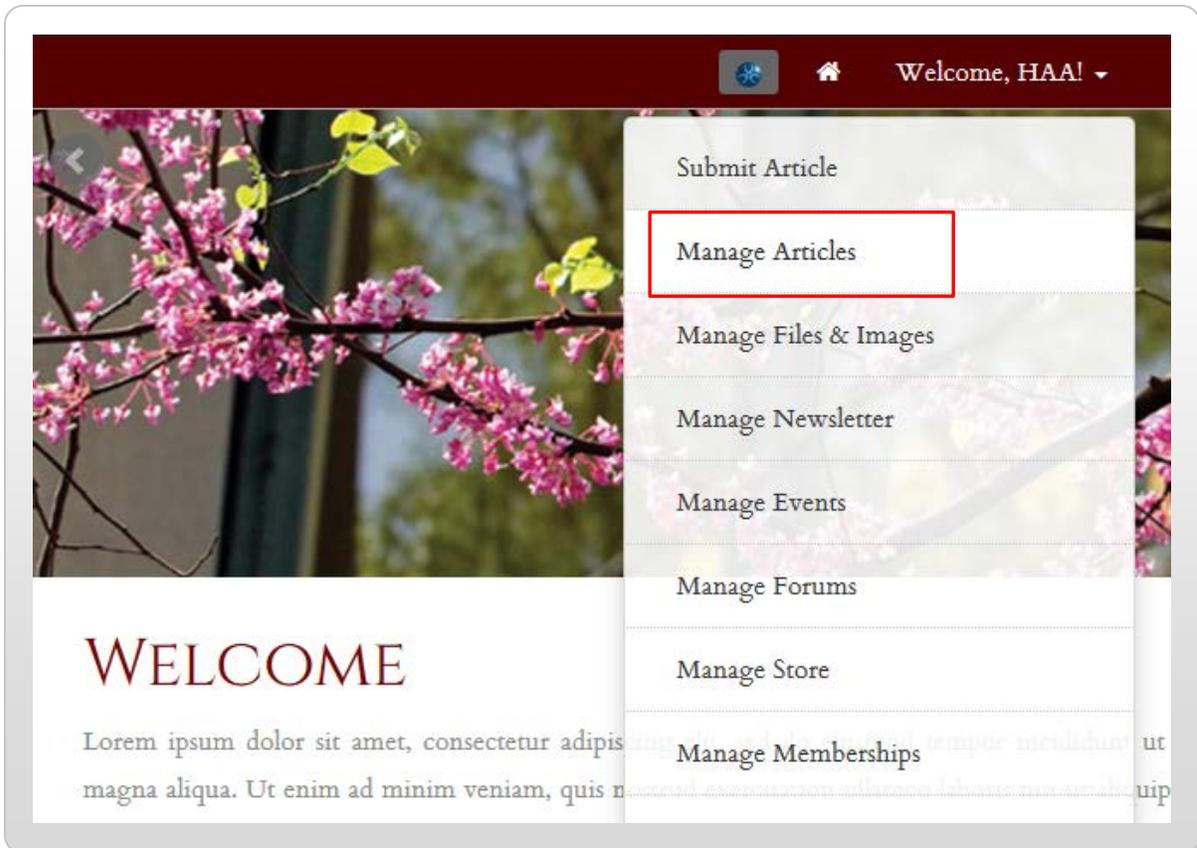**HARVARD**
ALUMNI ASSOCIATION

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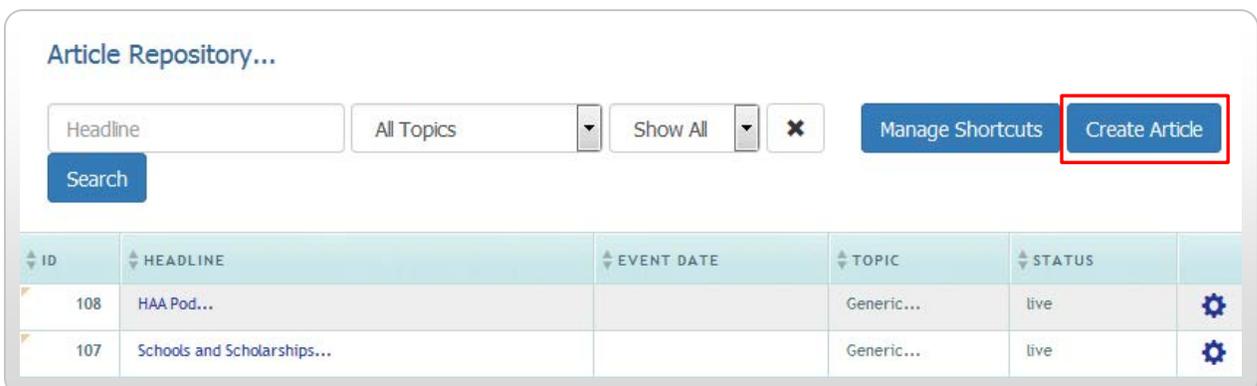
3. From the **Article Editor** screen that appears, click "**Events**" in the **Topic 1** drop-down menu under the **Topic** heading:

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:


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**:

The **Event Dashboard** widget

6. Drag and drop the **Event Dashboard widget** into the main content area of your event article:
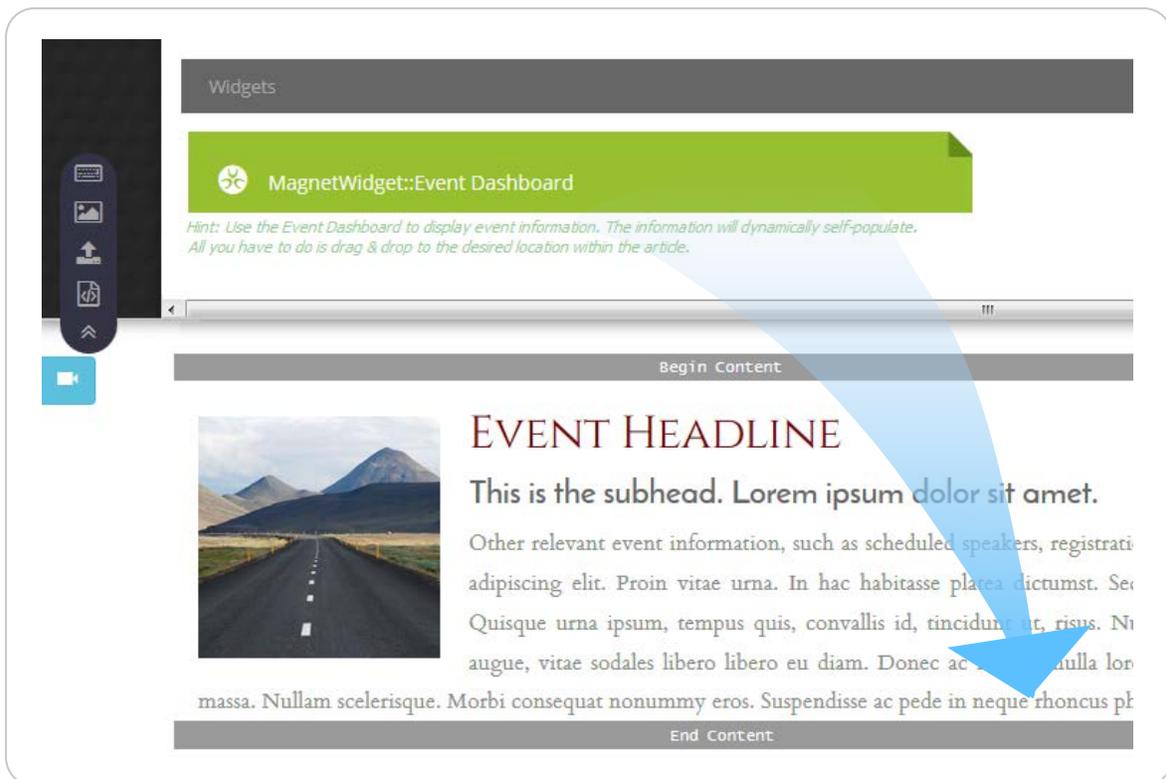
Important: this widget must be included in every event you post to your site!
Otherwise, your event won't display correctly when published. For a more detailed explanation of how to use this widget see "**Special Requirements for Events**" in the "Creating an Article" training guide.

