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**Native
Guide**

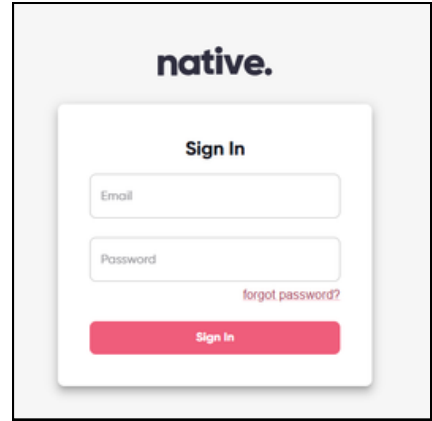
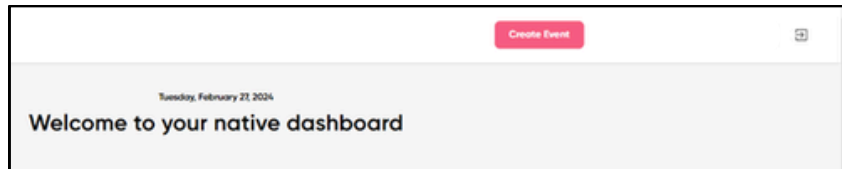
How to Set Up Your Events Online

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To set up any tickets for your student group's events we use Native. Find below our step by step guide of how to set up your event.

