

Trybooking

Setting up Events and Ticketing

Tip. If you are opening a *Trybooking* account you will need the usual bank account details, and will need a couple of days to go through the bank account validation process. You must enter an email for the account administrator.

Checklist for information before ticketing

- ☐ The name of the event
- ☐ A description of the event with the exact spelling of the presenter or performer/s name. This should include any age restrictions etc.
- ☐ The organiser/s details: name, email address and phone number
- ☐ The name of the venue and it's exact address

Tip: If you are using a venue you are likely to use again, download a seating plan, and create a venue template on the dashboard.

- ☐ A seating plan for the venue
- ☐ The seat allocation details inside the venue: the number of rows and how many seats in each row
- ☐ The date/s and time/s of the performance/s
- ☐ How many tickets you will be selling or the capacity of the venue
- ☐ Ticket prices. You may have various for example, adult, child, concession, student, family, early bird and so forth
- ☐ The seat allocation details inside the venue: the number of rows and how many seats in each row
- ☐ Any special information about attendees required: For example, do you need dietary requirements for a meal that will be served?

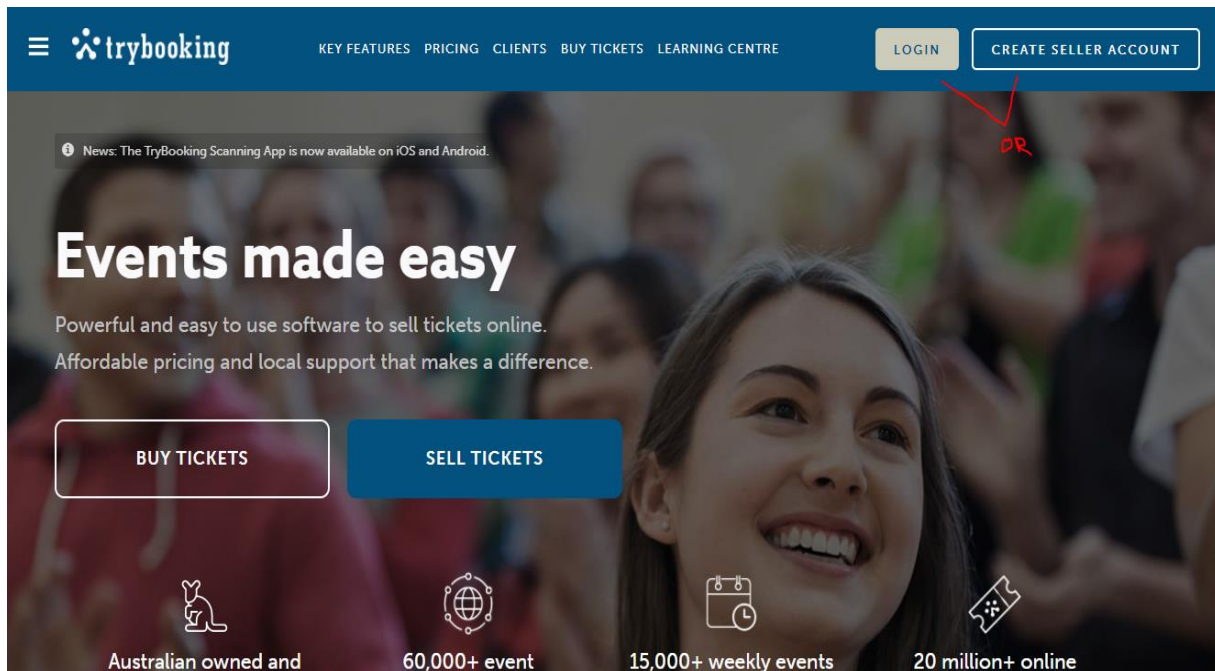
Tip: You will be adding this information after you finish the basic ticketing process

- ☐ An app or notebook to record the details of your specific Trybooking event link. You will also receive it by email.