7. Enter any relevant information under "**Event Parameters**" and "**Location**:"

Selecting "**Feature this event**" displays your event at the top of the list on your "events" page:

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**."
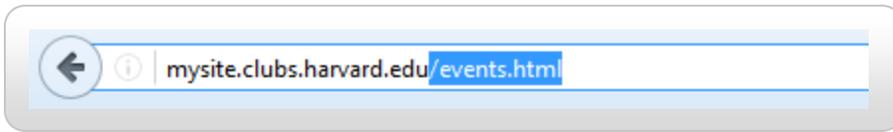

8. When you're ready to post your event, scroll to the bottom of the article editor screen and click the "**Publish**" button:

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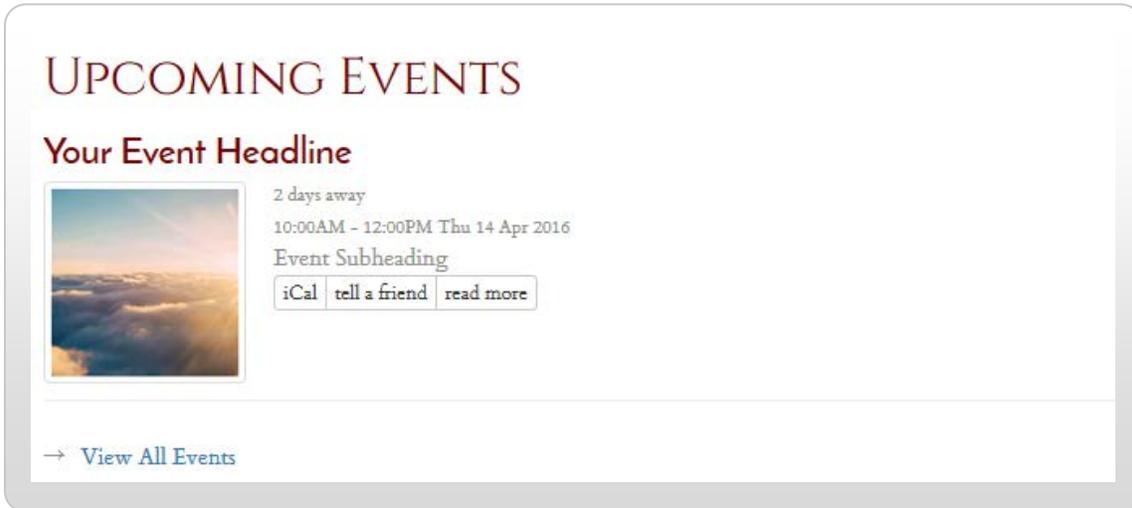
If your event doesn't require added features and capabilities such as ticket purchasing, credit card processing, etc., your posting is now complete. If additional functionality **is** required, however, proceed to the next section to find out how to further configure your event publication.