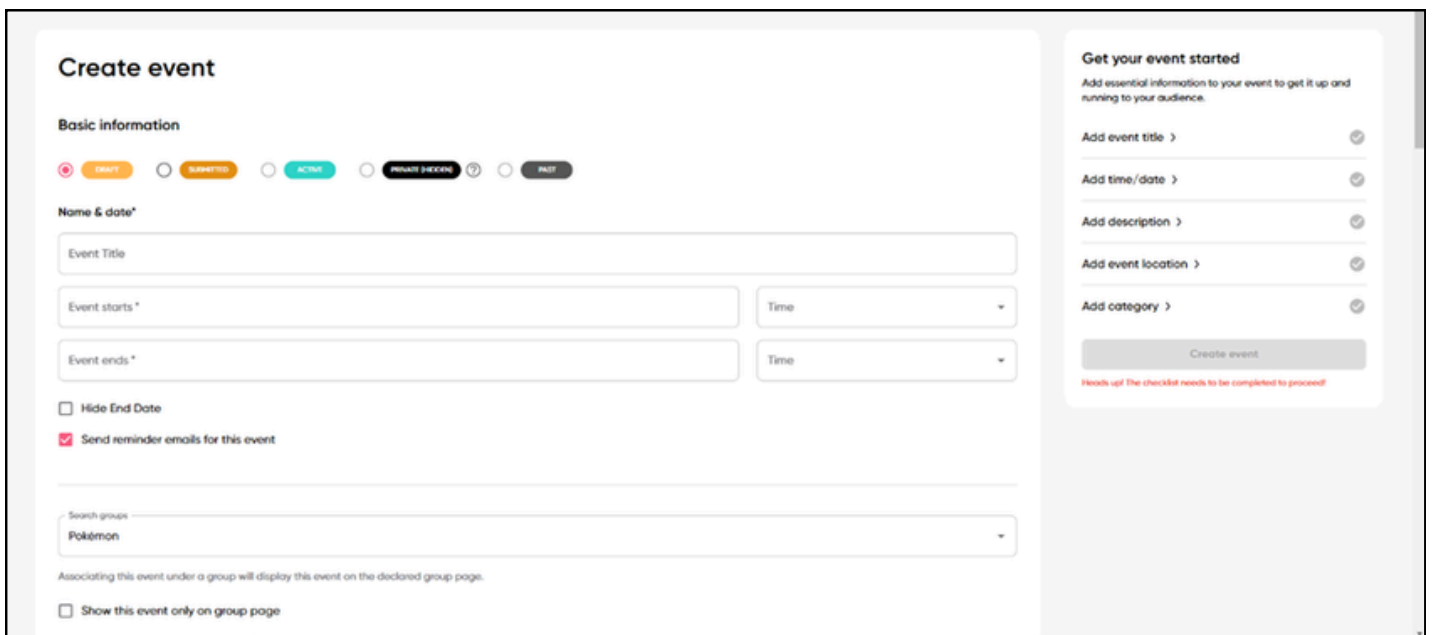
Step 1 - Logging On

- You will have been sent an email to set up your account.
- To Log In, visit promoters.native.fm
- Log On with your student uni email address and password (Not your username).
- If you have any problems with logging on contact studentgroups@ljmu.ac.uk.
- Click 'Create Event' on the top right of the page

A screenshot of the Native 'Sign In' form. It features the 'native.' logo at the top. Below it is a 'Sign In' heading. There are two input fields: 'Email' and 'Password'. A link for 'forgot password?' is located below the password field. A red 'Sign In' button is at the bottom.A screenshot of the Native dashboard header. It shows a 'Create Event' button in the top right corner. Below it, the date 'Tuesday, February 27, 2024' is displayed. The main heading reads 'Welcome to your native dashboard'.

Step 2 - Inserting the Info

- Insert the name of the event
- Insert what date and time, the event will start and end
- Insert your society's name in the Search Groups tab [if your society's name doesn't pop up, contact studentgroups@ljmu.ac.uk as you will not have been given access yet.]

A screenshot of the Native 'Create event' form. The form is divided into two main sections. The left section, titled 'Create event', contains a 'Basic information' header with a progress bar showing steps: DRAFT, SUBMITTED, ACTIVE, PRIVATE/PAID, and END. Below this is the 'Name & date*' section with fields for 'Event Title', 'Event starts*', 'Event ends*', and 'Time'. There are checkboxes for 'Hide End Date' and 'Send reminder emails for this event'. At the bottom is a 'Search groups' dropdown menu with 'Pokémon' selected. The right section, titled 'Get your event started', contains a checklist of items to be added to the event: 'Add event title', 'Add time/date', 'Add description', 'Add event location', and 'Add category'. Each item has a checkmark icon. At the bottom of this section is a 'Create event' button and a red note: 'Needs up The checklist needs to be completed to proceed!'.

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Step 2 - Inserting the Info

- Add a quick blurb of all the most important info under Short Description of your event e.g. "Get ready for the biggest event of the year!"
- Add all the other info under Event Description e.g. When, Where, Dress Code, Venue, what the tickets will include, Contact Details, any other FAQs.

The screenshot shows a web form for creating an event. On the left, there's a 'Short description of your event' section with a text input field and a 'Max 250 characters' note. Below it is the 'Event Description*' section with a rich text editor toolbar (bold, italic, underline, link, etc.) and a large text area. At the bottom left, there's an 'Add event image' section with an 'Upload image' button and a note '(min. 1200 x 729)'. Below that is the 'Event Location*' section with radio buttons for 'Search Venue', 'Add location manually', 'Digital event', and 'No Location'. On the right side, there's a 'Get your event started' sidebar with a checklist of items: 'Add event title', 'Add time/date', 'Add description', 'Add event location', and 'Add category'. Each item has a right-pointing arrow and a checkmark icon. At the bottom of the sidebar is a 'Create event' button and a red error message: 'Heads up! The checklist needs to be completed to proceed!'.

Step 3 – Add Event Image

- Insert either your society's logo or a personalised poster for your event.
- Make sure it fits the suggested image size: [min. 1200 x 729] as your image will be stretched or cropped if not.

Step 4 - Extra Info

- Click Add Location Manually and insert the Event's Location.
- Click which type of event it'll be under Event Type.
- Do not click on the Add to Recommended Section tab.
- Ignore Add Genre unless it's for a Music Event.
- Add any other tags that may help make your page for visible.
- Ignore Add Artists unless it's a Music Event.

