



TICKETSOCKET S.O.P  
CREATING AN EVENT

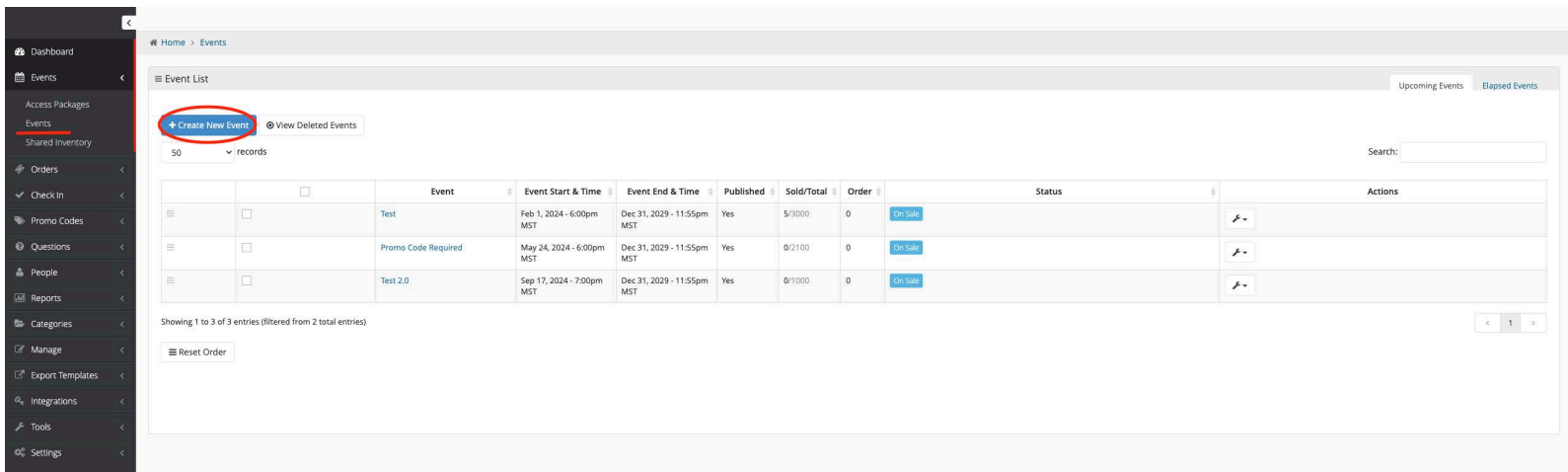


## STEP 1

# CREATING OR DUPLICATING AN EVENT

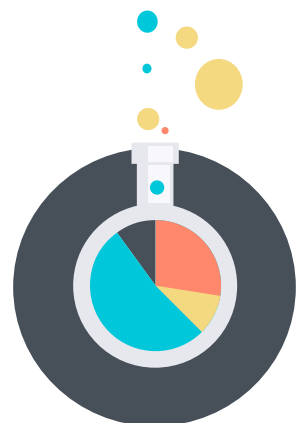
Once you've logged into your TicketSocket site, you can start creating events!

First you'll want to select **Events** from the left menu, as shown below

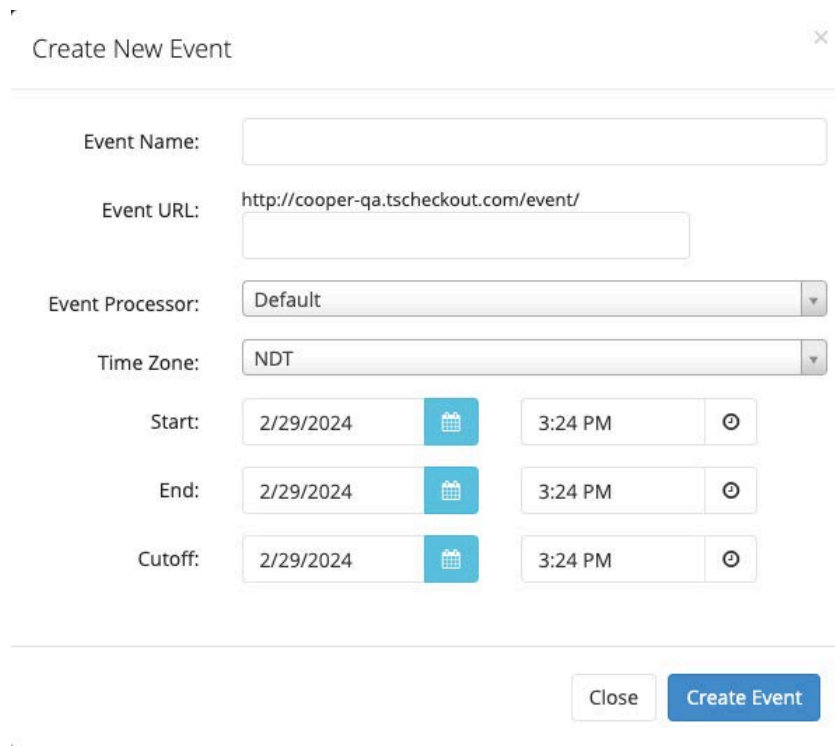
A screenshot of the TicketSocket web application interface. On the left is a dark sidebar menu with various navigation options. The 'Events' option is highlighted with a red circle and a red arrow. The main content area shows the 'Event List' page. At the top of this page, there are two buttons: 'Create New Event' (highlighted with a red circle and a red arrow) and 'View Deleted Events'. Below these buttons is a search bar and a table of event entries. The table has columns for Event, Event Start & Time, Event End & Time, Published, Sold/Total, Order, Status, and Actions. Three event entries are visible in the table.