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.
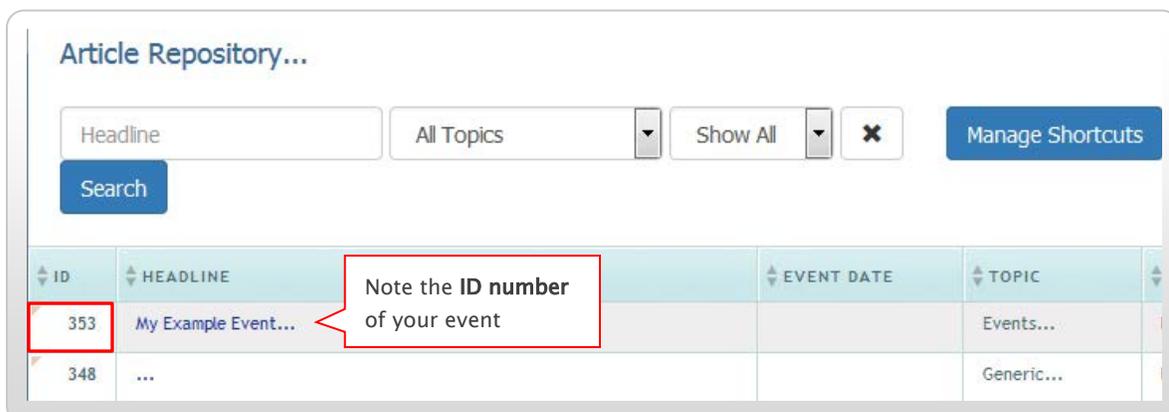
2. Click your site's admin menu button ⊛ and select "**Manage Store**."
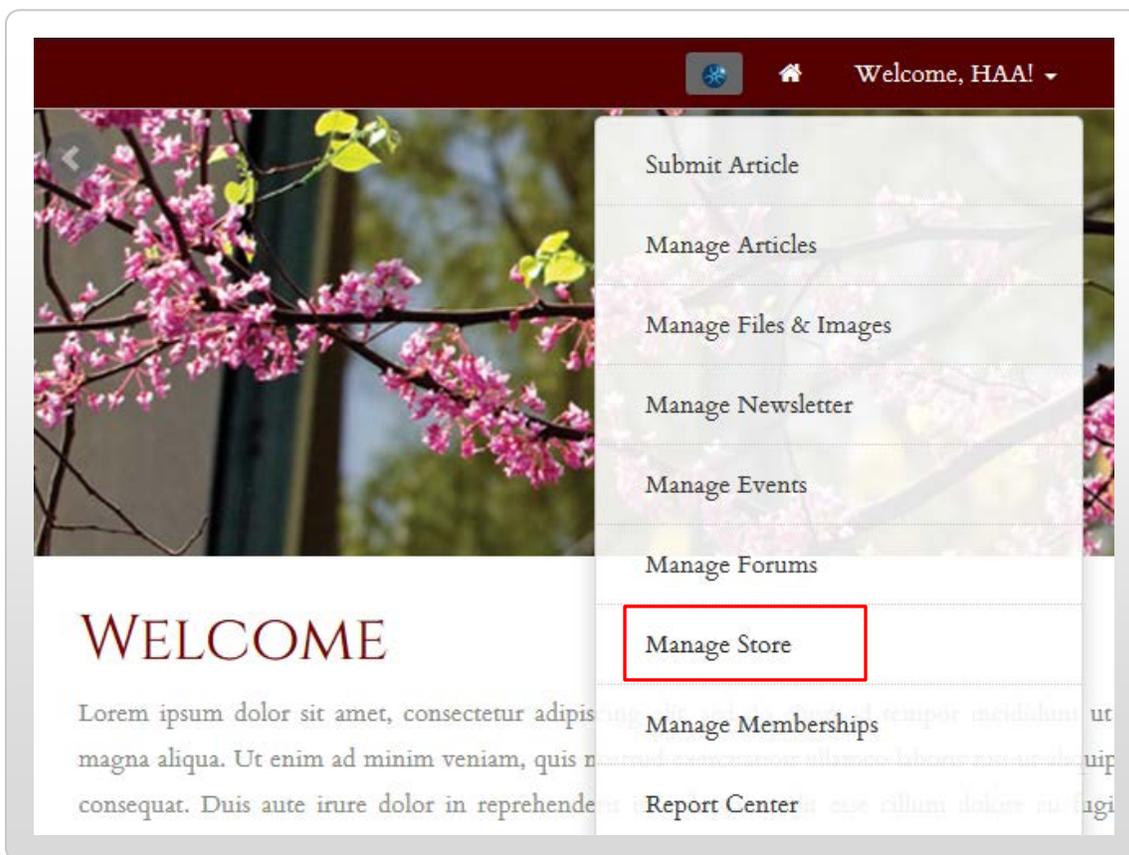
The **order management** screen appears. Click the "**Manage Items**" tab to display the **item repository**:

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

Inventory of items for sale on your site

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:

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

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.

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

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:
Browse... No file selected.

9. When finished configuring settings for your ticket item, click the "**Save changes to this item**" button at the bottom of your screen.

10. Click "**Manage Items**" at the upper left of your screen to return to the item repository.

Home / Manage Store / Manage Items / Edit SKU#
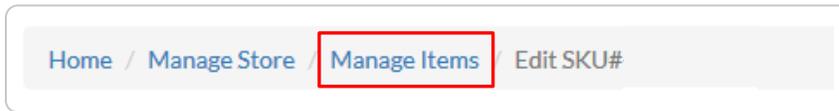
Do you see your new ticket item at the top of the item list? If so, **congratulations!** You have successfully created a ticket item to use in your event posting:

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.

1. 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:

Duplicate item #1008

A new item will be created with identical parameters to this one. Item images will NOT be duplicated.

Yes. Please duplicate.

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.

Thank you!
The item has been duplicated successfully.
You may edit the new item by clicking here.

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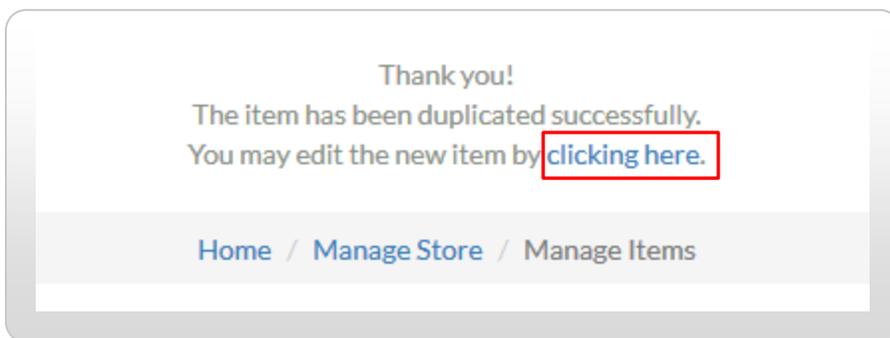
3. Make any required adjustments to the copy of your ticket item in the item editor screen. Note that all the settings you specified in your original ticket item have been pre-populated into the duplicate copy:

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: **Qty Limit:**   **Max Per User:**

353   1000   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:
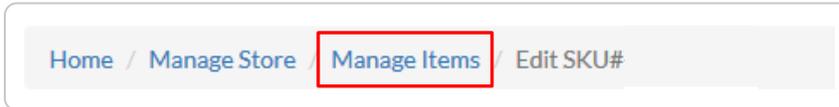
Your newly duplicated ticket item appears at the top of the list in the item repository:

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.
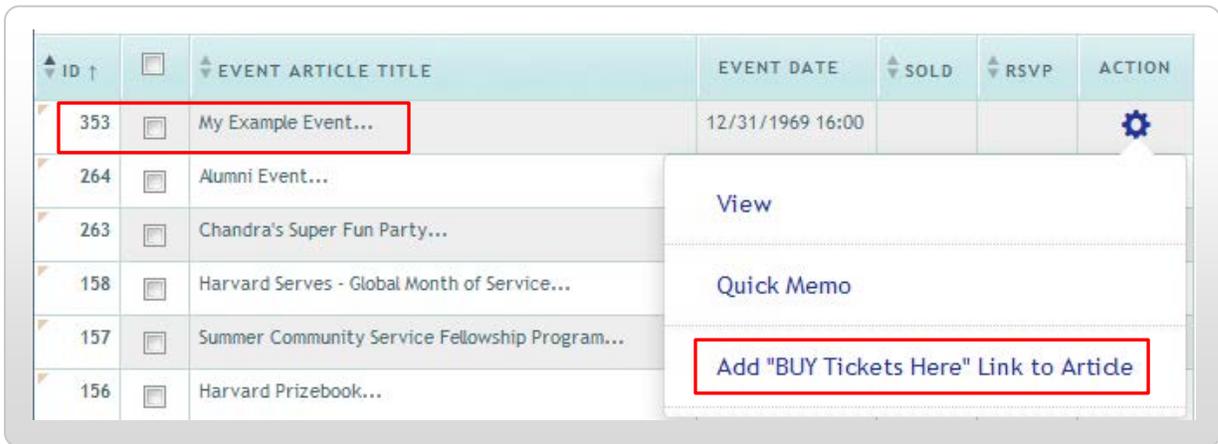
Add a Ticket Item Link to Your Event Article

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**."
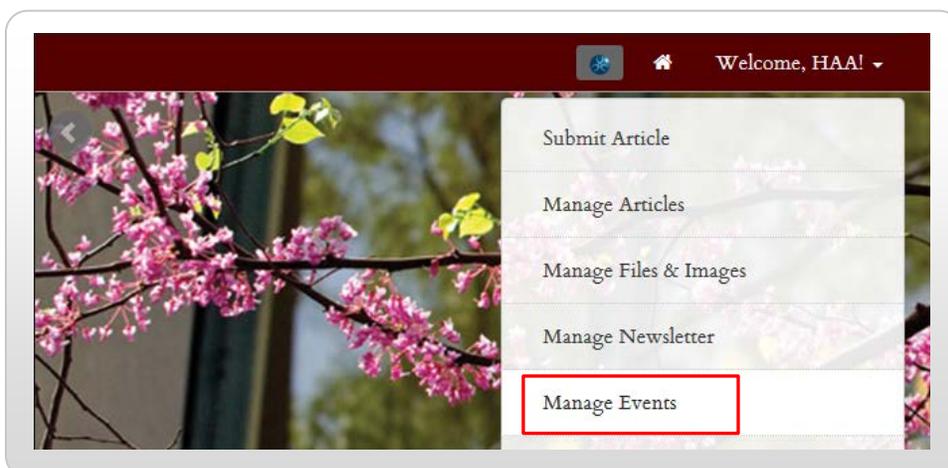
2. In the item repository screen, locate the event that you created in the first section of this guide. Click the **gear icon** ⚙ to the right of the event name, and select "**Add 'BUY Tickets Here' Link to Article**."

