

# HOW TO LAUNCH AN EVENT

Setting up an event registration page is simple with the Payroll Servers Marketing platform. There are several ways to create an event: Create your own custom Seminar, Create your own custom Webinar, Leverage an event-in-a-box with some pre-populated content, or Copy one of your previous events.

Before getting started with any of these options, make sure your profile is complete with a company logo and privacy statement.

1. Visit the Events page from the left navigation menu. Select one of the available options to get started.
2. Begin by entering the basic information for the event, like the name of the event and the date and time. If you are using an Event-in-a-box, the event name is already provided.
3. Set your reminders, if any, to go out 3 days, 1 day, and/or 1 hour before the event. These reminders will go to your registrants only.
4. If you are customizing an in-person live event like a seminar or lunch & learn, you will need to provide the event location address. If you are customizing a virtual event like a webinar, you will need to include the conference details like access URL and any required passcodes.

Saved Locations

New Location

Location Name  
Name of your location

Address 1  
Enter your Address

Address 2  
Suite number, Apt. number, etc.

City  
Enter your City

Country  
Afghanistan

State / Province

Postal code  
Enter your Postal code

Meeting URL

Enter your Meeting URL

Meeting ID  
Enter your Meeting ID

Meeting Passcode  
Password to join meeting

Audio Call-in Number  
Enter your Call-in Number

Audio Passcode  
Enter your Audio Passcode

Audio Call Leader  
Enter your Audio Call Leader


**NOTE:** The platform will help manage registrations, but is not a webinar or webcast platform. You will still need to use your preferred tools for broadcasting your webinar (WebEx, GoToWebinar, Adobe Connect, etc.)

5. Enter the optional settings for a maximum number of registrants, target number, and customize the confirmation message that goes out to anyone who registers for your event.
6. In the Event Focus & Description tab, you will build your registration page. Select an image and type in a description to publish on your registration page. Include details like an overview of the event, list any special guests, or include information about the host.
7. Select the focus for the event: a target audience, any relevant verticals, and products of interest.
8. The section will allow you to customize information about you as the event host. If you added company description and a logo in your profile, it will appear here. You can personalize that description and publish it on the event registration page.
9. Click to PREVIEW your event registration page. You will have the opportunity to activate your registration page now, or save it and activate later.
10. Once you activate the event, the platform will generate a URL for your live registration page, and will allow you to send invitations to your event.

Your event registration page is now live! Track the registrants from your dashboard, or go to Manage > My Events from the navigation menu.

**NOTE:** You can manage the event registration page at any time by going to Manage > My Events and clicking to expand the event details. You will have the option to edit the event details, send more invitations, cancel the event, and view registrants.

The screenshot shows a web interface for managing events. At the top right is a green button labeled "CREATE AN EVENT". Below the header, there's a sub-header "Easily schedule, execute, and manage your events." and two tabs: "All Events (1)" and "Active (1)". A table lists events with columns for "TITLE", "START", "CREATOR", and "REGISTRANTS". One event, "Test event", is shown with social media icons, a start time of "12/5/2017 9:00:00 AM", and creator "Ana Collins". Below the table, a detailed view for the "Test event" is shown, including "Event Details" (Location: Virtual Event, Registration URL: https://100149.avtk-sites.com/Events/?code=29) and "Date" (Check-in: 12/5/2017 8:30 AM, Start: 12/5/2017 9:00 AM, End: 12/5/2017 12:00 PM). At the bottom are four green buttons: "ADD / VIEW REGISTRANTS", "SEND INVITATIONS", "EDIT EVENT", and "CANCEL EVENT".

TITLE	START	CREATOR	REGISTRANTS
Test event 	12/5/2017 9:00:00 AM	Ana Collins	

**Event Details:**  
Location: Virtual Event  
Registration URL: <https://100149.avtk-sites.com/Events/?code=29>

**Date:**  
Check-in: 12/5/2017 8:30 AM  
Start: 12/5/2017 9:00 AM  
End: 12/5/2017 12:00 PM

[ADD / VIEW REGISTRANTS](#) [SEND INVITATIONS](#) [EDIT EVENT](#) [CANCEL EVENT](#)