The screenshot shows the 'Event Type' and 'Event discovery' sections of the form. The 'Event Type' section has a 'Native Categories' dropdown menu. The 'Event discovery' section has a checkbox for 'Add to recommended section' with a note: 'This option will display the event in any recommended section created.' Below that is the 'Add genre' section with a note: 'Add a genre so that your audience knows what type of event this is.' and a 'Music Genre' input field. The 'Add tags' section has a note: 'Incorporate tags to make your event more discoverable to your intended audience.' and a 'Tags' input field. The 'Add artists from spotify' section has a note: 'Show your audience who's performing by selecting artists directly from spotify.' and an 'Artists' input field.

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Step 5 - Event Policies

- Adding Event Policies are a really important area to include as it covers yourselves in case of any changes.
- Insert any FAQ or related important info that may come useful for any attendees under Event Policies. These may include:
- Plus Ones
- Refund Deadlines
- If Proof of ID will be needed.
- Last Entry/ Late Arrival
- Photography Notice
- Security Checks
- Behaviour

Event policies

Create policies to inform customers of additional information such as accessibility, entry requirements etc.

[Create new policy](#)

Event policy Actions

Type to search + Add to event Edit Delete

Policy title	FAQ Text	FAQ Event Template
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Step 6 - Confirm

- If you're happy with everything, click on the Finalise Changes button on the right hand side.

[Finalise changes](#)

You have unsaved changes that will be lost

Step 7 - Tickets

- Once you have completed the above tasks, you'll find a Ticket tab at the top of your page.
- Click on the Add Ticket tab

EVENT DETAILS **TICKETS** REP SCHEME SURVEY ADDITIONAL DETAILS ANNOUNCE YOUR EVENT

Maximum event capacity ? Maximum tickets per event ?

Event Tickets

Name Member Ticket	Price £ 47.5	Booking Fee £2.38	Buyers Total £47.50	Booking Fee Type Absorb	...
Quantity available 350	Ticket Sales from: 21/03/2024 16:10 to: 15/04/2024 13:45		Num questions 4	Sold Out No	
Name Plus One	Price £ 47.5	Booking Fee £2.38	Buyers Total £47.50	Booking Fee Type Absorb	...
Quantity available 100	Ticket Sales from: 21/03/2024 16:11 to: 15/04/2024 13:45		Num questions 4	Sold Out No	

[Add Ticket](#)

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Step 7 - Tickets

- Insert the name of the Ticket, this may be used to separate tickets for Members or Plus Ones or Early Bird Tickets.
- Insert any info regarding the ticket under Ticket Description
- Add how much it will cost.
- Make sure you click Absorb Booking Fee. This will mean that your society will receive the VAT booking fee as well as the cost of the ticket. If you click on Pass On, you will lose that amount.
- If you would like to allow students to transfer tickets if they no longer can attend the event then tick the Allow Transfers box.
- Set a deadline for when students will be able to transfer by, this may be because the venue will need to know seating plan or food requirements before a set date.

The screenshot shows the 'Ticket' form with the following fields and options:

- Ticket Name ***: Text input field.
- Ticket Description**: Text input field.
- Price ***: Text input field with value '0'.
- Currency**: Dropdown menu with 'British Pound' selected.
- Inc. VAT Rate ***: Dropdown menu with '20%' selected.
- ☐ Absorb Booking Fee
- ☒ Pass On Booking Fee
- ☐ Student Only
- ☒ Allow transfers
- FAQ url**: Text input field.
- ☐ When sold out only
- Ticket Transfer Deadline ***: Text input field with value '26/04/2024'.
- Time**: Dropdown menu with '18:00' selected.

The screenshot shows the 'Ticket' form with the following fields and options:

- Ticket Sales End ***: Text input field with value '27/04/2024'.
- Time**: Dropdown menu with '01:00' selected.
- Qty Available**: Text input field.
- Min Order Quantity**: Text input field with value '1'.
- Max Order Quantity**: Text input field with value '20'.
- ☐ Sold out
- ☐ Display ticket even if off-sale ?
- ☒ Allow Refund Requests
- Finance codes**: Section header.
- If your finance code is not split then enter into Nominal Code only. If your finance code is split then enter into Nominal, Department and Cost Centre Codes.
- Nominal code**: Text input field with value 'NOM2105, DEP719'.
- Department code**: Text input field.
- Cost centre**: Text input field.
- More options +**: Text input field.
- Save**: Button.