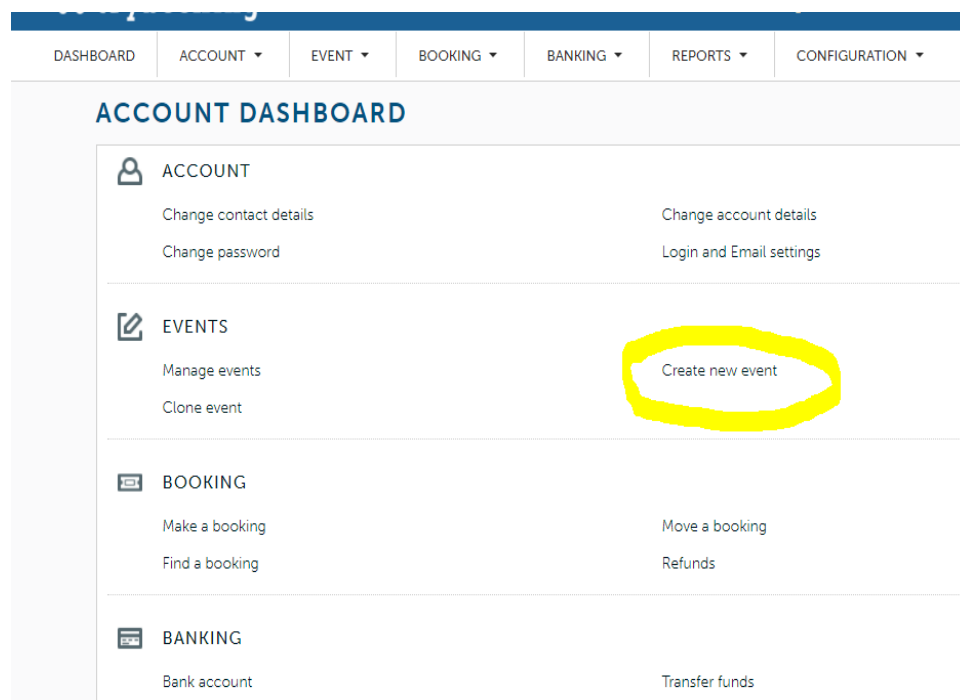
The Basic Ticketing Process

1. At <https://trybooking.com.au> Login or Create Seller Account

If you need to create a seller account, you will need a bank account details and account holder details including emails and phone numbers.



After login you should see the account dashboard



2. In the account dashboard, click on create new event.

Tip: In the future you have the option of choosing 'clone event' and adjusting a few details

3. When you reach the event screen you will see various boxes for event information

Trybooking

Log in 20 November 2017 10:27 AM Account Number: 1589

DASHBOARD ACCOUNT EVENT BOOKING BANKING REPORTS CONFIGURATION

CREATE EVENT

Help

Please enter the name of your event.

EVENT NAME *

Please enter a brief description of your event (max. 500 characters. This includes each individual letter, spaces, symbols).

DESCRIPTION *

Please enter your contact details for enquiries. Eg. Name, phone number and email address.

NAME:

PHONE NUMBER:

EMAIL ADDRESS *

NEXT

4. Click through to the next screen when you have checked all the details

CREATE EVENT

Help

VENUE

Please select an existing venue from the list, or select 'New Venue' to manually enter the venue details.

A "New Venue" is generally only used once and will not be added to your Venue Templates. If you plan to reuse the Venue for other events and it has a seating plan, it's advisable to create a Venue Template from the Dashboard before creating this Event. This will save you from having to recreate the seating plan each time. A Venue Template can only be selected during the "Create New Event" process and not after. When a Venue Template has been set up, you will be able to select it from this page. Regardless of whether you use a Venue Template or "New Venue", you will always have full editing control over the seating plan and or capacity once the Event is created.

NAME *

ADDRESS LINE 1:

ADDRESS LINE 2:

CITY:

STATE:

POST CODE:

☐ Show map during booking

Tips:

- Make sure the event name is the same as that used on any of your print advertising so that when ticket buyers search Trybooking it will be easier to find your event.
- An organiser's delegate can have their name and phone number entered in the create event form so that the person is able to answer calls and emails has their details on the tickets and information page
- Make sure you use the exact venue name used on google and local maps so that there is no confusion when people try to find the venue with GPS. It is a great idea to enter exact address details too.

If you check the box 'show map during booking' this is an example of what appears

Trybooking Tutorial

STATE:

POST CODE:

☒ Show map during booking

☒ Use same address to lookup map location

ADDRESS USED TO LOOK UP MAP:

Map Satellite

A map area with a red location pin.

