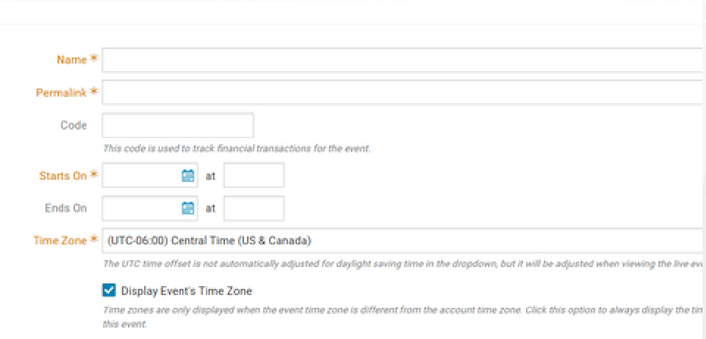
CLOUD EVENTS CHEAT SHEET

EVENT MANAGEMENT

HOW TO ACCESS

1. To access Cloud Events, you must go to your website’s homepage and log in. Click the Member Login link near the top right.
2. Click Member Area near the top right. Click on the Events tab, and then click on Cloud Events.
3. On left-hand side menu, Click create an event.

STEPS TO CREATE LANDING PAGE



1. ENTER BASIC INFORMATION FOR THE EVENT:

- NAME - The name of the event (what will be seen on the website).
- PERMALINK - This is used for the event's permalink. The permalink is used for the event's URL/address. (auto generated by the system)
- CODE - This helps the Organization track the finances within the Organization's credit card processor's reports. (recommend short name of event. ie: gala)
- STARTS ON - The date and time the event starts.
- ENDS ON - The date and time the event ends.
- TIME ZONE - The time zone the event is in.
- EVENT VENUE - The name of the event venue. Eg: Holiday Inn, Madison Square Gardens, etc.
- EVENT ADDRESS - The address of the event. Use complete address - will create a Google map
- ORGANIZER NAME - The name of the person or people that are organizing the event. Their name will be displayed on the event details page. (Event Chair or Registrar - can have multiple)
- DISPLAY ON EVENTS PAGE & UPCOMING EVENTS WIDGET - Mark this setting if you want this event on your Events page (calendar grid, calendar list and mobile app) & upcoming events widget

2.ENTER THE DESCRIPTION OF YOUR EVENT:

- SHORT DESCRIPTION - A short description of the event. Recommend - Name of the event, date and location.
- EVENT IMAGE - An image used for the event. Size limit is 600x400 pixels Recommend - Club logo
- FULL DESCRIPTION - A full description of the event. Include price of tickets and hotel links (if applicable) and who benefits from the event (Youth Scholarships)
- COVER IMAGE - An image used as a banner on the event's landing page on the website. Recommended size is 1920 x 480 pixels

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Zones 25B & 29

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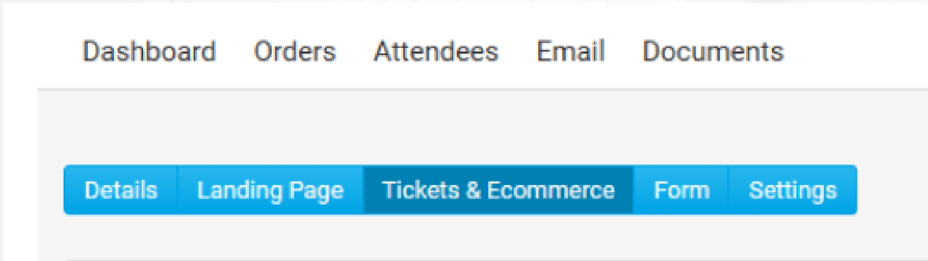

STEPS TO CREATE TICKETS, PRODUCTS, DONATION & PROMO CODES

1. SET-UP TICKETS: Click add a ticket - repeat process if you need more than one option

- TICKET NAME - The name of the ticket.
- TICKET CODE - This helps track the finances within the credit card processor's reports.
- TICKET DESCRIPTION - The description of the ticket.
- DEFAULT PRICE - The price of the ticket

2. SET-UP Products: This allows you to add additional products that can be sold. By clicking Add Product, you will be able to add new products to your event.

- PRODUCT NAME- The name of the product.
- PRODUCT CODE - This helps track the finances within the credit card processor's reports.
- IMAGE - An image of the product. Click on load from image library to upload a new image, or select an existing image within the Image Library.
- DESCRIPTION - A description of the product.
- OPTIONS - Enter Product Name (same as above) and price

3. SET-UP Donations: This allows the event to accept donations. Click Edit.

- ALLOW DONATIONS? - Allows you to enable or disable donations.
- GL ACCOUNT - A drop down which allows you to select which GL Account receives the donated funds.
- DONATION MESSAGE - A text area to add a custom message to share more about the donation.

