



## **Eventmaster Instructions for Race Organisers**

### **Logging in**

- Visit <https://eventmaster.ie/>
- Click on Login at the top right-hand corner
- Enter your user name and password as provided by Pop Up Races

Once you log in you should see Events, Orders and Reports as your available options. The following is a guide of how best to use this system to manage your event.

### **CHANGING EVENT DETAILS**

#### **Race Description:\***

- Choose your event
- On the details tab, type any changes you want into Short Description (this has a limitation of 150 characters) or event details and click save (top right corner).

#### **Changing Event Contacts\***

- Choose your event.
- On the details tab, click on the plus sign next to Advanced Settings.
- Amend Event Contacts

#### **Changing the Date/Start time/Location of a race\***

- Choose your event.
- Click on the 'Dates' tab.
- Amend event date, start time or end time using calendar and clock.
- To amend a venue, check the drop-down menu for the venue you're looking for. If the venue is unavailable, you will need to choose 'Create new venue'
  - Click on Create new Venue

- Add the Venue Name (first box)
- Add the Venue address (second box)
- Use <https://www.latlong.net/> to get the latitude and longitude of the location and copy these into the last two boxes.
- Click on ok
- Select your new venue from the drop-down box.

**\*If you do choose to change any of these details, please also advise [office@popupraces.ie](mailto:office@popupraces.ie) so that we can change our web page for you too (this doesn't happen automatically).**

### **CHANGING TICKET PRICES/FLASH SALES/PROMOTIONS**

#### **Changing a Ticket Price**

- Choose your event.
- Click on the third tab 'Tickets'.
- All your available ticket types will be visible along the left-hand side of the screen. Each ticket type will need to be changed separately.
- To change the price of a ticket, choose the ticket in question and type the new price in the 'base price' field.
- Click on Save (top right corner).
- The event is automatically updated with the new sale price.

#### **Discounting Tickets**

If you would like to offer discounted tickets, there are two options available to you:

1. Discount at group level i.e. if a group of 10 or more book there's a 10% discount
2. Discount at individual level – limited amount of discount codes provided to a Club for example and individuals can self-register using these codes.

#### **Discount at Group Level**

At present this discount needs to be repeated for every ticket type you have available i.e. you can't set up the discount at event level.

- Choose the ticket type in question
- Choose 'advanced settings'
- Scroll down to 'Add Group Discount'
- Name your discount e.g. group discount 10+ participants
- Choose min & max no of tickets
- Choose to & from dates
- Enter your discount – options are percentage or fixed amount discount
- Click save

Repeat all the above steps for every ticket type you want the discount to apply to.

Group discounts aren't highlighted as a feature on the registration page. However, we can include text in the 'event description' to highlight this option. When individuals purchase a group of tickets once they exceed the 'minimum amount' in the quantity field the discount will be automatically applied.

#### Discount at Individual Level

Again, this discount needs to be repeated on each ticket type. The functionality in the system doesn't allow discounts to be applied across the full event.

- Choose the ticket type in question
- Choose 'advanced settings'
- Scroll down to 'Add Price Discount'
- Name your discount e.g. ABC Athletic Club Discount
- Choose to & from dates
- Enter your discount – options are percentage or fixed amount discount
- Choose a 'code' which you can give to participants and enter your required number of discount codes into the box available
- Click save

Repeat all the above steps for every ticket type you want the discount to apply to.

When individuals try to purchase a ticket for your event, they will see 'discount code available' next to the ticket type. If they type in the code you've set up before entering the quantity of tickets, they need the relevant discount will be applied.

#### To see what discount codes have been used:

- Choose the ticket type in question
- Choose 'advanced settings'
- Scroll down to 'Add Price Discount'
- Choose 'edit' next to the discount in question
- Scroll down to the discount codes and they will appear as either 'issued', 'used' or 'deleted'

You can also see from your booking reports the number of discounted tickets sold.

## Flash Sales!

To schedule a flash sale on your tickets you should do the following:

- Choose the event in question
- Choose the third tab (Tickets). All your existing ticket types are here. Any flash sale event must be added to all relevant ticket types.
- On the left-hand side, choose the ticket you wish to offer for sale.
- Click on 'advanced settings' (plus sign under the 'final price' of your ticket)
- Scroll down to 'Price Tranches' and choose 'Add Price Tranch'
- The first tranche need to be your primary ticket price, so type in 'Standard Entry' ahead of the relevant ticket (e.g. child entry). Copy and paste the same name into 'ticket type name' and enter your price into the tranche price field. The to & from dates should then be completed<sup>(1)</sup>. Press save once you're done.
- Click on add price tranche again, and this time put in your flash sale price (again repeat the name of the ticket in tranche name and ticket type name. Put the sale price in the price field and put in your to/from date. Again, click save.
- Once you're done, make sure to click 'Save' up the top right-hand side of your event in order to ensure all changes are saved on the Eventmaster site.

