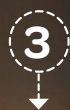




# Event Setup Guide

Your secret sauce for a successful beer event.



## Easy Steps



Go to [eventbrite.com/beer](https://eventbrite.com/beer)



Fill out your event and ticket details



Publish your page



# Showcase Your Craft with an Awesome Event

With Eventbrite, you have access to an easy-to-use event ticketing tool that will help drive attendees to your Oktoberfest party, beer tasting, brewery tour, or craft beer festival — no matter if the event is free or requires paid tickets. You name it, we can serve it.

With our accessible event page setup guide, bringing people together around beer has never been easier. Tap into the trend and organize your best beer bash yet. Cheers to that!

Your event page will look a little something like this:



## Harpoon Oktoberfest Beer Blowout

Harpoon Brewery  
Saturday, October 17, 2015 from 7:00 PM to 10:00 PM (PDT)

### TICKET INFORMATION

TYPE	END	QUANTITY
General Admission	Oct 17, 2015	Free 1

Register

### WHEN

Saturday, October 17, 2015 from 7:00 PM to 10:00 PM (PDT)

Add to my calendar

### ORGANIZER

Harpoon Brewery

Contact the Organizer

View organizer profile

### WHO'S GOING

Connect to see which of your Facebook friends are going to Harpoon Oktoberfest Beer Blowout.

Connect with Facebook

### EVENT DETAILS

**About Harpoon Oktoberfest Beer Blowout**  
Come join us for a celebration of the newest autumn brews at our Oktoberfest party.

Have questions about Harpoon Oktoberfest Beer Blowout? [Contact Harpoon Brewery](#)



# Let's Brew Up Your Event

Visit [eventbrite.com/beer](https://eventbrite.com/beer)  
and create a new event on Eventbrite.

Remember to fill out your event location, date/time, and a description of your beer bash.

**Make it Your Own**  
Add your brewery, pub,  
or restaurant logo here.

## It's Ticket Time

Pick your ticket type (free or paid), enter a short description, and the total number of tickets available.

That's it — time to publish your event and have yourself a beer!





# Get the Word Out to More Beer Lovers

Now that you've published your event, it's time to share it with your friends, fans, and craft community. Create a unique URL, send out custom email invitations through Eventbrite, and share your page on Facebook and Twitter. With Eventbrite's built-in marketing tools, you can sit back, relax, and let your patrons become your biggest promoters.

1

## Boost Attendance by Getting Social

Use our simple tools to promote your event to your website visitors, Facebook fans, and email contacts.

The screenshot shows the Eventbrite Event Dashboard for 'Harpoon Oktoberfest Beer Blowout'. The event is scheduled for Saturday, October 17, 2015, from 7:00 PM to 10:00 PM (PDT). The dashboard includes a left sidebar with navigation options: EVENT DASHBOARD, ORDER OPTIONS, INVITE & PROMOTE, ANALYZE, COMMUNICATE, and MANAGE ATTENDEES. The main content area displays the Event Dashboard with tabs for TICKETS, VISITS, and INVITES. The TICKETS tab is active, showing 0 Tickets Sold, 0 Tickets Pending, and 100 Tickets Available. A progress bar indicates 0% completion. Below this, the 'Your Event URL' is shown as <https://www.eventbrite.com/e/harpoon-oktoberfest-beer-bk>. The 'Recent Orders' section shows no orders yet. The 'Sales by Ticket Type' table lists one ticket type: General Admission, priced at \$0.00\*, with 0/100 sold, on sale since October 17, 2015, 6:00 PM. The 'Traffic from Promotional Tools' section is also visible.

3

## Stay On Top of Tickets

Keep track of who's coming with real-time reporting tools—and plan your provisions accordingly.

2

## Create a Unique URL

Customize your URL here. Make it memorable!



Check out our tips and trends on the following page.



# Tap into These Tips and Trends

You don't need a monster marketing budget to reach and engage craft beer lovers. Check out a few nontraditional ways you can make a big impact without breaking the bank.

## **Social media**

Want to create buzz for your next event? Turn your beer fans into your biggest promoters with Eventbrite's built-in sharing tools.

## **Cans**

Incorporate your own cool one-of-a-kind can for your next event. There's really no fresher way to enjoy a beer — and they're easy to recycle.

## **Growlers**

Let beer lovers bring home specialty brews from your next tasting event in unique, collectible growlers they won't find on the shelves.

## **Mug clubs**

Hook new beer fans by offering a membership program at your next event and engage your super fans with super perks.

## **Specialty beer launches**

New partnership or winter ale up your sleeve?  
Host a release party — People love an exciting excuse to drink.

## **Food pairing**

Add another level of interest to your craft beer by showing people how it pairs with foods.

Like these tips? Check out our full [craft beer trends report](#).





# So What Are You Waiting For?

Create your event page today  
[eventbrite.com/beer](https://eventbrite.com/beer)

Got questions? Get answers.  
Contact us at 800.350.8850

**Eventbrite**<sup>™</sup>