5. On the next screen add session times. It should default to the correct time zone but double check that the zone is right.

trybooking Welcome admin@ballaratwriters.com Last Login: 26 November 2017 1:02 PM Account Number: 1589 [LOG OUT](#)

DASHBOARD ACCOUNT EVENT BOOKING BANKING REPORTS CONFIGURATION

CREATE EVENT

SESSION TIMES

Please select the time zone where your event will be held.

TIME ZONE:

Please indicate the first session time for when the event starts. Additional session times can be added after the event has been created.

START DATE & TIME: 09:00 AM

[PREVIOUS](#) [NEXT](#)

6. When you click next, the booking screen appears dates and times

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DASHBOARD ACCOUNT EVENT BOOKING BANKING REPORTS CONFIGURATION

CREATE EVENT

BOOKING WINDOW *Demo*

Please indicate the booking window for the first session time: **28 Nov 2017 09:00AM**

Additional session times and booking windows can be added after the event has been created.

BOOKING START DATE & TIME: 09:00 AM

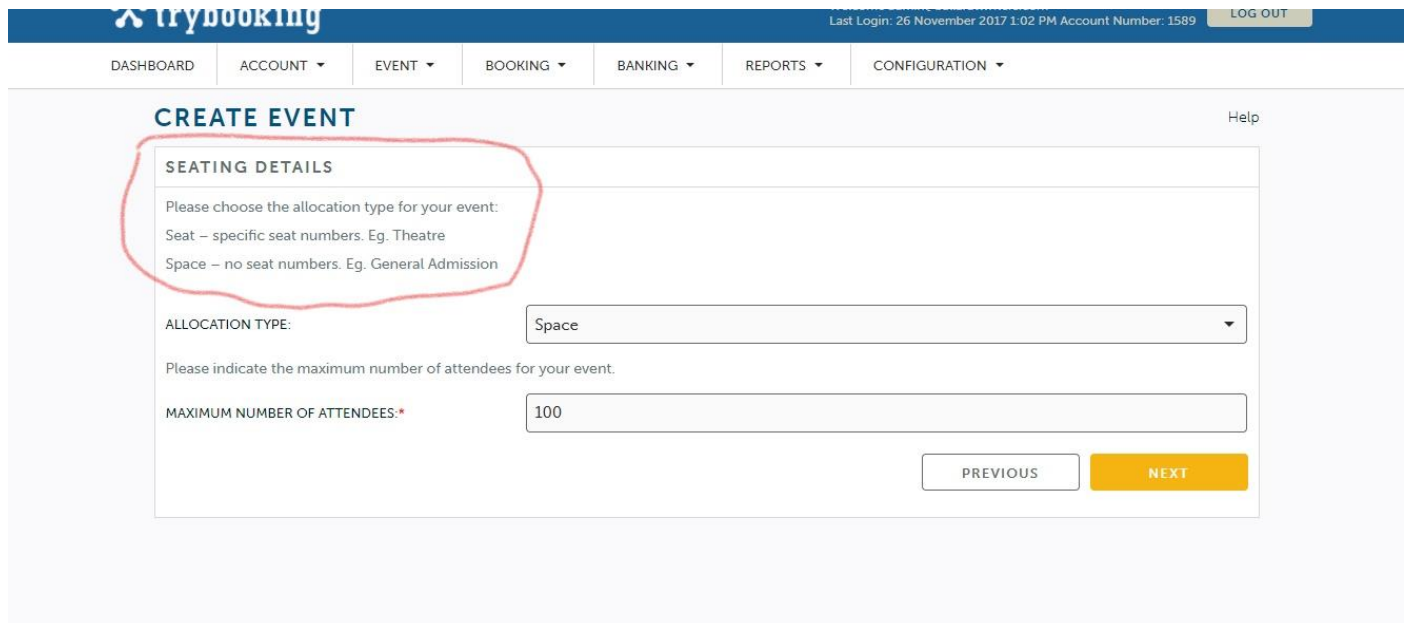
BOOKING END DATE & TIME: 09:00 AM

Leave your booking window open until just prior to your event. You'll get less phone enquiries and last minute cash sales.

[PREVIOUS](#) [NEXT](#)

For example, a real event, might start at 2 pm and end at 4.30 pm.

