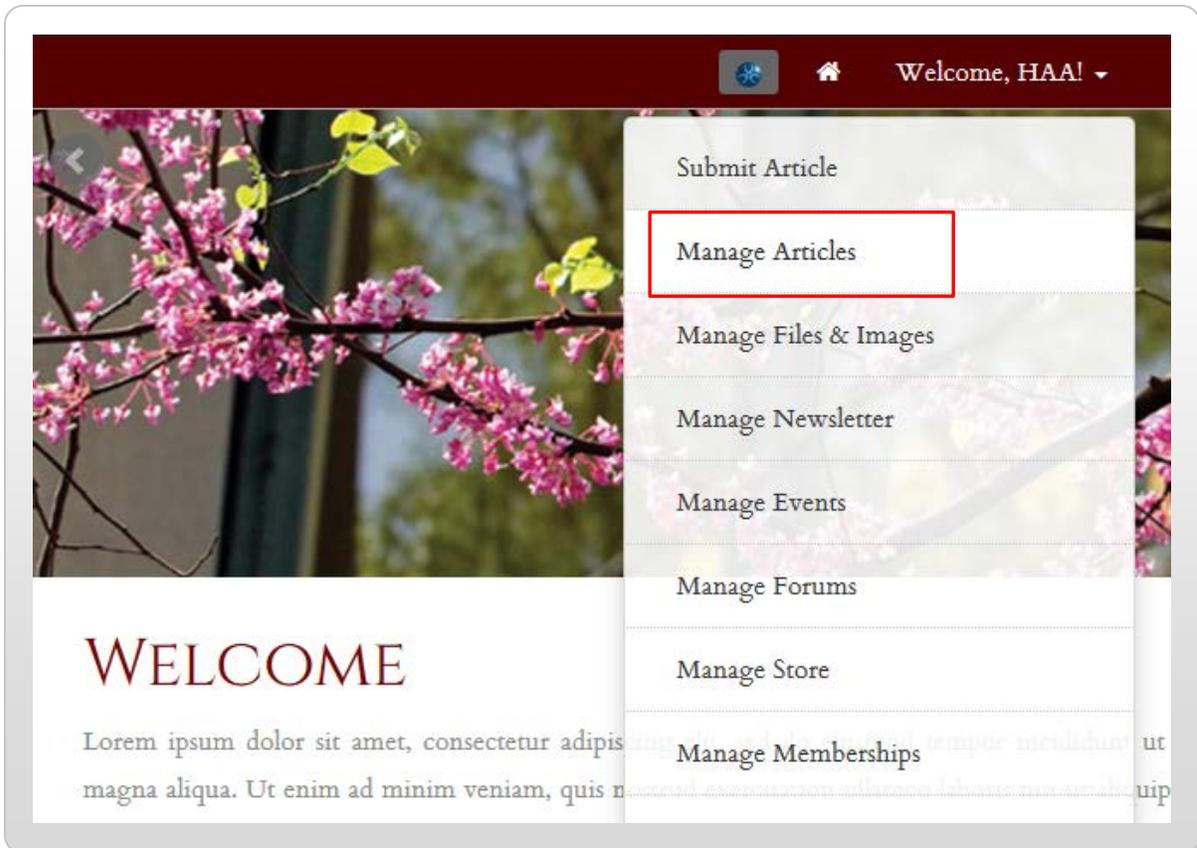


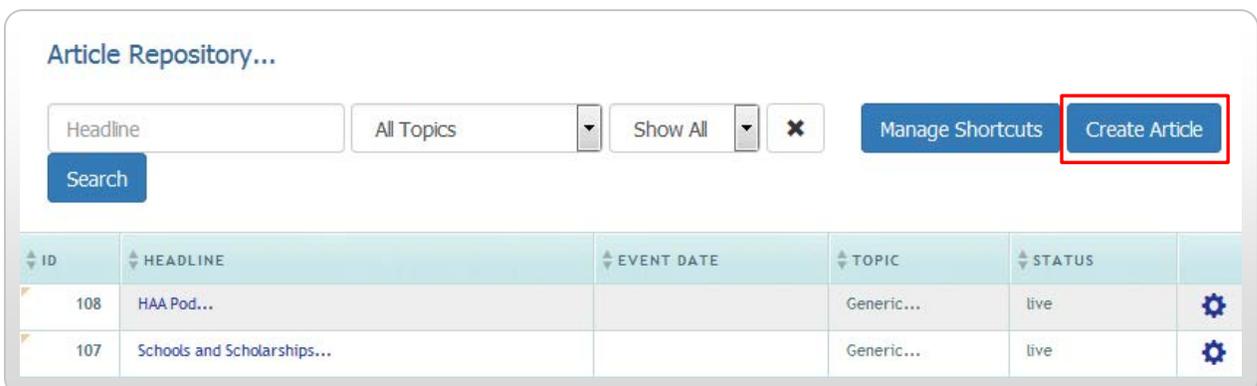
## Working with Events

Harvard's web management system allows you to easily publicize meetings, conferences, and other events hosted by your organization on your web site. To create and publish a new event listing, refer to the steps in the sections that follow.

1. Click the admin menu button  and select **"Manage Articles."**



2. Click **"Create Article"** at the upper right of the **Article Repository** screen that appears:



3. From the **Article Editor** screen that appears, click **“Events”** in the **Topic 1** drop-down menu under the **Topic** heading:

The screenshot shows the 'Article Editor' interface. On the left, under the heading 'Topic', there are three dropdown menus labeled 'Topic 1', 'Topic 2', and 'Topic 3'. The 'Topic 1' dropdown is open, showing a list of options: 'Generic', 'Internal News', 'Events' (highlighted in blue), 'Member Benefits', 'Jobs', 'Blog', 'Chapters', 'Featured Volunteers', 'Featured Member', 'Sponsors', 'Partners', and 'Tips and Tricks'. To the right of the dropdowns, there are sections for 'Visibility' (with a button for 'Article Expiration Date'), 'Event Pa' (with a 'Start Date' field), and 'Location' (with a 'Location Name:' field and an example: 'Example: The Nakatomi Bu').



**Important:** “Events” must be selected under “Topic” in order for your event to display properly in the event calendar on your web site.