- Set a time of when ticket sales must end. For any large events e.g. balls, we suggest at least 1 month before the date of the event.
- Insert how many tickets one person can purchase.
- Under Finance Codes, your society's code should be there. If not do not worry as staff will insert this when reviewing your application.
- If you're happy, click and save. Repeat for any other ticket types you want to set up.
- Back on the main tab for Tickets, make sure that the maximum event capacity is the same as the number of tickets you are selling.
- Once you're happy click on Finalise Changes.

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Step 8 - Submit

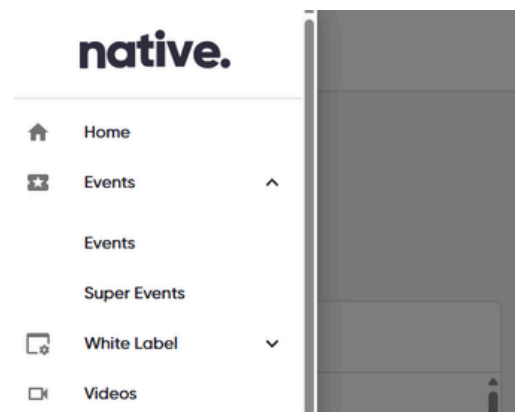
- Return onto the Event Details Tab and click Submitted on the top of the screen for it to be sent to JMSU for approval.
- Send an email to studentgroups@ljamu.ac.uk, to request for it to be approved, this will help your event to be reviewed and approved quicker.

Basic information



Step 9 - Review Sales

- To review your ticket sales, on the left hand side on the main page, there is a tab to open the following options.
- Click on Events.
- Here you can review all of your live and past events. Click on the required Event.
- On the next page, click report and it will show you how many tickets have been sold and how much money has come into your groups' social account.
- Click on Orders and it will show the name, contact details and type of ticket sold.



Status

All

Name

Group

From

Linked imported event Id

Groups types

Search

Clear filters

Id	Status	Name	Location	Start at	Group	Imported
223100	PAST	Pokémon TCG Painting Night!	Room 304, Student Life Building	Wed 13/03/2024 18:00 GMT	Pokémon	No
223405	PAST	AGM + Chill Hangout Social	Room 304, Student Life Building	Wed 06/03/2024 18:00 GMT	Pokémon	No

SUMMARY

ACTIVITY LOG

ORDERS

REPORT

Overview

Total Revenue

£22.50

Total Sales

5

Total Check Ins

00%

Total Allocation

20

Tickets

Upload External Tickets

Export Tickets

☐ Include ticket questions

Ticket Type	Total Sold	Price	Face Value	Booking Fee	Sales	Amount Due
Christmas Meal Ticket	5 / 20	£5.00	£4.50	£0.50		£22.50
Summary	5 / 20					£22.50

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To Increase Ticket Sales, Consider:

- Allowing 2-4 weeks to sell tickets and promote your event.
- Make sure you have made all necessary plans and bookings first.
- Set a pricing and promotions strategy, for example incentives or early bird ticket offers.
- Set a member's price and non-members price. This will also help to drive your membership sales.

Marketing - Some top tips on marketing your event and reaching a bigger crowd!

- Email your members through the Students' Union website.
- Be sure to include the Students' Union in your social media activity, tag us in posts or set a society or event Hashtag to keep track of the activities. You can design marketing materials with free software such as Canva which can then be put up in designated areas around campus.
- Pair up with another student group and collaborate on a joint event (after all, two heads are better than one, right?)
- Consider booking a stall on campus or at a university event, talk to students and staff. This is a great way to not only promote your events and activities but promote your society too!
- Reach members with regular reminders by email and social media - make sure people don't forget that the event is coming up and give people with specific accessibility needs plenty of time to plan their journey.

If you have any problems with setting up an event on Native, send an email to studentgroups@ljmu.ac.uk with any questions or book a meeting where one of our members of staff can set it up with you.