7. When you click next the seating details window opens



trybooking Last Login: 26 November 2017 1:02 PM Account Number: 1589 [LOG OUT](#)

DASHBOARD ACCOUNT EVENT BOOKING BANKING REPORTS CONFIGURATION

CREATE EVENT [Help](#)

SEATING DETAILS

Please choose the allocation type for your event:
Seat – specific seat numbers. Eg. Theatre
Space – no seat numbers. Eg. General Admission

ALLOCATION TYPE:

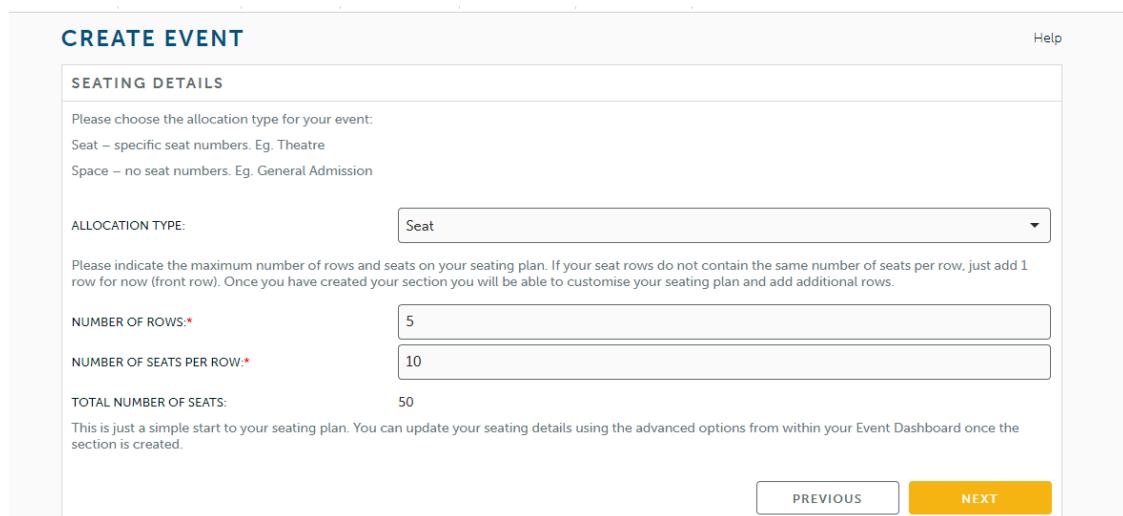
Please indicate the maximum number of attendees for your event.

MAXIMUM NUMBER OF ATTENDEES:

[PREVIOUS](#) [NEXT](#)

In my example, I have chosen space for 100 people without seat allocations, but if you have seats and select that from the first dropdown menu in the 'allocation type' box, you will see a further window.

This next shot shows the 'seating details' page. You will need to know the number of rows and seats in your venue before you fill it out.



trybooking Last Login: 26 November 2017 1:02 PM Account Number: 1589 [LOG OUT](#)

DASHBOARD ACCOUNT EVENT BOOKING BANKING REPORTS CONFIGURATION

CREATE EVENT [Help](#)

SEATING DETAILS

Please choose the allocation type for your event:
Seat – specific seat numbers. Eg. Theatre
Space – no seat numbers. Eg. General Admission

ALLOCATION TYPE:

Please indicate the maximum number of rows and seats on your seating plan. If your seat rows do not contain the same number of seats per row, just add 1 row for now (front row). Once you have created your section you will be able to customise your seating plan and add additional rows.

NUMBER OF ROWS:

NUMBER OF SEATS PER ROW:

TOTAL NUMBER OF SEATS: 50

This is just a simple start to your seating plan. You can update your seating details using the advanced options from within your Event Dashboard once the section is created.

[PREVIOUS](#) [NEXT](#)

Fill in the details.

Tip Check that your seats do not add up to more than the venue can hold. This way even if there are problems with ticket numbers because your event is popular, you will at least be able to seat everyone at the event.

8. When you click next you will find yourself on the Ticket Price page.

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Welcome admin@ballaratwriters.com
Last Login: 26 November 2017 1:02 PM Account Number: 1589

LOG OUT

BOARD ACCOUNT EVENT BOOKING BANKING REPORTS CONFIGURATION

CREATE EVENT

TICKET PRICE

Please indicate whether you would like to create a free or paid event. If you want to create a paid event you can either select "Setup Ticket Prices" or Use Pricing Group Templates. "Use Pricing Group Templates" will only be available when you have already created a Pricing Group template.