4. Enter any desired descriptive content for your event into the Article Editor screen, including a headline, subhead, summary text:

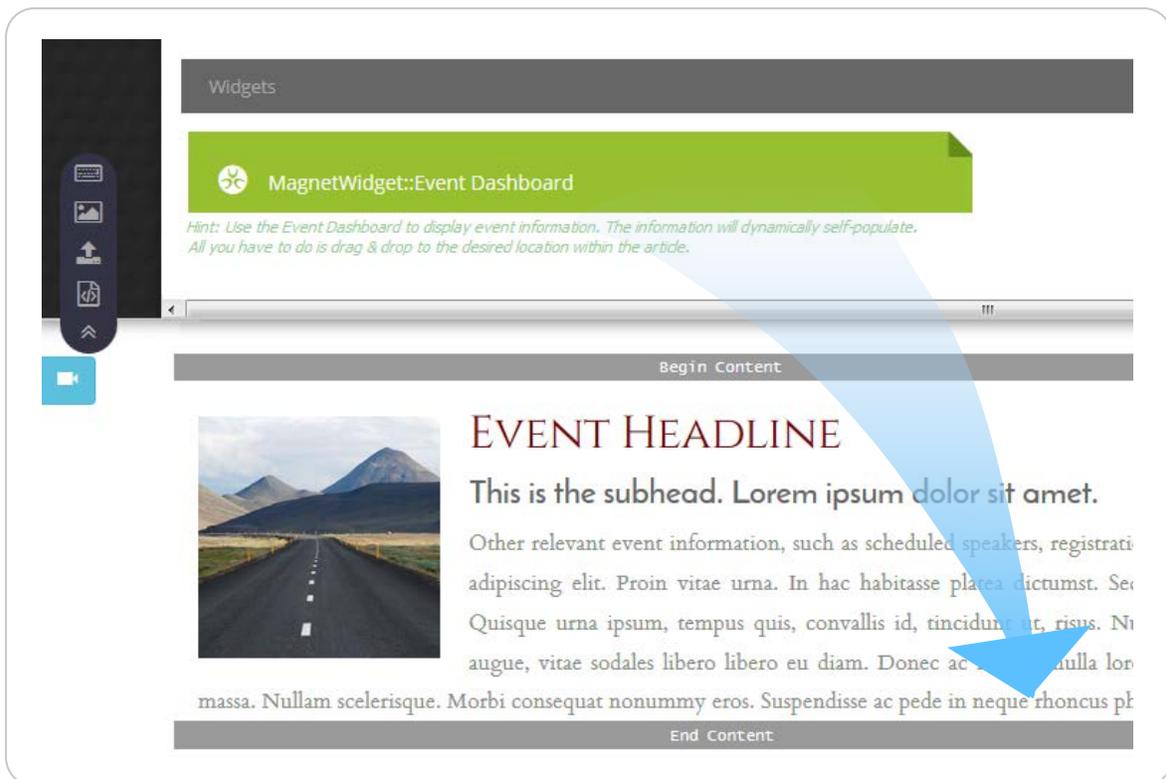
The screenshot shows the 'Editing Article #353' screen. At the top, there is a 'Begin Content' bar. Below it, on the left, is a red shield logo with 'VE' and 'RI' on the top half and 'TAS' on the bottom half. To the right of the logo is the headline 'This is a Sample Event' in a large, bold, dark red font. Below the headline is the text 'This is some descriptive text. Date, time, and other information.' At the bottom, there is an 'End Content' bar. Below the 'End Content' bar, there are two text input fields: 'Headline (for collections only):' with a lightning bolt icon and 'Sub-head (for collections only):' with a lightning bolt icon. The first field contains the text 'This is a headline' and the second field contains 'This is a sub-head'. To the right of these fields is an 'Article Thumbnail:' section with a red shield logo identical to the one at the top.

**Note:** the process for adding content to an event is the same as that for an article—if you aren’t yet familiar with adding text and images to articles, see the [“Creating an Article”](#) training guide.

5. Next, open the **toolbox** by clicking the **arrow-down button**  at the upper left of your screen. Scroll to the bottom of the window until you see the **Event Dashboard widget**:



6. Drag and drop the **Event Dashboard widget** into the main content area of your event article:



**Important: this widget must be included in every event you post to your site!**

Otherwise, your event won't display correctly when published. For a more detailed explanation of how to use this widget see "[Special Requirements for Events](#)" in the "[Creating an Article](#)" training guide.

7. Enter any relevant information under “Event Parameters” and “Location:”

The screenshot shows a form with two main sections: "Event Parameters" and "Location".

**Event Parameters:**

- Start Date: Apr 14, 2016 @ 10:00
- End Date: Apr 14, 2016 @ 12:00
- Timezone: Eastern Standard Time/Central I
- Feature this event: OFF
- Include in all calendars: (dropdown menu)
- Event Type: (dropdown menu with options: arts, athletic, career\_networking, faculty, lecture\_reading\_talk, livestream, reunion)

**Location:**

- Location Name: (text input, Example: The Nakatomi Building)
- Street 1: (text input, Ex.: 4616 Melrose Place)
- Street 2: (text input, Ex.: Suite A)
- City: (text input, Ex.: Los Angeles)
- State/Province: (text input, Ex.: CA)
- Zip: (text input, Ex.: 9021)
- Country: (text input, Ex.: USA)
- Latitude: (text input, Ex.: 29.615648)
- Longitude: (text input, Ex.: -115)

Selecting “Feature this event” displays your event at the top of the list on your “events” page:

A toggle switch labeled "Feature" is shown in the "ON" position. To its right is a button labeled "Feature this event" with a question mark icon.

The “Include in all calendars” option posts your event to your site **and** Harvard’s main alumni web portal at alumni.harvard.edu. If you wish to post your event to **only** your site, select “**Exclude from Master Calendar.**”

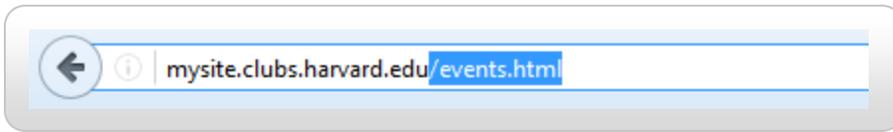
A dropdown menu is shown with the following options:

- Include in all calendars
- Exclude from Master Calendar
- Exclude from Sub-Node Calendars

