

## How to Incorporate Eventbrite Events within IQ

**Market:** Federal/State/Local, House, Senate

**Module:** Events

**Purpose:** The purpose of this guide is to provide instructions on integrating Eventbrite with IQ and to provide examples of customer use cases to highlight the benefits of the integration.

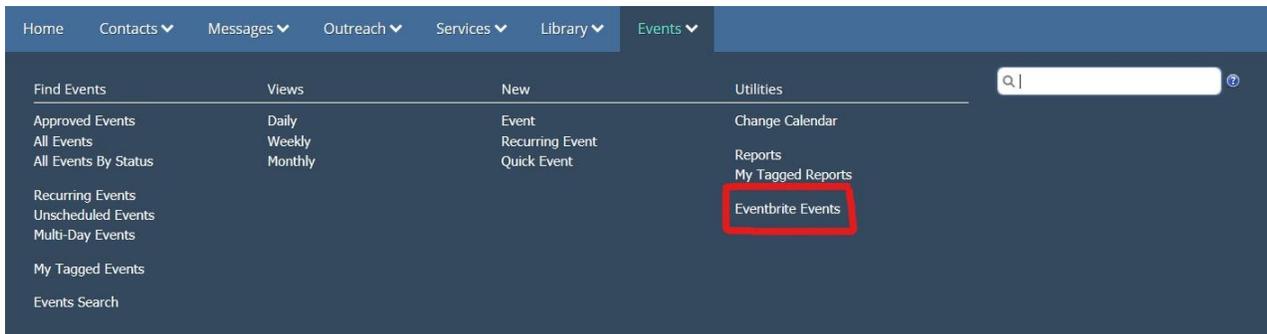
### Key Benefits

Eventbrite is a third-party tool that allows users to create, track, and pull ancillary data of events. IQ has the capability to establish an Application Programming Interface (API) connection with Eventbrite. As a result of this integration, organizations have seamless use and access to Eventbrite data within in IQ, which streamlines the management of their business events.

To configure the IQ-Eventbrite integration, contact your organization's IQ Consultant.

### Entering Eventbrite Data into IQ

- Once your Eventbrite account is connected to IQ, a new hyperlink entitled **Eventbrite Events** will be visible in the **Events** module. This link contains all the Eventbrite events you created including their statuses (i.e. draft, live, completed) and other related data.



- When an event is initially created in Eventbrite, clicking the event link in IQ will open it in Eventbrite. You will need to create a corresponding IQ event for each Eventbrite event to pull its data. To create an IQ event, click **IQ Event**.



3. You will be prompted to add the event to the calendars of IQ users.

**Add Eventbrite Event to IQ Calendar**

Calendar

Save
Cancel

4. An additional link entitled “IQ Event” now appears underneath the title of the Eventbrite event. If you need to navigate directly to the Eventbrite page, simply click the title next to the Eventbrite logo.

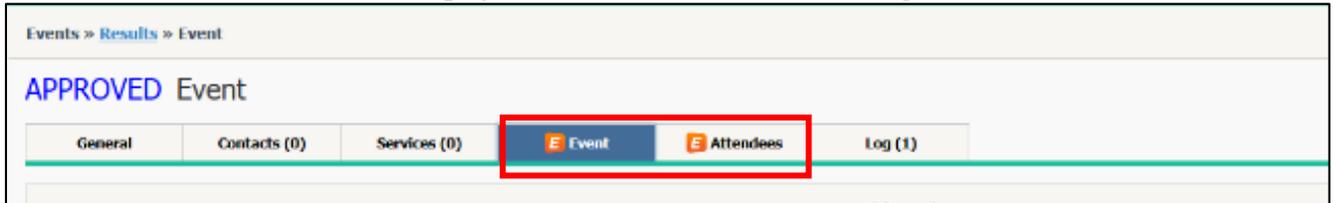
Eventbrite Tickets	Retrieve Attendees	(ID# 222) 3
<div style="border: 2px solid red; display: inline-block; padding: 2px;"> <span style="background-color: #0056b3; color: white; padding: 2px 5px;">E</span> </div> <div style="border: 2px solid red; display: inline-block; padding: 2px;"> <a href="#">IQ Event</a> </div>	<b>Starts:</b> 5/22/2021 - 7:00pm America/New_York <b>Ends:</b> 5/22/2021 - 10:00pm <b>Status:</b> live <b>Venue:</b>	<b>Created:</b> 4/12/2021 - 4:25pm <b>Revised:</b> 4/12/2021 - 4:27pm <b>Registered:</b>
<span style="background-color: #0056b3; color: white; padding: 2px 5px;">E</span> <b>Cyclists For Street Safety Town Hall</b> Congresswoman Smith to speak to bike safety advocates at t...		

**NOTE:** Any discrepancies of the event metadata between the two platforms (Eventbrite and IQ) are indicated by the red text underneath the “IQ Event” link.