SETUP OPTIONS:*

☐ ALLOW TICKET BUYERS TO BOOK FREE EVENT

Free Event
Setup Ticket Prices

PREVIOUS NEXT

If you choose 'setup ticket prices' you will see the following screen.

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Last Login: 26 November 2017 3:58 PM Account Number: 1589

LOG OUT

BOARD ACCOUNT EVENT BOOKING BANKING REPORTS CONFIGURATION

CREATE EVENT

TICKET PRICE

Please indicate whether you would like to create a free or paid event. If you want to create a paid event you can either select "Setup Ticket Prices" or Use Pricing Group Templates. "Use Pricing Group Templates" will only be available when you have already created a Pricing Group template.

SETUP OPTIONS:*

Setup Ticket Prices

For each ticket price point eg. Adult, Child, Concession, Family etc, click the Add Ticket Type button and fill in the details of the pop-up form.

ADD TICKET TYPE

Ticket Type	Description	Quantity	Value
No data to display			

REMOVE TICKET TYPE

To edit an already existing ticket type, click on the Ticket Type Name.

PREVIOUS NEXT

Click 'add ticket type' and see this screen

trybooking

LOG OUT

Help

Ticket Type

Please set up a ticket type for each ticket price point, eg. Adult, Child, Concession, Family etc.

TICKET TYPE:*

DESCRIPTION:

A description is an optional field that can be used to define specific criteria associate with a ticket type, i.e. (For Child Ticket Type) "For Children aged 0 – 12" or (for Family Ticket Type): "Includes 2 Adult and 2 Children"

QUANTITY:*

1

AMOUNT:*

STATUS:

Active

CANCEL SAVE

Here is an example of a simple ticket I created.

Ticket Type

Please set up a ticket type for each ticket price point, eg. Adult, Child, Concession, Family etc.

TICKET TYPE:*

A description is an optional field that can be used to define specific criteria associate with a ticket type, i.e. (For Child Ticket Type) "For Children aged 0 – 12" or (for Family Ticket Type): "Includes 2 Adult and 2 Children"

DESCRIPTION:

For most tickets, the Quantity is 1. If you are selling group or package deals, you may need to increase this Quantity. Eg. Family ticket type (2 Adults and 2 Children = 4 tickets), the quantity will be 4.

QUANTITY:*

Please enter the price of this ticket type.

AMOUNT:* Required

You can set your ticket type status to active or hidden. Hidden ticket types will not appear on Tickets Page when booking as a regular ticket buyer.

STATUS:

9. When you click next, you will find yourself on the waiting list page. You can also enter more keywords for visitors to search your event. Use important words from your description.

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Welcome admin@ballaratwriters.com
Last Login: 26 November 2017 3:58 PM Account Number: 1589