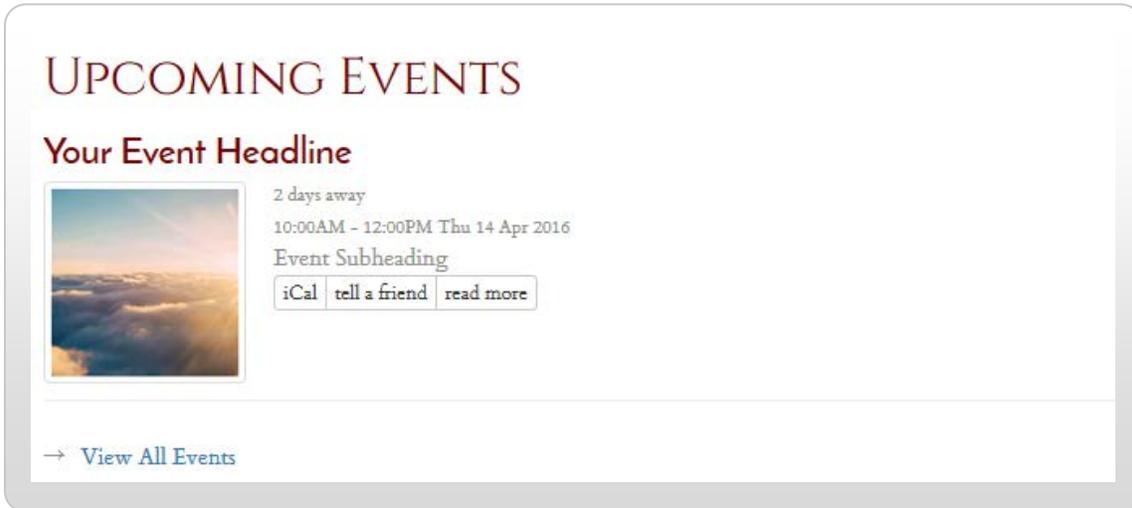
8. When you’re ready to post your event, scroll to the bottom of the article editor screen and click the “Publish” button:

A button labeled "Publish!" is shown next to a "No Change..." button.

9. To review the published version of your event, check your site’s **portal page** or **events page**—to easily access your events page, you can add “/events.html” to end of your site’s primary web address:



Do you see a posting similar to the one shown below? If so, **congratulations!** You have successfully created and published your event.

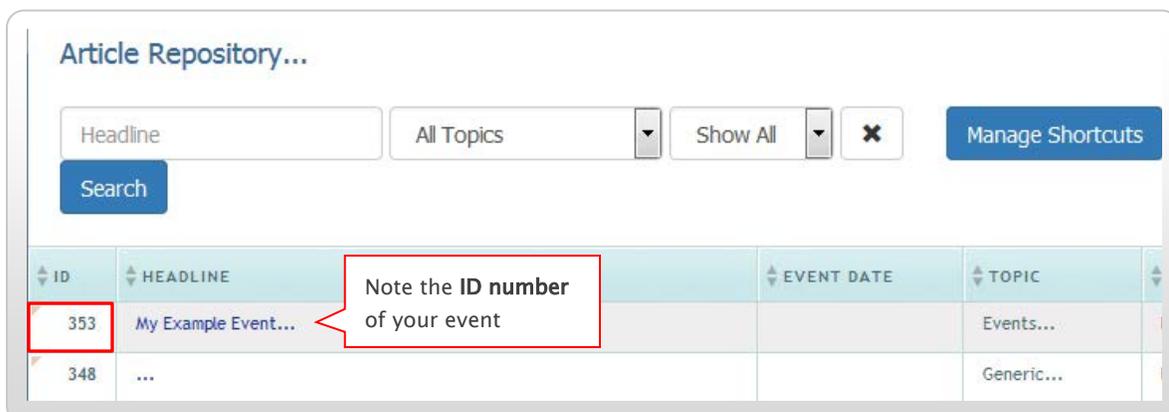


If your event doesn’t require added features and capabilities such as ticket purchasing, credit card processing, etc., your posting is now complete. If additional functionality is required, however, proceed to the next section to find out how to further configure your event publication.

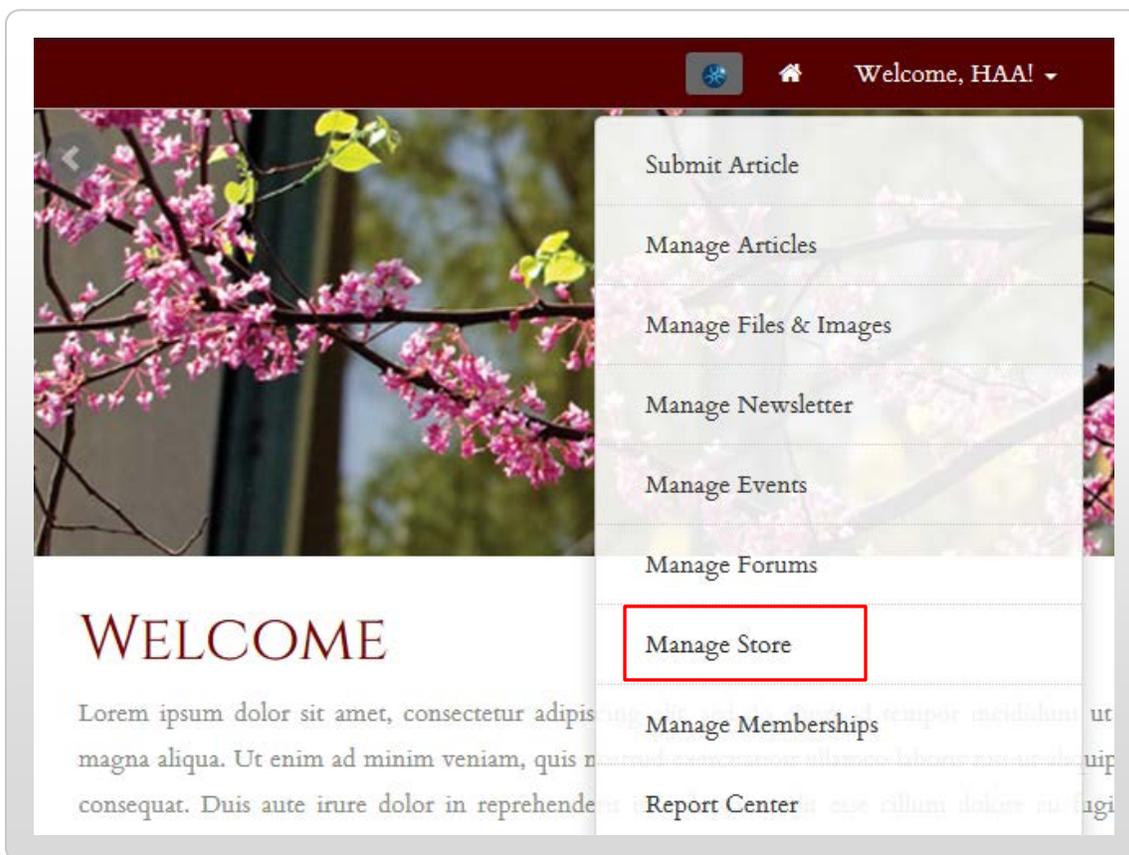
### Selling Tickets to Your Event

If your event involves admission fees, you’ll need a method for potential attendees to purchase tickets. To create and sell tickets for your event online, refer to the steps that follow.

