Register someone](#)
- ☒ [Decline someone](#)
- [Edit registration limits](#)
- [Send email to registrants](#)

[View Event](#)

Emails

4 Emails
1 Declined
1 No Response

- [Schedule email](#)
- [Create an invitation](#)
- [Email non-responders](#)

Theme Selection

Select a Theme

Theme Categories: (All) (15)

Current:

Theme changes here will also be applied to your registration form and homepage.

How did this theme look on other event pages?

[View other event pages](#)

[Next](#)

Message Settings

***Required fields**

***Reminder Email Name:**

This name doesn't display in your emails. It's to help you identify each unique email.

***Subject:**

Appears as your email subject line

***From Name:**

Name shown as "from" in your contact's in-box.

***From Email Address:**

Verify email address

***Reply Email Address:**

Verify email address

Webpage Version: ☐ Include a link to view a webpage version of this email

Text:

Link Text:

Text and Link Text displayed together at the top of your email

REPORTING

Any time you want to see specific data about your registrants, payments, or items for sale, just click over to the **Reporting tab**.

- 1 Use the **Export New Report** button to export a CSV file to save on your own computer. It may take a few minutes to generate the file. When it's ready, you'll see a Download link in the Status column.
- 2 You can also view quick status reports for registrations, payments, and items for sale (if applicable).

FOLLOWING UP

Perhaps it's been a few weeks and you haven't received a response from a handful of contacts. Why not send them a gentle reminder email? Here's how:

- 3 From the Dashboard tab, click the **Email non-responders** link.
- 4 Select a theme for your reminder email and click Next.
- 5 Your original message settings are the same, but we automatically add "Reminder" to the beginning of the subject line. Feel free to change it.

5

(Event Title will display here)

When
(Event Date and Time)
[Add to Calendar](#)

Where
(Event Location)
(Event Address)
(Event Map)

(Driving Directions Link)

Dear (Contact First Name),

Here are some helpful tips for writing an effective event reminder to non-responders.

Tell invitees why you're contacting them again. For example, you can say "Only two weeks remaining before the wine tasting."

Next, provide a general event summary. You can repeat what you had in your invitation, or provide a fresh spin on your event. Keep this information to the "high points" — you can go into more detail on the event homepage.

Tell them to click on the link below to register or RSVP.

[Get more information](#)
[Register Now!](#)
[I can't make it](#)

Here, provide contact information if invitees have any questions about the event or how to register.

Finally, thank them for their attention and response, and tell them you look forward to seeing them at your event.

Sincerely,

(Event Contact Name)
(Event Contact Organization)
(Event Contact Email)
(Event Contact Phone)

6 Events : Invitation : Delivery Date ?

Cancel Finish

Delivery Date

Important: Emails typically begin sending within 1 hour of the time you selected.

Select	Status
<input type="radio"/>	Draft
<input type="radio"/>	Send Now
<input checked="" type="radio"/>	Schedule for
	Date: <input type="text" value="05/29/2013"/>
	Time: <input type="text" value="7"/> <input type="text" value="00"/> <input checked="" type="radio"/> AM <input type="radio"/> PM EDT

FOLLOWING UP *continued*

- 6 Edit the invitation template copy to tell your contacts why you're contacting them again. When you're ready, click Continue.
- 7 Schedule the email to be sent by choosing to send your email now, or send later. If you select **Send now**, your email will be sent within the next hour. If you select **Send later**, pick a future date and/or time to send the email (anything later than the current time).



Online Engagement Marketing tools & coaching
to help small businesses and nonprofits grow.



Email Marketing

Build relationships from
the inbox that keep
customers coming back.



Social Campaigns

Turn Facebook “likes”
and shares into real,
measurable results.



EventSpot

Control every phase
of the event process
from one place.



SaveLocal

Create deals your
way and find your
next great customer.



SinglePlatform

Customize your online
listings and stand out
to new customers.

Connect with Constant Contact. Everywhere.