DASHBOARD ACCOUNT EVENT BOOKING BANKING REPORTS CONFIGURATION

CREATE EVENT Help

OPTIONS

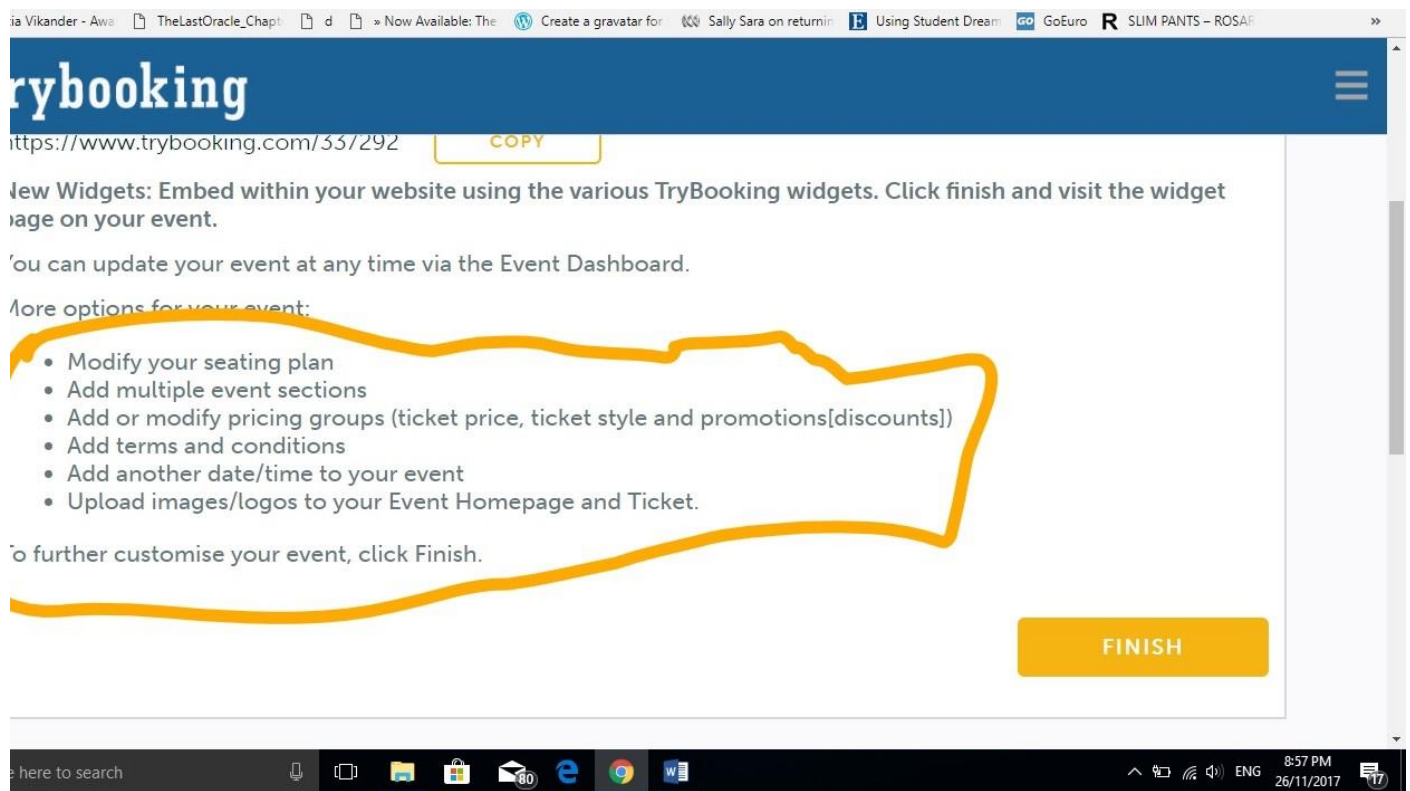
Please indicate if you would like a waiting list for potential buyers once tickets are sold out.

WAITING LIST:

Please enter keywords (separated by commas) that will be used when searching for your event on the TryBooking website. By default the Event name is indexed so choose other words like your organization name or words that people know you by.

KEYWORD/S:

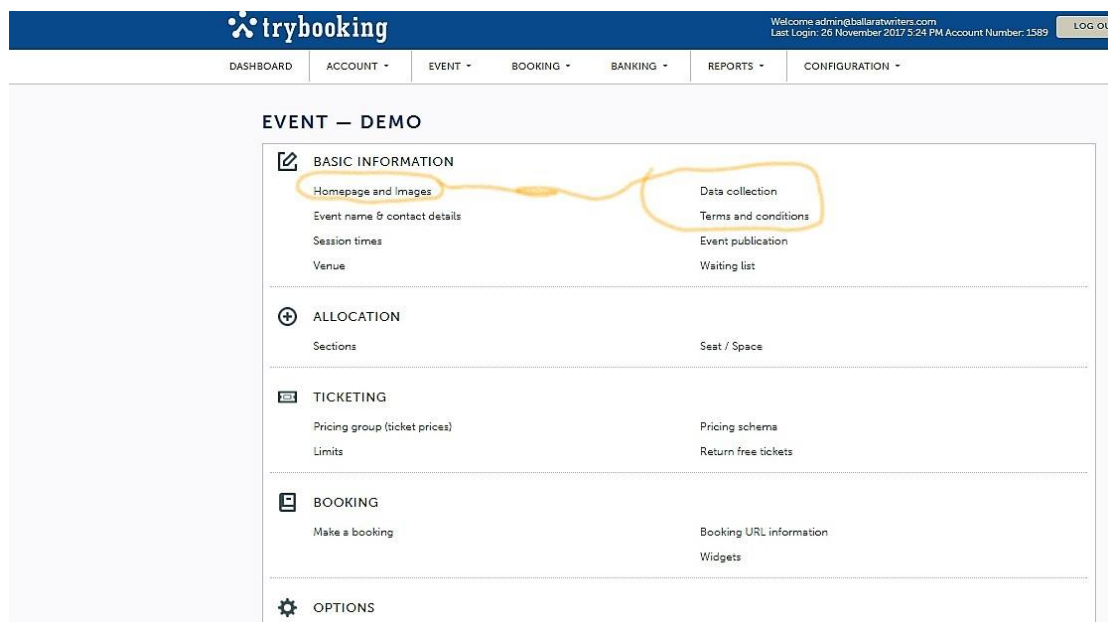
When you click 'create event', this is what you should see