<sup>(1)</sup> Note: If there are already price tranches setup e.g. early bird/late entry etc., you'll need to amend all the dates for each tranche as dates cannot overlap e.g. early bird 1-31 May with a flash sale from 7-10 May, you'll need to change the early bird from 1-6<sup>th</sup> May and then have another early bird from 11-31<sup>st</sup> May. Then you can add your flash sale for the 3 days in between.

## Limited Time Discounts e.g. Early Bird, Late Rates etc

When setting up an early bird / late entry rate, you must always include a 'tranche' that includes your standard entry price. Therefore, if you're setting up an early bird rate, you must repeat the below steps twice, once for the early bird dates and once for the 'standard entry dates'

- Choose the ticket type in question
- Choose 'advanced settings'
- Scroll down to 'Add Price Tranche'
- Name your Tranche e.g. Early Bird, Standard Entry, Late Entry
- Name your ticket type e.g. 10k Early Bird
- Enter the relevant price (Leave Tranche Fees Blank – original booking fees will apply)
- Enter the dates that the price tranche is available to/from
- Click save

Repeat all the above steps for every ticket type you want the discount to apply to.

When individuals try to purchase a ticket for your event, depending on when they purchase the ticket, they will automatically receive the price relevant to them i.e. when your early bird rate expires, they will no longer see this option.

## ACCESSING INDIVIDUAL'S DETAILS

### Accessing Full list of Participants

The quickest way to access full details of registrants is as follows:

- Go to reports
- Choose the race in question
- Click on booking reports (third down)
- Download the booking details report from there. Choose the Excel option rather than PDF as you'll need to work with it.

You'll receive a report of all registrants to date. The list of registrations appears in the order in which the booking was made (earliest bookings first). If you'd like to change this so that you only see the most recent bookings choose column B (order timestamp), click on Data (at the top of your excel toolbar) and sort Z-A. Then the most recent orders will be on top.

### Virtual Entries:

The quickest way to access your virtual entries is as above but with the following step. Filter by ticket type (column F) and you can choose to see only virtual entries.

### Accessing Individual Participant's Details

- Choose orders
- If you're responsible for more than one event, choose the event from the 'all events' drop-down menu
- Either
  - Type in the order id
  - Type in the Customer Name
  - Type in the email address
- Filter

The individual's order will appear. If you click on 'view' you will see the full details of their order.

### Note:

*Your 'order numbers' may not match your participants numbers in the reports section. This is because where group tickets are purchased e.g. family ticket, there is only one order but four tickets (2 adults & 2 children)*

## TICKET CHANGES & COMPLIMENTARY ENTRIES

### Changing a Participant Ticket:

#### No Price Difference

If a participant wants to change ticket type (e.g. wants to change from 10k race to 5k race) and there is no difference in price, they can do so themselves via 'manage my booking' on Eventmaster.

#### Price Difference

If there is a change in ticket price, the change needs to be made by an Eventmaster administrator (race organiser / Pop Up Races).

To amend a ticket type

- select the order function and find the participant as per the above instructions (accessing individual's details – individual participant).
- Click on 'change ticket'
- Choose the new ticket type (2<sup>nd</sup> box down)
- If the new price is less than the original entry paid, you'll be given the option to 'issue a new ticket with refund' or 'issue new ticket'.
- If the new entry fee is higher than the original entry you have two options:
  - 'send payment form to customer'. The customer will receive a notification that the ticket type has been changed but until they pay the difference in price their change to the new ticket type will not be fully confirmed.
  - If the new entry fee is higher and you don't wish to charge the additional amount, choose 'issue new ticket' and the ticket will issue immediately.

### Complimentary Entries

If you wish to enter Prize winners, friends & family etc. as complimentary entrants

- Choose 'office mode' to create an office order
- If you've multiple events, choose the event you wish to enter the participant into.
- Next choose the ticket type and quantity and 'add to order'
- Click on Add Person 1 (If you're registering a few people you'll need to enter their details individually)\*
- Complete registration details
- Choose complimentary – you can add to the comments field e.g. prize winner etc.

\*If you have a sizeable amount of complimentary entries (>20) you can email us, and we'll have Eventmaster upload your file.

## **T-SHIRT ORDERS**

If you need to see how many t-shirts have been ordered and in what sizes.

- Go to reports
- Choose the race in question
- Click on booking reports (third down)
- Download the booking details report from there. Choose the Excel option rather than PDF as you'll need to work with it.
- Scroll across to t-shirt size and filter as appropriate.

If T-Shirts are an additional purchase i.e. not included in the ticket price you can see t-shirt orders as follows:

- Go to reports
- Choose the race in question
- Click on booking reports (third down)
- Choose the 'additional purchases report' on the right-hand side and download the excel option.
- Within additional purchases the participants may also have been given the option for postage so filter out t-shirt purchases first and then filter by size.