4. SET-UP Promo Codes: This allows you to create promotion codes to give discounts for the event. By clicking Add Promo Code, you will be able to add promotion codes.

- NAME - The name of the promo code.
- CODE- The code the registrant will use.
- DISCOUNT
    - Dollar amount ($) - How much money the registrant would get off of their event registration fee.
    - Percentage amount (%) - The percent that the registrant would get off of their event registration fee.
- LIMIT - How many times the promo code can be used.
    - Leave blank for unlimited.

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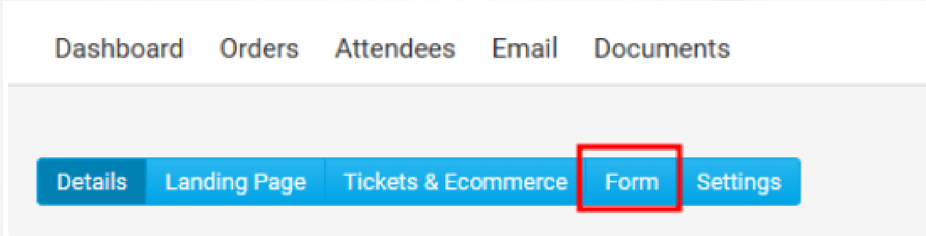
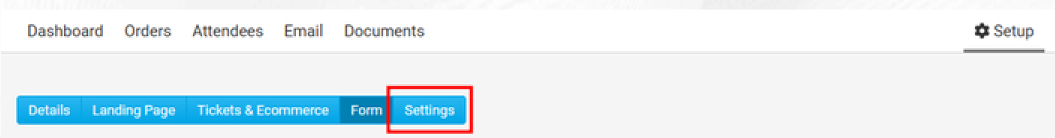


STEPS TO CREATE REGISTRATION FORM

The questions displayed are fields the registrant can fill in. There are two different set of questions.

- ORDER QUESTIONS - These questions are displayed for the individual who is ordering.
- ATTENDEE QUESTIONS - These questions are displayed for each attendee that the individual is registering.
- To add more questions to either of these areas, click on the Add Question button in the respective sections.

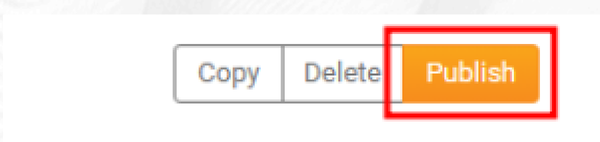
STEPS TO FINALIZE SETTINGS



The Settings page allows you to set the payment details and other options.

- EVENT CURRENCY - What currency the event uses for registrations.
- PAYMENT OPTIONS - Allows you to select which payment methods should be used when registering for the event.
- EMAIL NOTIFICATION TEMPLATES - Displays the notifications and email templates which are sent to registrants, attendees, and the event organizer. The email templates which are used can be changed by clicking the Edit button. To view or manage the email templates, click the Manage Email Templates button.

STEPS TO PUBLISH



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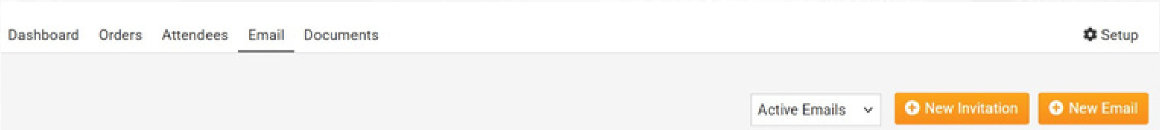
PROMOTE CLOUD EVENT - EMAIL

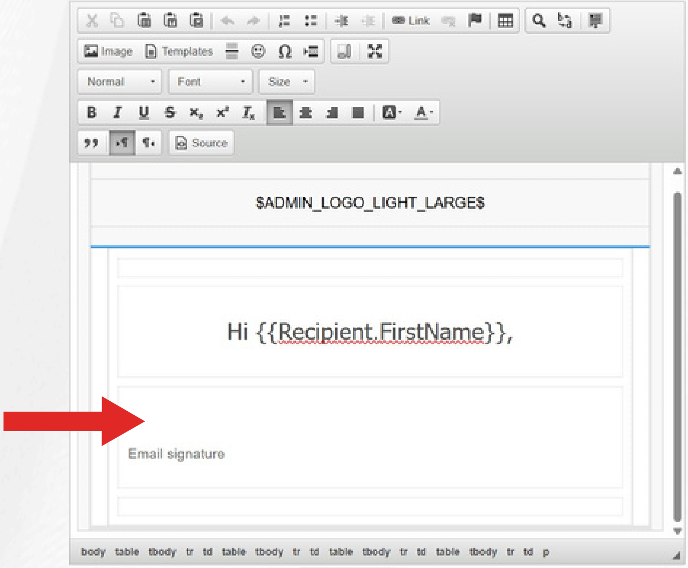


USE NEW INVITATION TO PROMOTE/ANNOUNCE YOUR CLOUD EVENT

- NEW INVITATION - This will bring up an email invitation template for this event to Members
    - Select a Distribution list and hit send/schedule

USE NEW EMAIL

- NEW EMAIL - Use this option when you want to communicate with buyers/attendees
    - Click in the box area above email signature to add your text message
    - Select a Distribution list (based upon attendee/buyers) and hit send
    - Please note: you will not be able to select recipients that have not supplied an email address.

