



# Snaz Up Your Events with Engaging Networks

Examples and step by step setup

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# About me

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Most recently Associate Director of Digital Fundraising at Ocean Conservancy

Over 10 years in the digital fundraising and campaigning field

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# What is the Events Module?

Events are a page type in Engaging Networks. Based on the same pagebuilder technology as our other forms. You can easily build an event page for small to large events. House parties to galas.

## RESOURCES FOR EVENTS

- Step-by-step Supportal page on Events: <https://engagingnetworks.support/knowledge-base/event-page-step-by-step/>
- Event components on the Supportal: <https://engagingnetworks.support/knowledge-base/event-page-step-by-step/>

# Where to Begin

Like other forms, you'll begin with a page template. You can use your organization's standard page template or create a new one to match the theme of your event.

If you're creating a unique experience, [create a new page template](#).

- House party under the stars - star background
- Beach party - beach
- Protecting a specific location - use an image

Use big beautiful images OR GIFs to make your page stand out...

# Page Settings

Event settings are similar to other page types with some differences. You'll need to add the following:

- Event Details
- Tickets
- Discount Codes

Let's walk through the settings for each.

# Build Your Page

Now for the fun stuff of putting it together.

- Start a new page
- Essential components - tickets, order summary, attendee information and payment information
- You have to have all THREE pages!
- Thank you page
- Confirmation email

Remember not to look at the tool out of the box, you need to give it some style...

# Test, Launch and What's Next?

Use Preview to view and test your page before going live. Test each page on mobile. Complete the form and ensure you received your autoresponder. Once you're happy, switch your Event Status to 'Live'.

Once you're live, consider setting up a marketing automation to communicate with guests about the event - and then perhaps to communicate with them after.

Monitor your page and optimize if possible.

# Mercy for Animals

One of the best examples of events using the Engaging Networks platform so far is Mercy for Animals.

Mercy for Animals built a beautiful landing page for their 20th Anniversary Gala.

(When live) the ticketing for the event was built in the Events Module and a similar landing page created in the tools.

<https://mfagala.com/>



# National Trust for Historic Preservation

The National Trust had a unique challenge to create a 'Tour' site where multiple guests could register for multiple events during a weekend tour.

This resulted in guests having to enter duplicate information again and again. NTHP resolved this issue through creative addition of javascript so that supporters could choose to 'Quick Fill' information.

<https://support.savingplaces.org/page/9568/event/2>

# Cornell Botanic Gardens

Cornell Botanic Gardens runs an extensive event program - from workshops to dinners. There was a need to allow visitors to browse events, pass through the University calendar and then to a ticketing system (in Engaging Networks).

<https://cornellbotanicgardens.org/explore/events/>

# Thank You.

Who has questions?

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