In the confirmation message that appears, click the "**Do it!**" button:

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

3. 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).
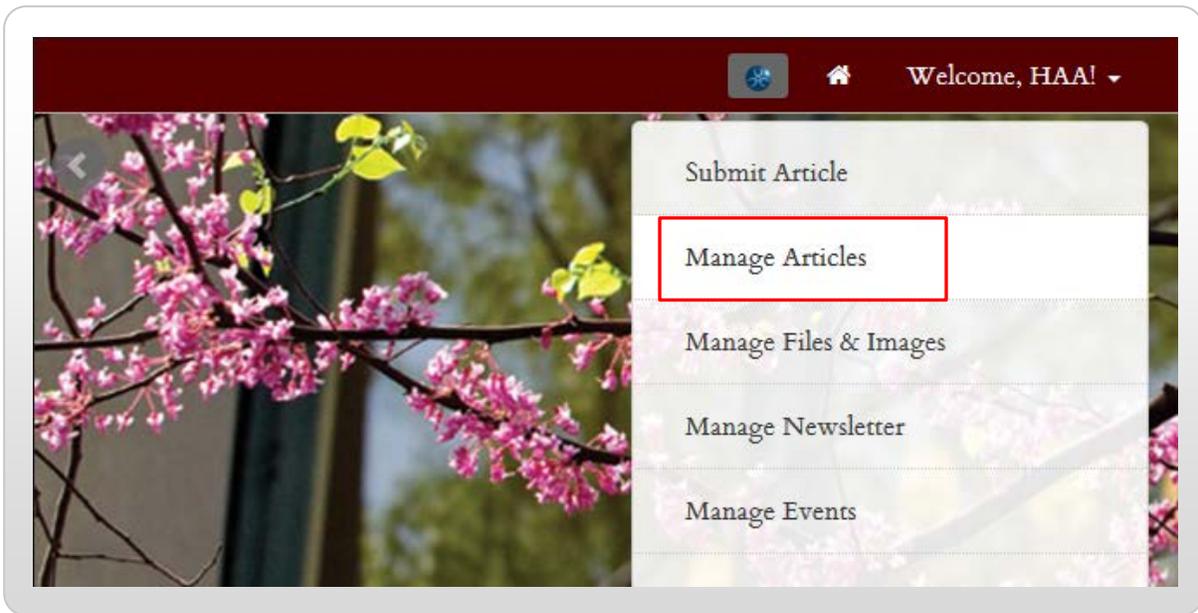
4. Locate your event in the **article repository** screen. Once again click the gear icon ⚙, and select "**Edit**."
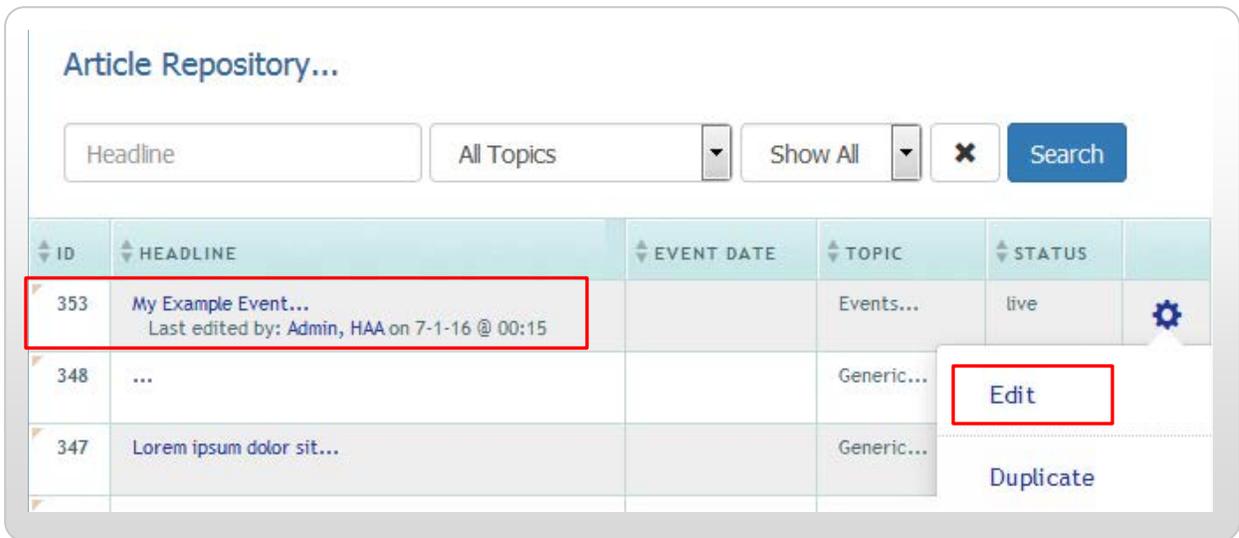