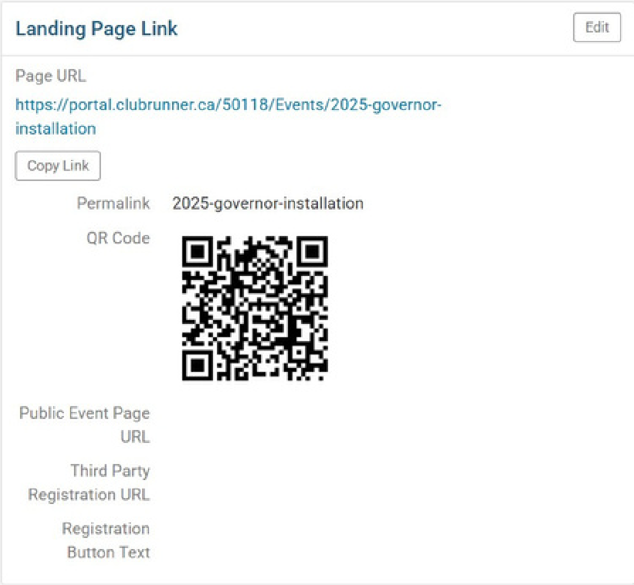


ADD CLOUD EVENTS TO WEBSITE MENU

GO TO SET-UP - LANDING PAGE - COPY PAGE URL

GO TO WEBSITE - WEBSITE CONTENT - MANAGE MENU

- Click add a menu item
    - Enter Menu title
    - Link type - select custom url
    - Hit Save
    - Hit Publish Menu



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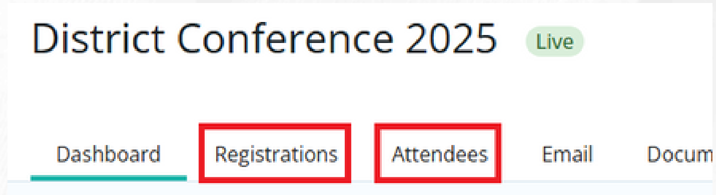
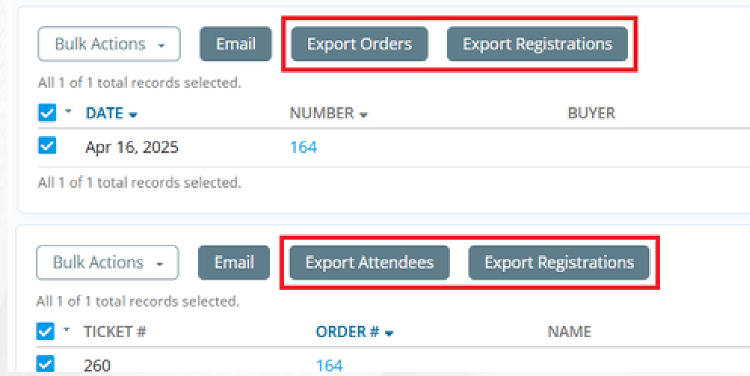
HOW TO EXPORT A ORDER & ATTENDEE INFORMATION

Click on either the Registrations or Attendees tab, depending on which type of export you are looking for.

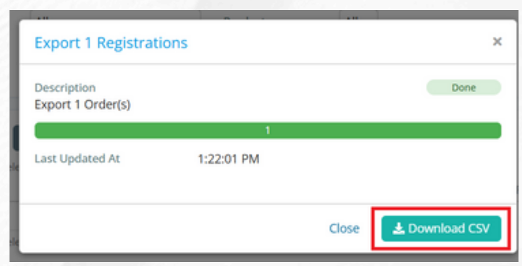


Click the checkboxes to the left-hand side of the registrations or attendees you wish to export. You must do this for every page of registrations/attendees.

Once one or more selections have been made, the buttons above the list will be clickable. You have the following options to export.



After selecting an option, a window will show the pending export. The file will download automatically once complete, or you can click Download CSV to download it manually.



EXPORT ORDERS

Available on the Registrations tab. This export contains information regarding each order, such as its date, status, payment information, and tickets/products purchased.

EXPORT ATTENDEES

Available on the Attendees tab. This export contains information regarding each attendee, such as their ticket and order numbers, "checked in" status, and their contact information.

EXPORT REGISTRATIONS

Available on both the Registrations and Attendees tab. This export combines all of the available information from the Registrations and Attendees reports into one file.

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