After you press finish you can add options to your event when you find your event on the dashboard.

Click manage your events, select the event you are putting option in.

Here's mine 'Demo'



For example, if you click on the left-hand menu first item 'homepage and Images' this is what you would see

trybooking

DEMO 2

Design | Images | Preview

The event homepage is a combination of your text, images and tags which will automatically merge the respective data on previewing your screen.

On the design page, add tags such as [HERO_IMAGE], [EVENT_NAME], [VENUE], [DESCRIPTION], [SESSION_TIME], [EXTRA_IMAGES], [ADDRESS1] etc. to ensure your data is automatically updated as changes are made.

Add images via the Images tab rather than a cut and paste. Review how your final pages will look for various device via the Preview tab.

Tip: Insert tags to automatically pick up changes as they are made to your venue, description, event name, session times etc.

[RESTORE DEFAULT](#)

If you click on data collection after creating a paid (as opposed to a free event) you will see a page with information like this.

trybooking

Information | Once per Booking | Attendee

Collected as part of the booking process (and available via reports):

- Name
- Email Address
- Telephone Number
- Address

You can also collect any additional information required. Eg. Company name, dietary requirements or school year level.

You can collect information per booking or per ticket (attendee). Consider carefully if you require information from each person or just once per booking.

These data information can be exported in the Export Data Report .

Warning: If a booking has many tickets, the person making the booking may have to fill out the same information for every ticket to be purchased. You must consider this carefully as it can be time consuming and lead to frustration by your potential attendees. If your event uses "Seat" allocation, the seats may not be held long enough (8 minutes) to complete all the ticket holder information.

Tips: You can add questions that are needed for a personalised ticketing process (special diets for example), but don't add questions that are already included in the ticketing process.

The ticketing process collects information like addresses as well as a mobile number or email address from your attendees. Check that the event appears in the main page.

NB: You cannot delete events after you create them you can only edit them. Trybooking automatically makes events visible to the public if their dates are open or in the future. Any past events will no longer be searchable.

***Share the links for your event on your website, social media, and all your digital advertising. For print advertising make sure you share the exact event title as well as the special link to give your audience the best chance of finding the event on the Trybooking website.

You can find attendee information if you need it after you start selling tickets from the “Reports” dropdown menu on the Accounts Dashboard.

The screenshot shows the Trybooking Accounts Dashboard. The top navigation bar includes the Trybooking logo, a welcome message for 'admin@ballaratwriters.com', and a 'LOG OUT' button. Below the navigation bar, there are tabs for DASHBOARD, ACCOUNT, EVENT, BOOKING, BANKING, REPORTS, and CONFIGURATION. The 'REPORTS' tab is selected, and its dropdown menu is open, showing options like Event Reports, Attendee Reports, Availability Reports, Marketing Reports, Accounting Reports, Mobile Scanning Reports, and Other Reports. The 'Attendee Reports' option is highlighted. The main content area shows the 'CREATE EVENT' form, which includes a 'TICKET PRICE' section with a text input field, a 'SETUP OPTIONS' section with a 'Free Event' button, and a checkbox for 'ALLOW TICKET BUYERS TO RETURN FREE TICKETS'. The form also has 'PREVIOUS' and 'NEXT' buttons.

Reports contains a good deal of useful information you can access to administrate Trybooking.