The **article editor** screen appears. Find the link to your ticket item(s), and make any required adjustments to its content and format:

Update the text of your ticket link as needed.
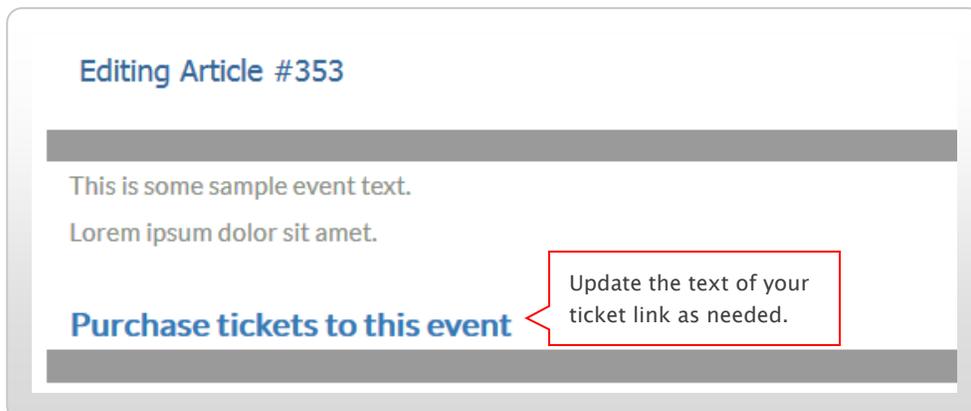
5. When finished, click the "**Publish!**" button at the bottom of your screen. The updates to your link text are saved.

6. To review your event posting online, visit your **events page**. Select "**Upcoming Events**" from your site's main navigation menu:
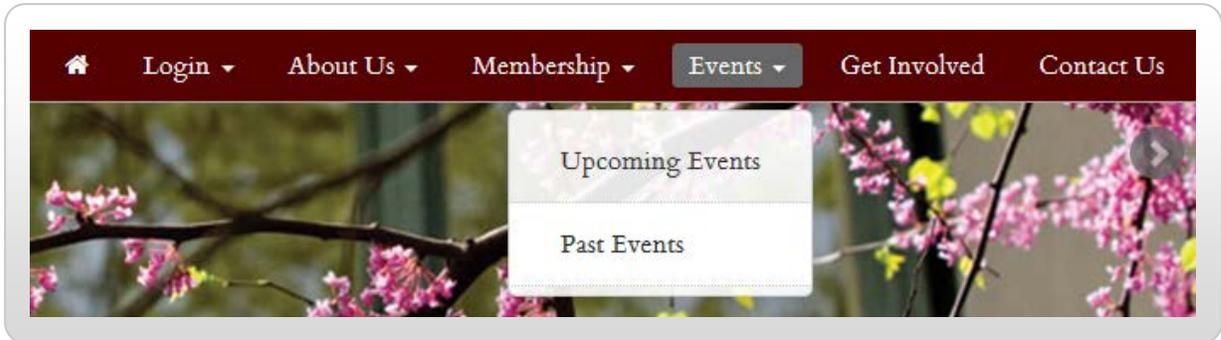

If your site doesn't have an "Events" menu, you can also add "**/events.html**" to the end of your site's primary URL in the address bar to quickly access your events page:
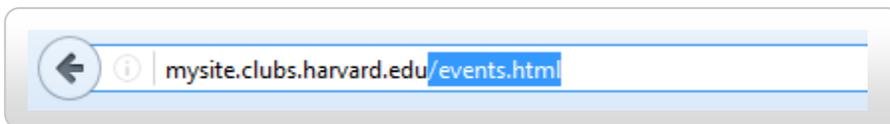

