

Event Training

CANVA

Canva.com

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- Click “Create a Design” on the top right corner
- Pick “Facebook Event Cover” if you’re making an image for Facebook and “Custom Size” if it’s for Eventbrite
- Custom size for Eventbrite that you need to enter is: 2160 x 1080px

From there you can begin to design your image. Some aspects require a paid account, which is noted by a crown on the asset. You can also upload photos from the pix folder on the shared drive (S:\Pix) and if there’s anything you can’t find, you can ask me! Here are some samples I’ve made before:



EVENTBRITE

Paid Event

- Go to: <https://www.eventbrite.com/organizations/events>
- Click the orange “create event” button in the top right corner
- Fill in information throughout the page
- Click “single event” if it’s a one time event, “recurring” if it’s more than one. Single event set up is pretty straight forward, recurring is as follows:
 - Click the dates in the calendar that it occurs and click schedule to add the time. Make sure you pick an end date.
 - Click the orange continue bottom on the bottom right when completed
- Drag in the image you created for the event
- Add summary and description. Description you will pull from the XL of events and the summary is an exciting one-liner, for example: Hike Muscoot Farm!
- Then click the orange save and continue bottom on the bottom right
- Add tickets and click PAID
 - We typically create tickets for different timeslots within the timeframe of the event, so if that’s the case, the ticket name would be: 1 p.m. to 1:30 p.m., and so on depending on the schedule.

- If there are no timeslots, ticket names can be kept as “general admission” or “family admission” when admission is a certain amount of money for a family to attend in order to avoid confusion
- Fill in the available quantity of tix available
 - If it’s a timeslotted event the available quantity will be one, if it’s a general we can put in the max number of tix available that the curator gives us, if it’s a family ticket, it will also be one.
- Add the price and DO NOT click the absorb fees box
- Keep that ticket sales end an hour before admission
- Click Advanced settings
- Adjust “tickets per order” – should be one if we’re only selling one per timeslot or per family. Can keep the max 10 for everything else
- Keep eTicket checked and will call unchecked
- Click save
- If there are time slots you will need to repeat this process for every time slot
- When done click next
- Set your refund policy
 - No refunds
- Click order options on the left side then order confirmation
- You will need to adjust the email address to match the curator who is running the event. It’s typically Jonathon from Muscotoot and his email is: jlb7@westchestergov.com
- Scroll down and hit save settings
- This will bring you back to the publish page
- Click publish event
- From there, you will have to go to the Marketing tab on the left column and click add to Facebook
- There will be a drop down menu of what page you want it published on (it’s only Westchester County Parks)
- Click publish on the bottom right
- Then you’ll have to go into Facebook to accept it and add it to the page

Free Event Creation

Same as above, but click FREE when beginning

FACEBOOK EVENT CREATION

- Go to the events section of our Facebook page:
<https://www.facebook.com/westchesterparks/events> and click manage button
- On the next page, click “events” on the left column under tools
- Click blue “create event” button
- Click “in person” option
- Enter info
- Pick a category that fits best for the event you are creating, then click next
- Add a location – wait for it to auto populate
- Delete the pic
- Add the canva picture you created
- Click Event settings
- Add cohosts when it’s the following venues:

- Lenoir
 - Trailside
 - Hilltop hanover
 - Read Sanctuary (Comes up as Friends of Read)
 - Muscoot Farm
- Click Save
- Hit publish
- **Do not create events for Lasdon unless it's part of the conservation division themed events**