

This guide incorporates an event checklist and can be used for all types of school events, including valedictorian dinners, concerts, formals and more.

Create your event

The first step, if you haven't already done so, is to create your event on TryBooking.

1. You can set up your event as early as you like. The booking date that you set determines when it actually goes live, but you can also change that date at any stage.
2. If you used TryBooking last year and the venue is still exactly the same this year, consider reviewing last year's event (via the Make a Booking link) and see what needs to be changed for this year.

If it only requires minimal changes, you can clone last year's event using Clone Events: trybooking.com/learn/cloning-an-event

3. If your venue this year is different, **do not clone it** and **do not setup** until you have added in your seating plan. If you would like assistance with adding your seating plan, call or email us (contact details are at the end of this guide).
4. If you need to create a new event, take a look at [Setting up a basic event on our Learning Centre: trybooking.com/learn/setting-up-a-basic-event/](https://trybooking.com/learn/setting-up-a-basic-event/)

Pre-Sales Checklist

After you've created your event, click on Make a Booking from your account dashboard. Click through your event up to the shopping cart, and make you that you have:

- Ensured that your event is set to public or private depending on what you require (see [here](#) for more details).
- Checked your emails and other communications with guests and clicked on your Event URL links to ensure they are working properly.
- Any relevant passwords for early birds or specific year levels set up and ready to use.
- Checked the opening date/time from your event homepage, and **considered daylight savings if applicable.***
- Branded your booking page with items such as logos, which helps assure parents and guests that they are booking for the right event.
- The correct event date(s) and time(s) listed.
- Listed the correct ticket prices.
- Checked that your family or group tickets have the right quantity on them.
- The correct seating plan (especially if your venue has changed).
- Reserved your VIP seats.
- Added the student's name (if you're selling DVDs).

***If you are in a State that has daylight savings and your event is set to open on or after Sunday, October 1st, 2017, follow this [guide to checking your daylight savings settings: trybooking.com/learn/changing-to-daylight-savings-time/](https://trybooking.com/learn/changing-to-daylight-savings-time/).**

Adding DVD orders to ticket sales

If you plan to sell DVDs of your school concert or graduation dinner, you can take DVD orders from attendees during the ticket buying process. This is a great way to save time on manual orders/paperwork.

On TryBooking, you can take orders, collect payment, communicate delivery dates and more, all in the one transaction.

Learn how to combine DVD orders with ticket sales: trybooking.com/learn/seating-plans-overview/adding-merchandise-to-a-seated-event/

Other tips & strategies

Keep parents happy and reduce your own workload with some of these strategies:

-  **Open ticket sales early in the morning.**
Publish the opening date of ticket sales, but not a specific time. Consider opening sales between 2-6am so that enthusiastic guests can book early, reducing a 'rush' later on.
-  **Avoid inconvenient hours.**
Avoid opening ticket sales during hours where parents are likely to be busy – for example, when they are dropping the kids off to school at 9am on a weekday! Find a window that best suits their schedule, and you'll receive less phone calls from upset parents who've missed out on their preferred tickets.
-  **Make it easy for parents and students to book.**
Publish your event URL on your school newsletter, social media or emails. Choose from **many different types of embeddable widgets** to start the ticket sales process on your own website.
-  **Remind parents that most venues have great seating throughout.**
They don't have to rush to buy front row seats or tables. The best spots are often a few rows back!
-  **Clone your event from last year.**
You can easily duplicate previous events and then update them, rather than starting from scratch. If your venue plan has changed however, **do not clone** last years event. Please recreate it again, picking up the new venue template. Learn more about cloning events [here](#).
-  **Communicate clearly with your guests so that expectations can be managed.**
If spaces are limited or are first in first serve, make sure to communicate that clearly to all guests. For events like formals, it may be better to let students book tables amongst themselves; you can still shift bookings if last minute changes occur.

If you would like more tips, feel free to contact us. We can also review your event before it goes live, if you wish. Let's make your concert one to remember!

Guest communication

Share your unique event URL (found under Booking URL Information). But first, check the link is correct by clicking and seeing if it takes you to your booking page. Please **do not** make the search on TryBooking for your event.

You can share the URL on your e-newsletters or social media. You can also add **embeddable widgets** to your own website to start the booking process from there.

Use the **email buyers tool** (found under Options) to easily send your ticket buyers updates to the event as you go.

Learn about adding widgets: trybooking.com/learn/integrations/widgets/

Learn about the email buyers tool: trybooking.com/learn/email-buyers/

Contact us for any questions

Email: info@trybooking.com

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