7. Find your event posting in the list that appears, and click its link—your updated event is displayed, including the edits you made to your ticket purchasing link:
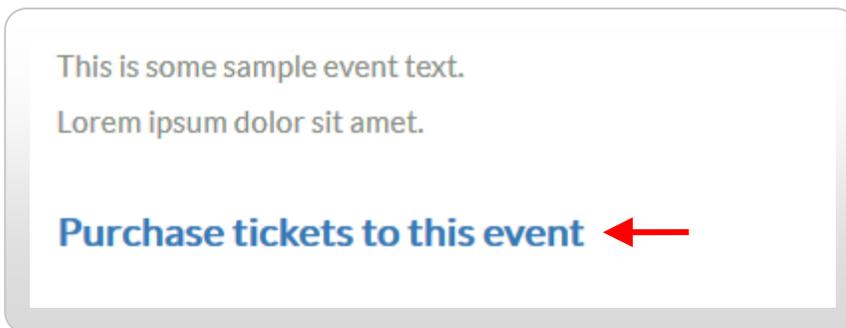
8. To view ticket options associated with your event, click the ticket purchasing link shown above. The ticket items you created in the preceding sections are now listed for sale on your site:
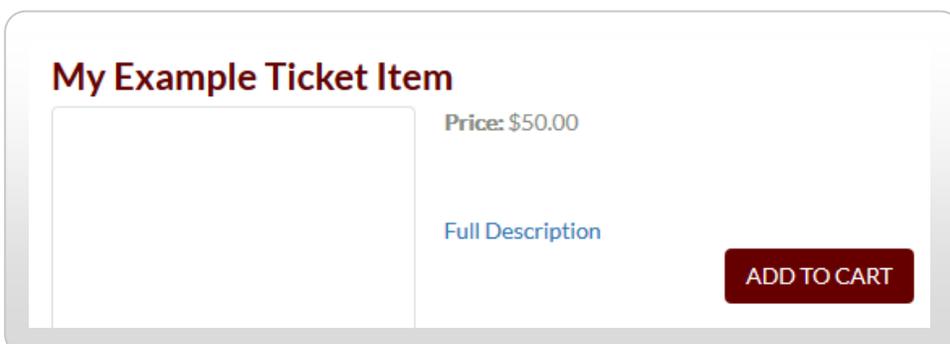
If you created more than one type of ticket (i.e., duplicate ticket items), each of these is displayed for sale on your event's ticket page:
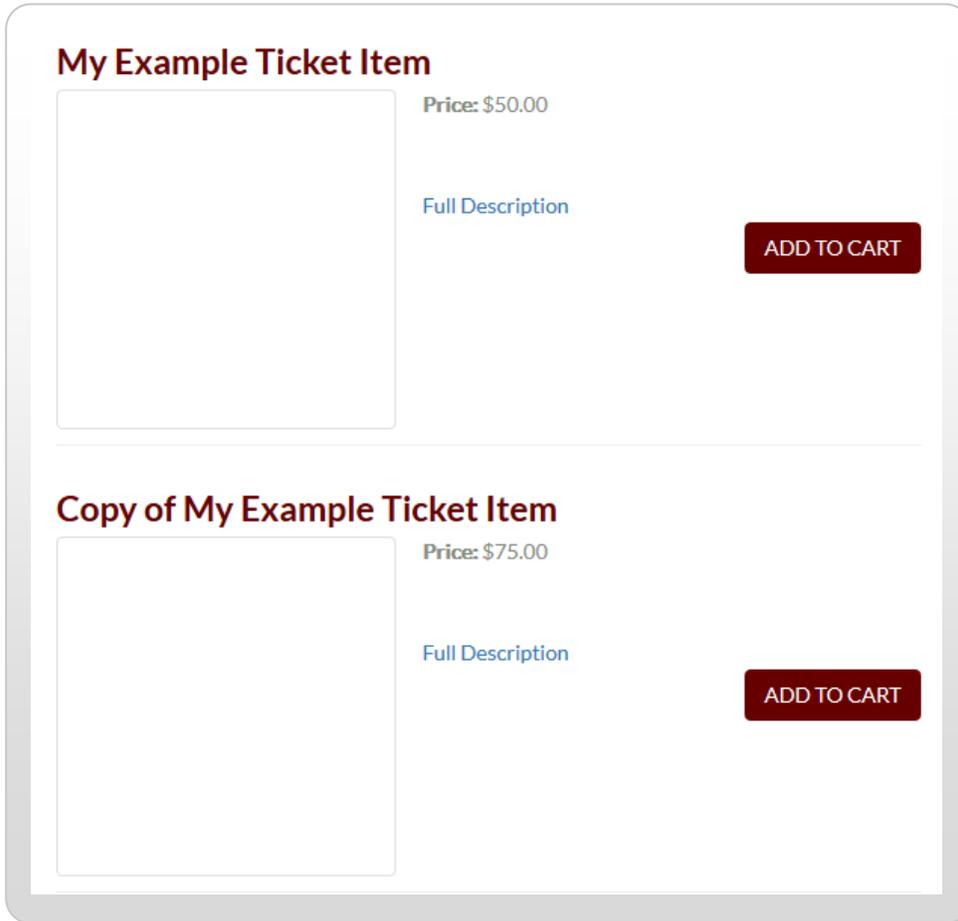
My Example Ticket Item

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.