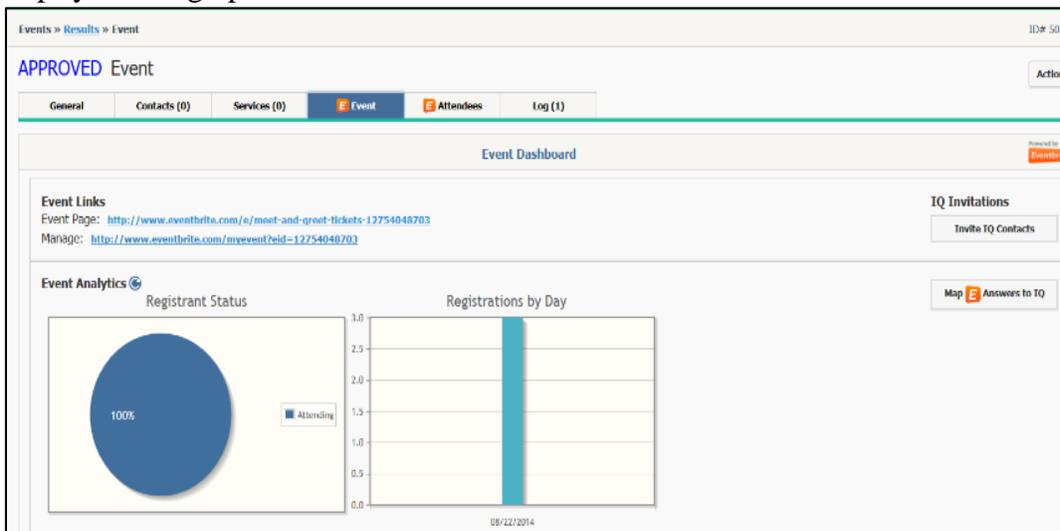
Eventbrite Tickets	Retrieve Attendees	Update IQ Event	(ID# 243) 1
<div style="border: 2px solid red; display: inline-block; padding: 2px;"> <span style="background-color: #0056b3; color: white; padding: 2px 5px;">E</span> </div> <div style="border: 2px solid red; display: inline-block; padding: 2px;"> <a href="#">IQ Event</a> </div>	<b>Starts:</b> 8/20/2021 - 8:00am America/Los_Angeles <b>Ends:</b> 8/20/2021 - 11:30pm <b>Status:</b> live <b>Venue:</b> Equestrian Center, 905 Arlington Drive, CA	<b>Created:</b> 4/12/2021 - 4:56pm <b>Revised:</b> 4/13/2021 - 12:15pm <b>Registered:</b> 1	
<span style="background-color: #0056b3; color: white; padding: 2px 5px;">E</span> <b>Orange County Fair</b> The IQ event has differences in: location We're so happy to be hosting this year's OC Fair! We hope t...			
Eventbrite Tickets	Retrieve Attendees	Update IQ Event	(ID# 241) 2
<div style="border: 2px solid red; display: inline-block; padding: 2px;"> <span style="background-color: #0056b3; color: white; padding: 2px 5px;">E</span> </div> <div style="border: 2px solid red; display: inline-block; padding: 2px;"> <a href="#">IQ Event</a> </div>	<b>Starts:</b> 7/16/2021 - 7:00pm America/New_York <b>Ends:</b> 7/16/2021 - 10:00pm <b>Status:</b> live <b>Venue:</b> Madison Square Garden, 4 Pennsylvania Plaza, NY	<b>Created:</b> 4/12/2021 - 4:49pm <b>Revised:</b> 4/12/2021 - 4:51pm <b>Registered:</b>	
<span style="background-color: #0056b3; color: white; padding: 2px 5px;">E</span> <b>NYC Board of Education Town Hall</b> The IQ event has differences in: location Summer NYC Board of Education event to hear parent conce...			

## Viewing Event Analytics

1. An Eventbrite record in IQ will display two tabs with the Eventbrite logos: **Event** and **Attendees**.



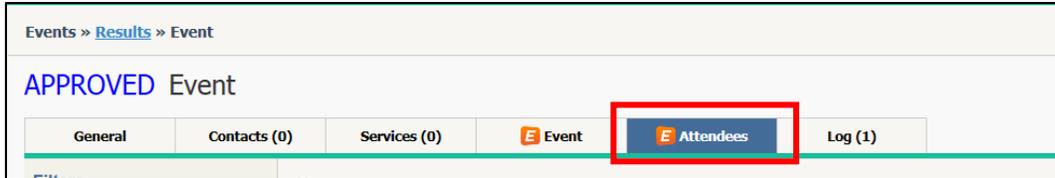
2. Click the **Event** tab to view the event dashboard.
3. Any customized registration questions that are part of the Eventbrite order form (**note**: this feature is only available via paid Eventbrite accounts) and their responses are automatically populated in IQ and displayed in a graphical format.



