Creating an Eventbrite Invitation for your Documentary Screening

After you've set up your documentary screening, invite people to it! Using Eventbrite is a free and easy way to send out professional-looking invitations, and to collect contact information for later use.

Here's how to set up an Eventbrite invitation:

See the **sample Eventbrite invitation at** https://www.eventbrite.com/e/better-angels-documentary-premiere-screening-tickets-60432836240.
This is for illustration purposes only: DO NOT REGISTER.

Please feel free to cut and paste as much of the wording as you like into your own Eventbrite invitation. There's no need to reinvent the wheel!

Events are free with Eventbrite so long as the tickets to the event are free (they take a nibble if you charge money for a ticket). For a documentary screening party, it's fine to use the low-end, "Essentials" Eventbrite.

How to create the Registration: Go to eventbrite.com, sign up if it's your first time, or log in if it isn't, and click on "Create an Event" at the top. Give the event a title. A recommendation: Better Angels Documentary Premiere Screening.

Provide the city and state. It will automatically add a map. You may well wish to provide the exact address if your screening is in a public place, but if it's at a private address, we recommend that you collect their phone number and talk to them to vet them before revealing the address.

Select the date, start and end time. Add a description.

You can cut and paste the image from the sample Eventbrite Invitation above, or use your own; they recommend 2160x1080 px.

For "organizer," you can select Better Angels and add a description of it, or you can include the organizer(s) name(s) and something about them.

Tickets: Click on Free Tickets, name it General Admissions, and set the maximum number of tickets. There will be some no shows, so set a higher number than venue capacity by 5-10 tickets.

Click on the picture of the gear under Ticket Actions and adjust ticket settings as desired, including the start and end dates for ticket sales. **This is important**. If you do not set the end date, Eventbrite might choose one before the event occurs, and abruptly cut off ticket sales while you're still advertising the event. We learned this the hard way!

Other recommendations: Choose Public page; Event Type:Screening; Event Topic: Government & Politics. Remaining Tickets: You may or may not wish to check the box where it says, "Show the number of remaining tickets on your event listing."

Save, Preview, and Edit.

To send **invitations** to the event: Go to Invite & Promote, under Who Should Come, edit the invitation as you wish, add email addresses, and select when to send the invitation.

You can in addition or instead make the link to the event available through your own advertising. If you do so, make sure the link is to the published event rather than to your internal draft.

By default, Eventbrite will send a **reminder email** to your attendees 48 hours before the event. You can delete this reminder by going to Manage Attendees, Email to Attendees, delete reminder email. Alternatively, you can create a new attendee email.

Collecting information: Eventbrite will automatically collect First Name, Last Name and Email address. To add Phone Number or additional required fields, go to Manage Events, Order Form, and then Attendee Information. Under Collection Type, choose Each Attendee. Then "include" and "require" Home Phone.

Recommendation: **Enable a waitlist.** Go to Manage Events: Order Options, Waitlist Settings--click on Enable Waitlist, and either choose a maximum number for the waitlist, or 0 for unlimited. Edit waitlist messages as desired. The waitlist is great because some people will cancel and others can automatically be invited, then added, plus you get information on prospects if your screening fills to capacity.

Publish the event and make it live. You can always return to it and Edit it later.

For a **spreadsheet of your attendees**: Go to Manage Events: Analyze, Event Reports, Attendee Summary, Report Results, Export, and then choose a file type to download. Print out a list of attendees for day-of registration, so you'll know who attended.

Hope this is helpful. You can also google Eventbrite plus a question for more information.