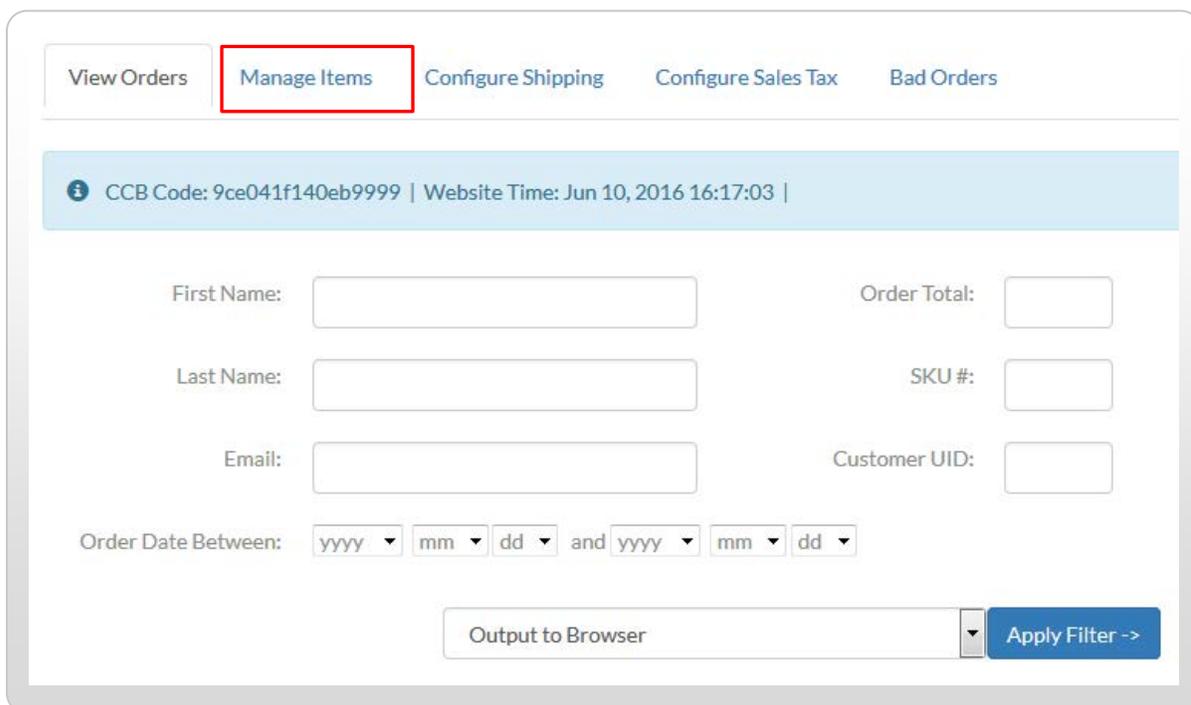
1. Return to the **article repository** screen that contains the event you created in the previous section. (If you don’t recall how to access this screen, see steps 1–2 on page 1 of this guide.) Make a note of the **article ID number** of your event; you’ll need this later to create your tickets.



2. Click your site's admin menu button  and select **“Manage Store.”**



The order management screen appears. Click the **“Manage Items”** tab to display the item repository:

A screenshot of the order management interface. At the top, there are five tabs: "View Orders", "Manage Items" (highlighted with a red box), "Configure Shipping", "Configure Sales Tax", and "Bad Orders". Below the tabs is a light blue banner with an information icon and the text "CCB Code: 9ce041f140eb9999 | Website Time: Jun 10, 2016 16:17:03 |". The main area contains several input fields: "First Name:", "Last Name:", "Email:", "Order Total:", "SKU #:", and "Customer UID:". Below these fields is a date range selector labeled "Order Date Between:" with dropdown menus for "yyyy", "mm", and "dd", followed by "and" and another set of "yyyy", "mm", and "dd" dropdowns. At the bottom, there is a dropdown menu set to "Output to Browser" and a blue button labeled "Apply Filter ->".

The **item repository** contains an inventory of all items currently available for purchase via your web site, including tickets and other merchandise:

The screenshot shows the 'Manage Items' section of a web application. At the top, there are navigation tabs: 'View Orders', 'Manage Items' (active), 'Configure Shipping', 'Configure Sales Tax', and 'Bad Orders'. A blue '+' button is in the top right corner. Below the tabs are search and filter fields: 'Item Name contains:', 'Item Description contains:', 'Type:' (dropdown), 'Price:' (input), 'Linked to Event:' (input), and 'Availability Date between:' (dropdowns for yyyy, mm, dd). There is a 'Show per page:' input and an 'Apply Filter ->' button. Below these is a table with columns: SKU #, ITEM NAME, PRICE, and TYPE.

SKU #	ITEM NAME	PRICE	TYPE
1005	Untitled Item	\$0.00	Ticket (Event )
1004	T-Shirts	\$0.00	General
1003	Non Member	\$2000.00	Ticket (Event 264)

A red box highlights the 'Inventory of items for sale on your site' text, which is connected by a red line to the 'ITEM NAME' column of the table.

3. Click the **“plus sign”** button  at the upper right to create a new **ticket item**. The **item editor** screen appears. Here, you can define specific profile information for your tickets, including the parameters by which they’re purchased and sold:

The screenshot shows the 'Item Editor' form. It is divided into several sections:

- Item Name:** A text input field containing 'My Event Ticket'. Below it, a note says 'No html tags. 100 characters max.'
- Item Description:** A large text area for the item description. Below it, a note says 'Some html tags allowed. 255 characters max.'
- Item Attributes:** A dropdown menu set to 'Event Ticket' and another dropdown set to 'Active'.
- Promote in Central Store:** A checkbox that is currently unchecked.
- Price:** A field with a '\$' symbol and the value '50.00'. A 'Taxable' checkbox is also present.
- Rank:** A field with the value '1'. A 'Visible in store' checkbox is checked.
- Linked Event:** A field with the value '353'.
- Qty Limit:** A field with the value '1000'.
- Max Per User:** A field with the value '100'.
- In Store Categories:** A dropdown menu with options: 'Featured Items', 'General Merchandise', 'Event Tickets' (highlighted in blue), and 'Donations'.
- Restrict Purchase To The Following Membership Levels:** A list of checkboxes for various membership levels, from 'Lifelong Friends' to 'Untitled Membership 18'. All are currently unchecked.

4. Enter a **name** and **description** for your ticket item. Under “**Item Attributes**,” select “**Event Ticket**.” Under “**Status**,” select “**Active**.”

**Item Attributes:**

Event Ticket

Select Item Type

- General
- Event Ticket**
- Donation

Active

5. Set a **price** for your ticket, and check the box next to “**Visible in store**” to ensure that your item appears in your store’s online inventory. Set “**Rank**” equal to “**1**.”