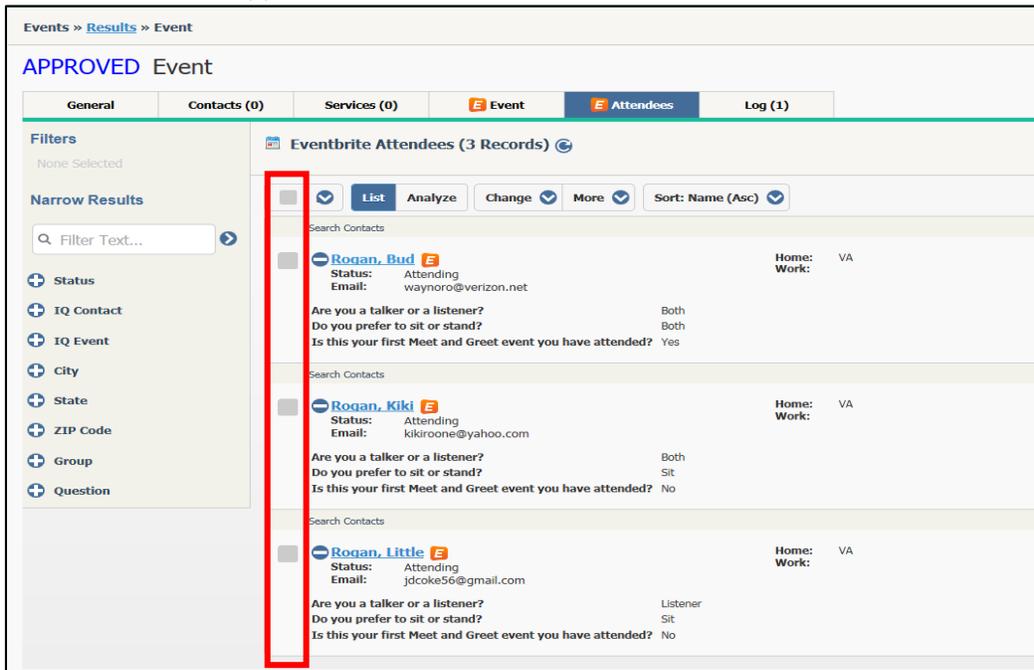
4. Select the **Map Answers to IQ** button at the right side of the page to align registration responses with affiliation codes in IQ and to automatically update the contact records with applicable tags.

## Linking/Adding Event Attendees as IQ Contacts and Conduct Outreach

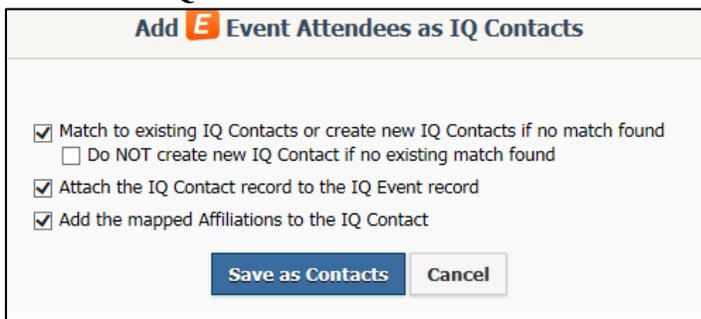
1. Click the **Attendees** tab to add an Eventbrite attendees as IQ contacts.



2. Select the attendee(s).



3. Click **Change > Add as IQ Contact**. If the attendee's contact information is stored in IQ, you can map their information to their existing IQ contact record. Otherwise, you can automatically create a new contact record. These two options are accomplished by checking **Match to existing IQ contacts or create new IQ Contacts if no match found**.



**NOTE:** The *Do NOT create new IQ Contact if no existing match found* option prevents IQ from automatically creating a new record.

## Creating an Outreach Activity using Contacts

1. Select the contacts to include in your outreach activity's target audience. Select **New > Outreach**.

The screenshot shows a contact list with two entries: 'Quorum, Mr. Tom' and 'Quorum, Alyssa M.'. A dropdown menu is open over the 'New' button, listing options: eNewsletter, Targeted Mailing, Outreach (highlighted with a red box), Mass Mailings, Mass Text, Service, Event, and Existing Event. The right side of the interface shows summary statistics for messages, outreach, and services for each contact.

Contact	Messages	Outreach	Services
Quorum, Mr. Tom	(Open: 58 Completed: 93)	(Open: 0 Completed: 3)	(Open: 24 Completed: 6)
Quorum, Alyssa M.	(Open: 1 Completed: 20)	(Open: 0 Completed: 0)	(Open: 4 Completed: 3)

2. This will create a message record. From this record, you can conduct any outreach or message-related processes such as sending a Form Letter.

The screenshot shows a message record for 'Approved Message for Mike Quorum'. The interface is divided into 'Message' and 'Detail' tabs. The 'Message' tab is active, showing fields for 'Outgoing' (US Mail), 'Postal Address' (7993 Quantum Dr Vienna, VA 22182-4069), 'Issues' (Select issues...), 'Form Letter' (No Letter selected), 'Batch' (No batch selected), 'Envelope' (No envelope selected), and 'Attachments' (Previous Text Search...). The 'Detail' tab shows 'Date In: 4/16/2021', 'Incoming: No Incoming', 'Created By: Lori Zeoli', 'Assigned To: Lori Zeoli', 'Priority: None', and 'Salutation: Mike'. There is also a 'Message Comments' section with an 'Add comments...' field and a 'Discussion' section with an 'Add Discussion message...' field. A 'Post' button is visible at the bottom right.