Event	Event Start & Time	Event End & Time	Published	Sold/Total	Order	Status	Actions
Test	Feb 1, 2024 - 6:00pm MST	Dec 31, 2029 - 11:55pm MST	Yes	5/3000	0	On Sale	[Edit] [Delete]
Promo Code Required	May 24, 2024 - 6:00pm MST	Dec 31, 2029 - 11:55pm MST	Yes	0/2100	0	On Sale	[Edit] [Delete]
Test 2.0	Sep 17, 2024 - 7:00pm MST	Dec 31, 2029 - 11:55pm MST	Yes	0/1000	0	On Sale	[Edit] [Delete]

Once you click Events, you'll be taken to the Event List, where any events you've created will show. On the Event List, click the **“Create New Event”** button and a screen will pop up asking you to enter the basic event information.



Once you've entered the basics for your event, click the **Create Event** button and you'll be taken to the **Edit Event** page, where you can customize the event further!



The screenshot shows a modal window titled "Create New Event" with a close button (X) in the top right corner. The form contains the following fields:

- Event Name:** A text input field.
- Event URL:** A text input field with the value "http://cooper-qa.tscheckout.com/event/".
- Event Processor:** A dropdown menu with "Default" selected.
- Time Zone:** A dropdown menu with "NDT" selected.
- Start:** A date and time selector showing "2/29/2024" and "3:24 PM".
- End:** A date and time selector showing "2/29/2024" and "3:24 PM".
- Cutoff:** A date and time selector showing "2/29/2024" and "3:24 PM".

At the bottom right of the modal, there are two buttons: "Close" and "Create Event".

In addition to creating a blank event, if any events already exist in your system, you can click the Action menu and select the "Duplicate" option.

This will open up a modal very similar to the "Create Event" modal where you will be asked to enter an Event Name, URL, Event Processor, Time Zone, Start Date/Time, End Date/Time and Cutoff Date/Time. Once you click the "Save Changes" button on this modal, you will be taken to the edit event page with all of the information duplicated from the previously created event.

*The Edit Event Page is broken up separate categories, each in their own tab.*



## STEP 2

# ENTER YOUR EVENT DETAILS

## GENERAL

The first tab you'll be taken to after creating your event will be the General tab, and I will explain what each of the fields on this page are for, starting from the top of the page.

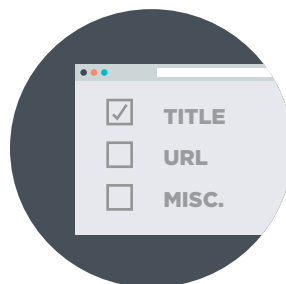
### Event Title

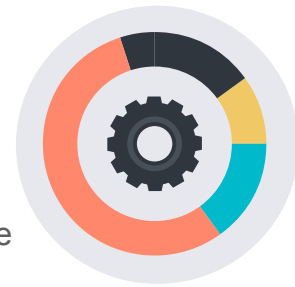
This is the title of your event, and will be displayed on the frontend the customer sees and the admin pages.

### Event URL

This field will be automatically populated by taking the Event Title and removing any unusable characters. There is also the "Override URL" button to the right of this field which allows you to link your event to any outside URL.

For example, if you clicked Override URL and entered in "http://www.ticketsocket.com" clicking on that event from the frontend event list would take you directly to http://www.ticketsocket.com instead of taking you to the Event Details page of your event.






## Long Description

Any text entered on this page will show up on the Event Details page that the customer will see once they've selected that event.