Promote in Central Store

Price: \$ 50.00  Taxable

Rank: 1  Visible in store

6. **Important:** enter the **ID number** of the event associated with this ticket item (as noted in step 1 on page 5). Otherwise, you won’t be able to display ticket purchasing options within your event posting! Also specify an **availability date** and **expiration date** for your tickets, if applicable.

**Linked Event:** 353 **Qty Limit:** 1000 **Max Per User:** 10

**Availability date:**

Date: yyyy v mm v dd v Time: 00 v : 00 v **Expiration date:**

Date: yyyy v mm v dd v Time: 00 v : 00 v

If needed, additionally enter the **quantity of tickets** to keep in stock (“**Qty Limit**”), as well as the **maximum number** of tickets allowed per user.

7. To limit ticket purchasing eligibility according to club or SIG membership status, use the checkboxes under “**Restrict Purchase To The Following Membership Levels:**”

**Restrict Purchase To The Following Membership Levels:**

- Lifelong Friends
- New friends
- Family
- Untitled Membership 4
- Untitled Membership 5
- Untitled Membership 6
- Untitled Membership 7
- Untitled Membership 8
- Untitled Membership 9
- Untitled Membership 10
- Untitled Membership 11
- Untitled Membership 12
- Untitled Membership 13
- Untitled Membership 14
- Untitled Membership 15
- Untitled Membership 16
- Untitled Membership 17
- Untitled Membership 18
- Untitled Membership 19
- Untitled Membership 20

- Check all for 'members-only items'.
- Uncheck all for no restrictions (i.e., anyone can buy this item).
- Or, check selectively to make this item available only to the membership levels checked.

Check the boxes next to the membership level(s) that qualify users to purchase tickets.

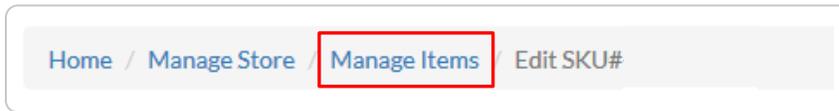
Select the membership level(s) for which ticket purchasing is allowed; to enable all users to purchase tickets, leave all boxes unchecked.

8. To associate an image or images with your ticket item, use the **Item Images** selector. Click the “**Browse**” button(s) to select one or more images to display for your item:

**Item Images:**

Item Image 1:  
 No file selected.

- When finished configuring settings for your ticket item, click the “**Save changes to this item**” button at the bottom of your screen.
- Click “**Manage Items**” at the upper left of your screen to return to the item repository.



Do you see your new ticket item at the top of the item list? If so, **congratulations!** You have successfully created a ticket item to use in your event posting:

SKU #	ITEM NAME	PRICE	TYPE
1007	My Example Ticket Item	\$50.00	Ticket (Event 353)
1004	T-Shirts	\$0.00	General
1003	Non Member	\$2000.00	Ticket (Event 264)



Later in this guide, we discuss how to use this item to create a link in your event posting that enables users to purchase tickets to your event.

### Duplicating a Ticket Item

Sometimes, you may need to include more than one type of ticket within a particular event posting (for example, you may need to provide a specific ticket option for club or SIG members, and a different one for non-members). To create different versions of tickets, you can **duplicate** an existing ticket item, and adjust the attributes of the resulting copies to match admission requirements for your event.

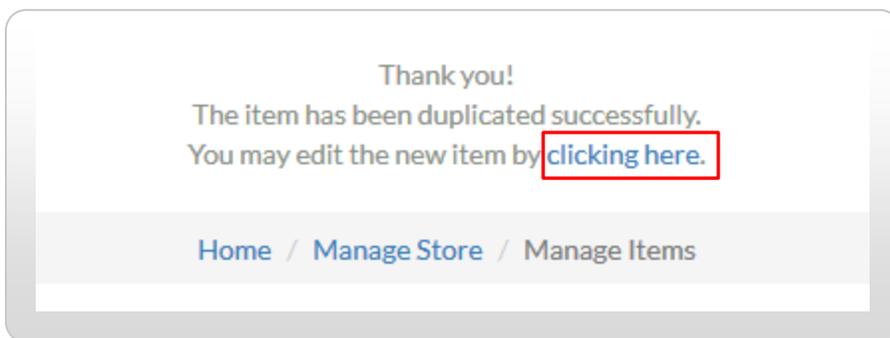
- To duplicate a ticket item, first access the item repository, as in the previous section. Find the ticket item you wish to copy, and select “**Duplicate**” in the set of links to the right of the item name:

SKU #	ITEM NAME	PRICE	TYPE	
1008	My Example Ticket Item	\$50.00	Ticket (Event 353)	Edit   Duplicate   Delete
1004	T-Shirts	\$0.00	General	Edit   Duplicate   Delete
1003	Non Member	\$2000.00	Ticket (Event 264)	Edit   Duplicate   Delete
1002	Members Only	\$50.00	Ticket (Event 264)	Edit   Duplicate   Delete

2. Click the “Yes. Please duplicate.” button in the confirmation message that appears:



A second confirmation message appears, indicating that your item was successfully duplicated. Click the link in the message to edit the new copy of your item.



3. Make any required adjustments to the copy of your ticket item in the item editor screen. Note that all the settings you specified in your original ticket item have been pre-populated into the duplicate copy:

**Item Name:**  
Copy of My Example Ticket Item  
No html tags. 100 characters max.

**Item Description:**  
Some html tags allowed. 255 characters max.

**Item Attributes:**  
Event Ticket | Active

Promote in Central Store

Price: \$ 50.00 |  Taxable

Rank: 1 |  Visible in store

**Linked Event:** 353 | **Qty Limit:** 1000 | **Max Per User:** 1000

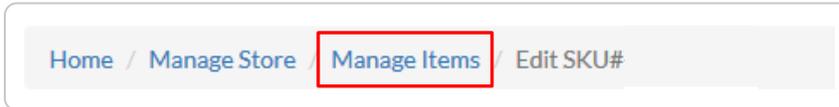
**In Store Categories:**  
Featured Items  
General Merchandise  
**Event Tickets**  
Donations

**Restrict Purchase To The Following Membership Levels:**

- Lifelong Friends
- New friends
- Family
- Untitled Membership 4
- Untitled Membership 5
- Untitled Membership 6
- Untitled Membership 7
- Untitled Membership 8
- Untitled Membership 9
- Untitled Membership 10
- Untitled Membership 11
- Untitled Membership 12
- Untitled Membership 13
- Untitled Membership 14
- Untitled Membership 15
- Untitled Membership 16
- Untitled Membership 17
- Untitled Membership 18

For example, if you wish to make the ticket available only to members of your organization, check off all the boxes under “**Restrict Purchase To The Following Membership Levels,**” etc.

