

# Tools to Manage & Promote Your Events

Use these apps to be sure people benefit from your trainings, networking offerings, fundraisers, and other events.

By Amy Sample Ward

Posting your event details online can be tricky. Are you including enough information, links, registration details, and social sharing options? Are you posting the information on a Web page where people will be sure to find it? Many software applications exist to help manage your events, from planning to recruitment, communication, and engagement. First, ask yourself: Do you have any existing systems that you want to integrate with this process? For example:

- Would you like to connect a database to the online registration process? This may be especially useful if you're collecting event fees.
- Do you want to have tailored communications before, during, or after the event that should come through your existing e-mail marketing system?
- Would you like event participants to access exclusive or private content ahead of the event or after it's over? Do you need to share that permission through your Web site?

Let's take a look at three tools that may help with your event promotion. You'll need to evaluate your own technology capacity, of course, but these tools could be what you need to get your next event seen by more people, shared by more registrants, and bringing in more new supporters.

**Eventbrite** (<http://eventbrite.com/>) is an online tool for posting events, selling tickets, and more. One feature is the option to sell tickets at different price levels (speakers versus attendees, full table versus a single seat, full event and single day tickets, and so on). You can connect all your events (past and future) to the same organizational profile for easy browsing by potential attendees. You can send communications to registrants, reminding them of the event or thanking them for coming. The pricing structure is based on your ticket sales, so if you have a free event, the tool is free to use. If you charge participants, then you pay a percentage of each

“These tools could be what you need to get your next event seen by more people.”



“If you have a free event, the tool is free to use.”

registration as well as a payment processing fee. Eventbrite has complimentary mobile apps for your phone or tablet to assist with attendee check-in, too!

**Try it out today at [eventbrite.com](http://eventbrite.com)**

**Meetup** (<http://meetup.com/>) is an especially valuable tool if you have events that happen regularly or a community of supporters organizing with you. Using Meetup, you can create a profile that operates like an online group where other users can join you, register for events you post, and even post messages for discussion. You can also send messages by participation level — for example, messaging those with a “maybe” RSVP status for an upcoming event or all those that had RSVPed “yes” to a past event. Meetup has a small monthly or yearly fee for use.

**See if Meetup works for you at [meetup.com](http://meetup.com)**

**amiando** (<http://amiando.com/>) is the most all-inclusive offering in this list, including aspects that the other tools have, like event registration and attendee messaging, and adding functionality for speakers, management, and beyond. The payment structure is the same as Eventbrite, with free events requiring no fee to post. Because it's used worldwide, it includes support for a wide range of languages. You also have the option to integrate your ticket sales through amiando directly with your Web site to support a seamless experience for your supporters. It's also easy to see how your event is doing with built-in online statistics and charts.

**Learn more today at [amiando.com](http://amiando.com)**

Amy Sample Ward ([amy@nten.org](mailto:amy@nten.org)) is CEO of NTFN: The Nonprofit Technology Network and author of *Social Change Anytime Everywhere*.