4. When finished, click the “**Save changes to this item**” button at the bottom of your screen, as in step 9 on page 10. Then, click “**Manage Items**” at the top of your screen to return to the item repository:



Your newly duplicated ticket item appears at the top of the list in the item repository:

SKU #	ITEM NAME	PRICE	TYPE	
1009	Copy of My Example Ticket Item	\$50.00	Ticket (Event 353)	Edit   Duplicate   Delete
1008	My Example Ticket Item	\$50.00	Ticket (Event 353)	Edit   Duplicate   Delete
1004	T-Shirts	\$0.00	General	Edit   Duplicate   Delete
1003	Non Member	\$2000.00	Ticket (Event 264)	Edit   Duplicate   Delete

Both items are now available for use within your event posting—the next section shows you how to create links to these items enabling users to purchase tickets to your event.

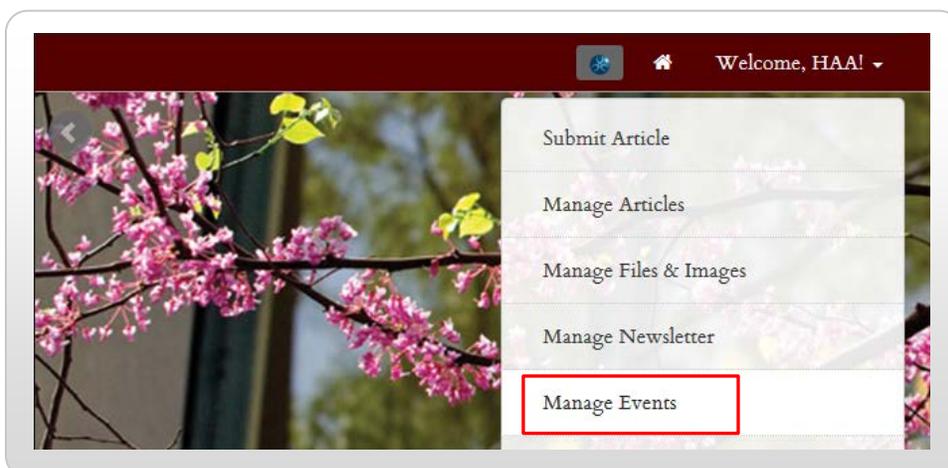


If needed, you can create more than one duplicate copy of a ticket item—just repeat steps 1–4 in this section until you’ve produced the required number of ticket items for your event.

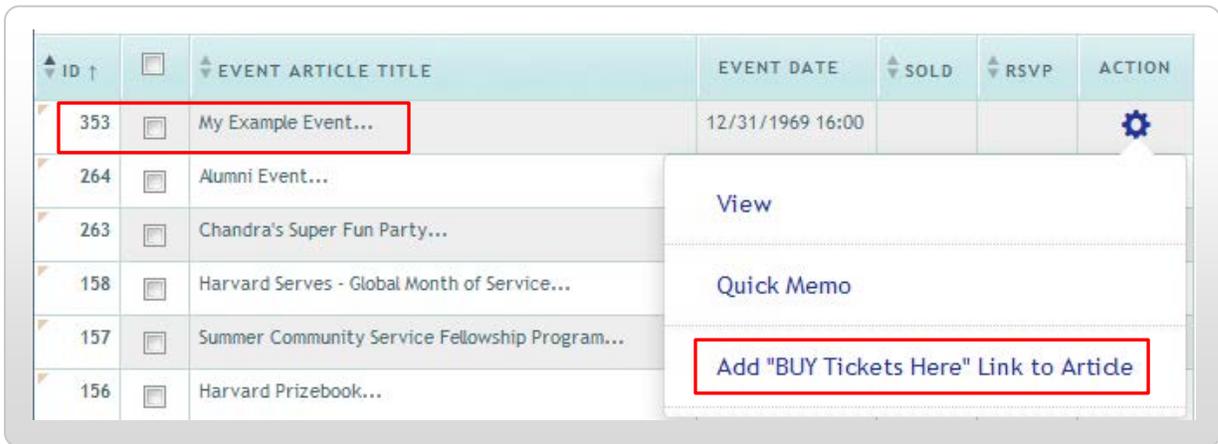
### Add a Ticket Item Link to Your Event Article

This section demonstrates how to post a link to the ticket items created earlier in this guide to your event article—visitors to your site can then use this link to purchase admission to your event. To create a ticket item link, refer to the steps that follow.

1. Click the admin menu button  and select “**Manage Events.**”



- In the item repository screen, locate the event that you created in the first section of this guide. Click the **gear icon**  to the right of the event name, and select “Add ‘BUY Tickets Here’ Link to Article.”



ID ↑		EVENT ARTICLE TITLE	EVENT DATE	SOLD	RSVP	ACTION
353	<input type="checkbox"/>	My Example Event...	12/31/1969 16:00			
264	<input type="checkbox"/>	Alumni Event...				
263	<input type="checkbox"/>	Chandra's Super Fun Party...				
158	<input type="checkbox"/>	Harvard Serves - Global Month of Service...				
157	<input type="checkbox"/>	Summer Community Service Fellowship Program...				
156	<input type="checkbox"/>	Harvard Prizebook...				

View

Quick Memo

Add "BUY Tickets Here" Link to Article

In the confirmation message that appears, click the “Do it!” button:

## Add a "Buy Tickets Here" link to this event!

**Instructions:** This feature simply adds a "Buy Tickets Here" link to the end of this event's article. An Editor can later modify the location and text of this link in the Manage Articles section.

Are you sure you want to do this?

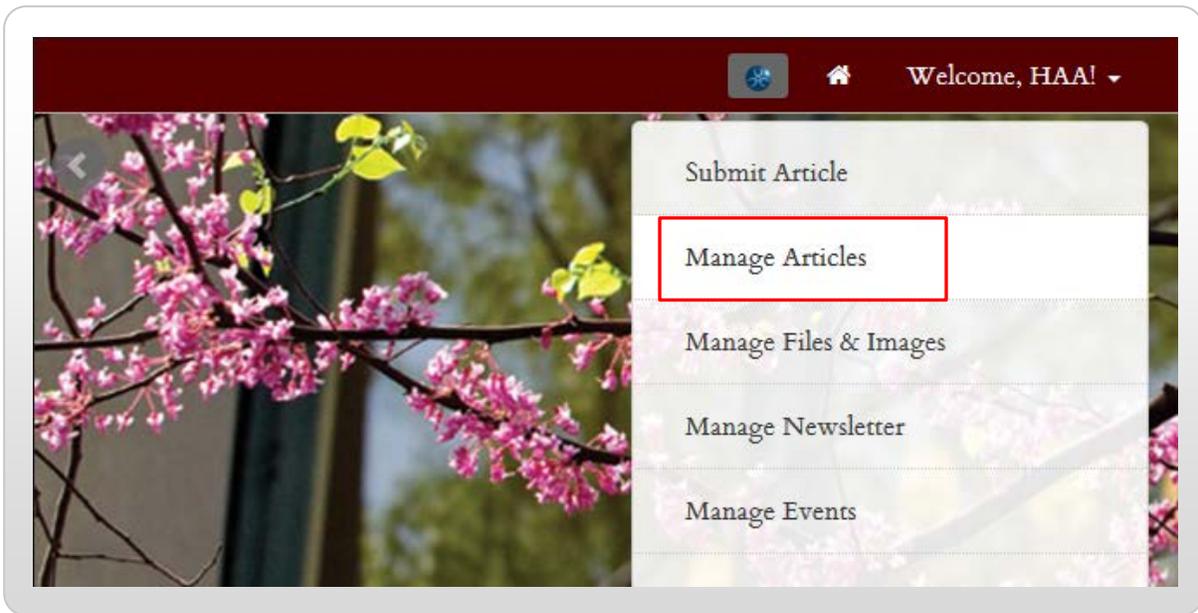


A default link is added to the bottom of your event article:

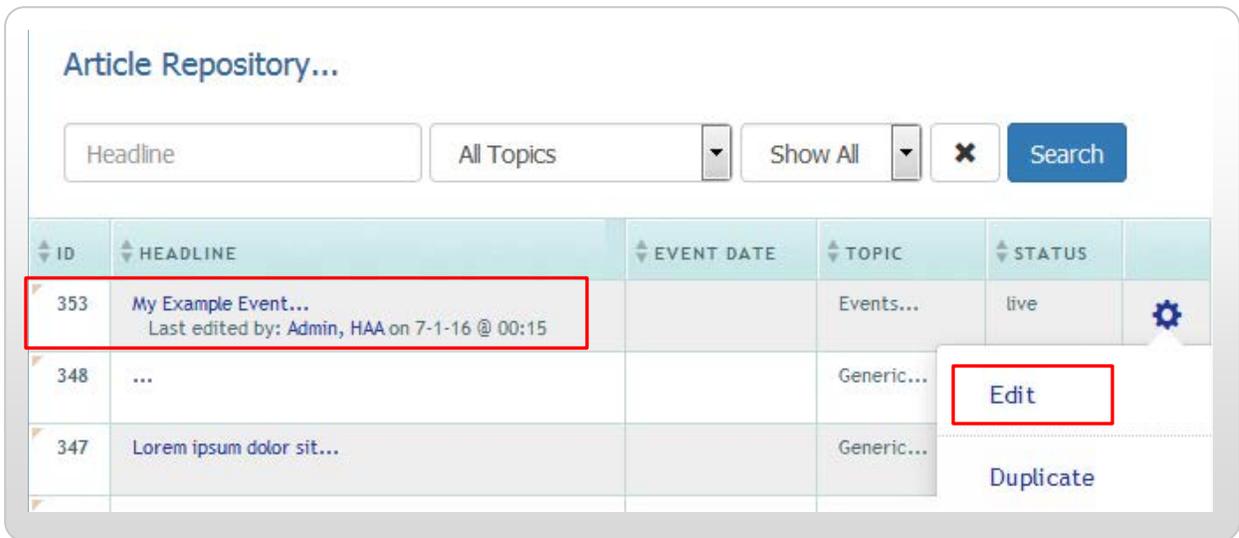
This is some sample event text.  
Lorem ipsum dolor sit amet.

[Click here to buy tickets!!!](#) 

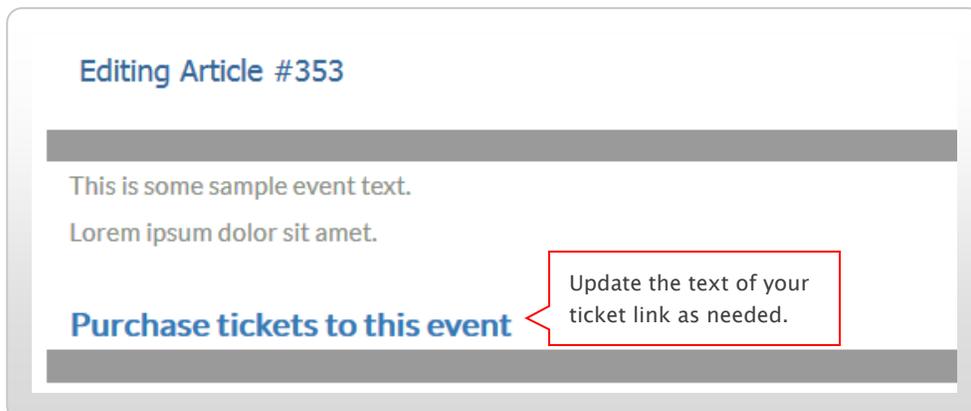
- If needed, you can adjust the text and appearance of this link by editing your original event article. To do so, select “**Manage Articles**” from the admin menu (see next page).



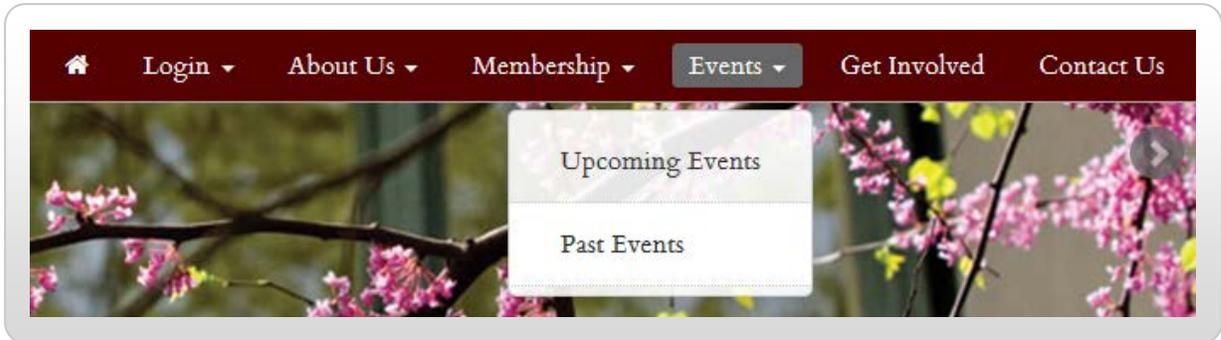
4. Locate your event in the **article repository** screen. Once again click the gear icon , and select “Edit.”



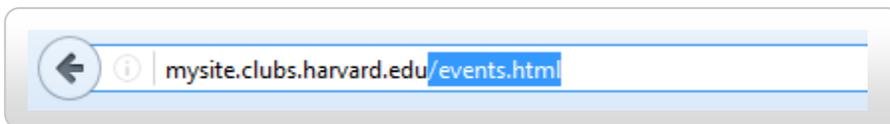
The **article editor** screen appears. Find the link to your ticket item(s), and make any required adjustments to its content and format:



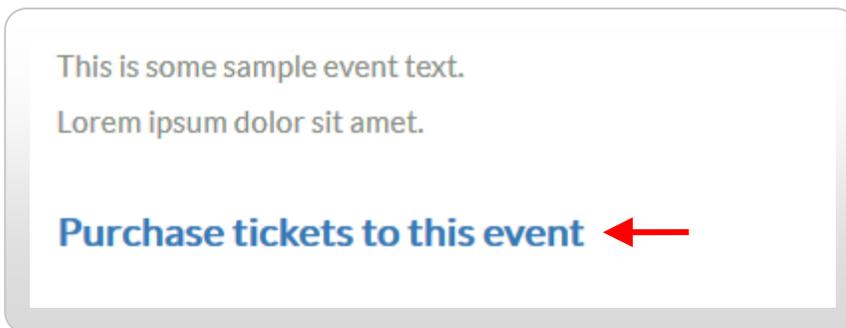
- When finished, click the **“Publish!”** button at the bottom of your screen. The updates to your link text are saved.
- To review your event posting online, visit your **events page**. Select **“Upcoming Events”** from your site’s main navigation menu:



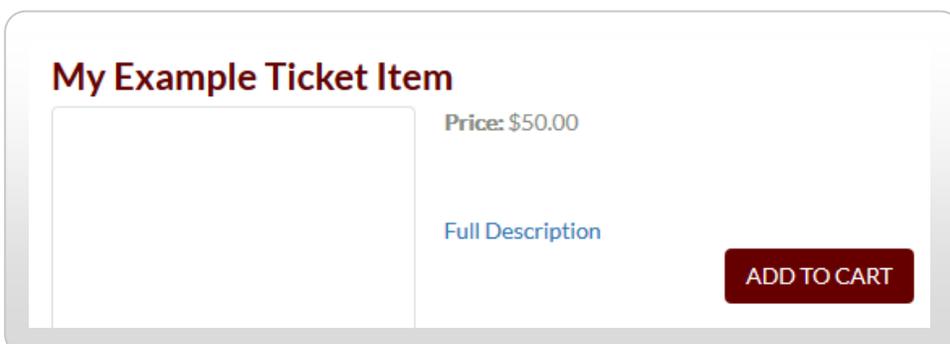
If your site doesn’t have an “Events” menu, you can also add **“/events.html”** to the end of your site’s primary URL in the address bar to quickly access your events page:



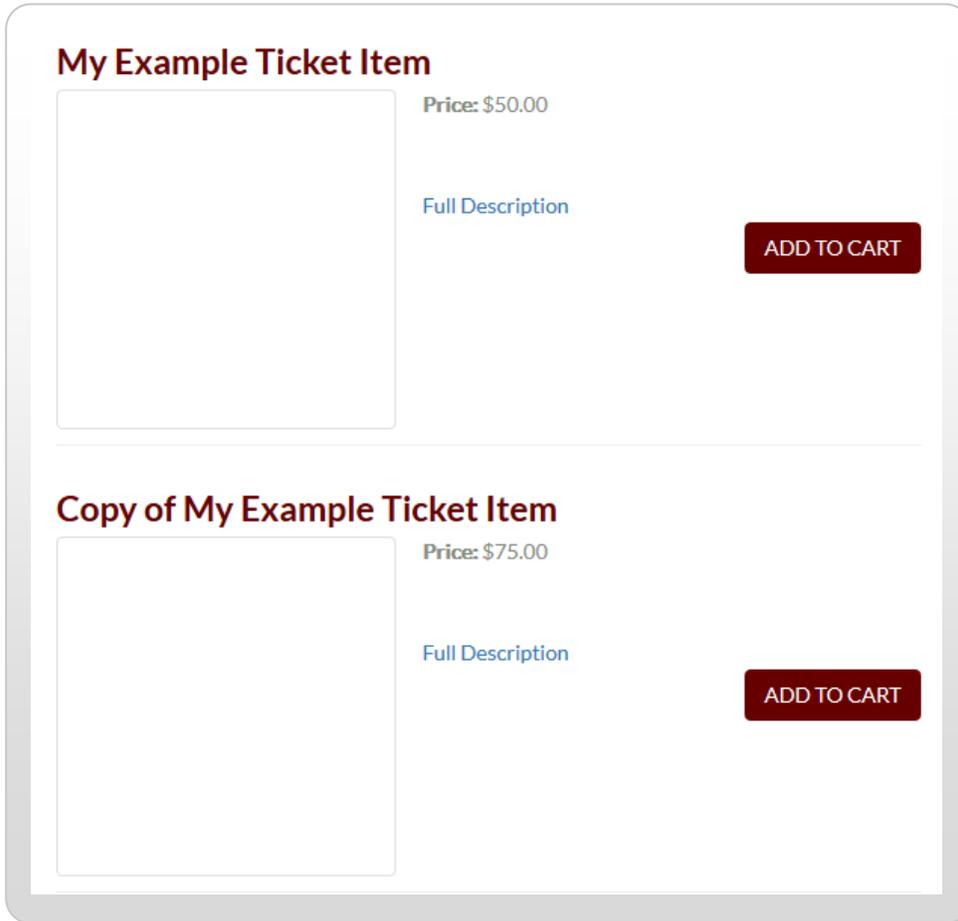
- Find your event posting in the list that appears, and click its link—your updated event is displayed, including the edits you made to your ticket purchasing link:



- To view ticket options associated with your event, click the ticket purchasing link shown above. The ticket items you created in the preceding sections are now listed for sale on your site:



If you created more than one type of ticket (i.e., duplicate ticket items), each of these is displayed for sale on your event's ticket page:



**My Example Ticket Item**  
Price: \$50.00  
Full Description  
ADD TO CART

---

**Copy of My Example Ticket Item**  
Price: \$75.00  
Full Description  
ADD TO CART



Even if you create multiple ticket **items** for an event, you only need to create one ticket **link** for your event article. When a user clicks the link to purchase tickets, all ticket types associated with the ID number of the event article will appear as options for sale on the page.



**Questions on this guide?** Please post any questions to [Support Tracker](#) and the AlumniMagnet team will respond as soon as possible.