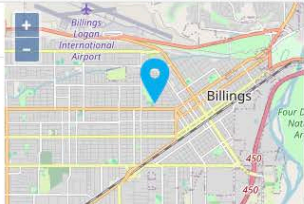
← **Test**  
February 1st, 2024 @ 6:00pm MST

\$2.50 [Buy Tickets!](#)



**Where**


Daylis Stadium  
401 Grand Ave  
Billings, Montana 59102  
[View Map](#)



**When**

February 1st, 2024 @ 6:00pm MST

**Media**



**About this event**

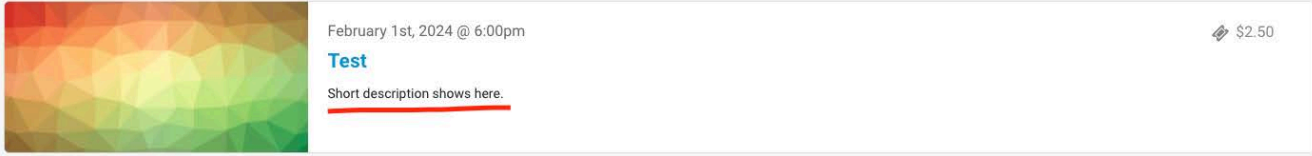
Long description shows here.

## Short Description

This field is for a quick blurb about the event. If any text is entered here, it will show on the frontend event list that the customers see.

List **Calendar** Chronological

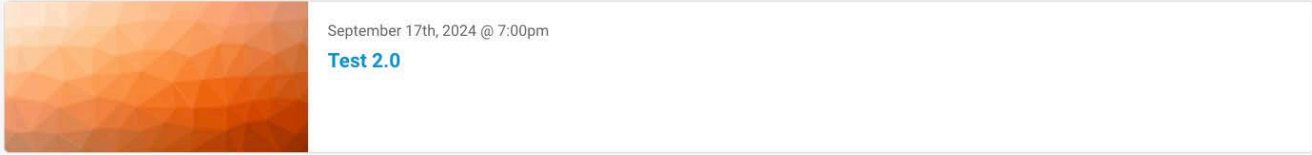
Find Events



February 1st, 2024 @ 6:00pm \$2.50

**Test**

Short description shows here.



September 17th, 2024 @ 7:00pm

**Test 2.0**



## Event Tags

Labels or keywords that can be assigned to events for organizational purposes. These tags can help in categorizing and searching for events. Event Tags are mostly used to group events based on themes, locations, event types, or any other relevant criteria.

CHARS: 25 WORDS: 4 POWERED BY JODIT

Tags

Event Tags

Separate tags with a tab or comma.

Dates

Event Start Date: 2/1/2024 6:00 PM

Event Start Date: 2/1/2024 6:00 PM

Start Date Format: February 1st, 2024 @ 6:00pm

Event End Date: 12/31/2029 11:55 PM

End Date Format: Hide

Event Online Sales Cutoff \*: 12/31/2024 11:55 PM

Cutoff QTY: 0

Show Cutoff Time:  Show

Registration Opens: 2/1/2024 6:11 PM

## Event Online Sales Cutoff

The date and time selected for these fields will determine when the event will cutoff online sales. Once this date and time have passed, all ticket types in the event will be set to “Not on Sale”.

## Cutoff QTY

If an amount is entered into this field, ticket types will be set to “Not on Sale” once the cumulative sales for the event have reached this number. For example, if you have entered 100 for the Cutoff QTY and you have sold 50 GA ticket types and 50 VIP ticket types, all ticket types in the event would be set to “Not on Sale”.

## Show Cutoff

If this box is checked, the date and time you’ve selected for the Event Online Sales Cutoff will be displayed to the customer on the event page.

← Test February 1st, 2024 @ 6:00pm MST \$5 - \$10 Buy Tickets!

**Where**  
 Daylis Stadium  
 401 Grand Ave  
 Billings, Montana 59102  
[View Map](#)

**When**  
 February 1st, 2024 @ 6:00pm MST

**Media**

**About this event**  
 Long description shows here.

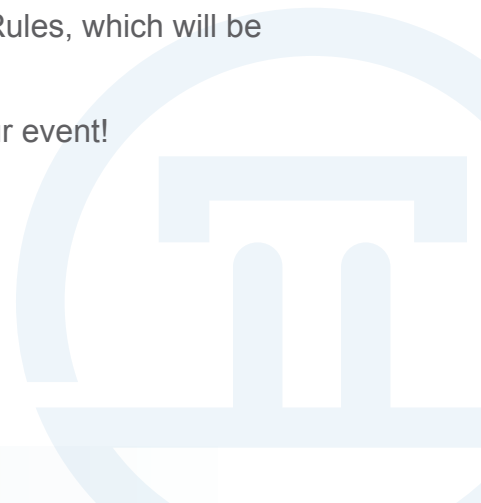
## Venue and Address Information

If you have a specific venue for your event, you can enter in the Venue Name, Street Address, City, State/Province and Postal Code. Next to each of these fields there is a box for “Show”. If that box is checked, these will be displayed on the event page for the customer to see. If you want a map to show where exactly the venue is, turn the Embed Map on. Once you save the page after entering in your Venue and Address information, the Latitude and Longitude fields will automatically be filled out to display a Google Map location of the Venue and Address.

## Time Zone

The Time Zone selected here will be displayed to the customers on the front end and on their receipts/e-tickets. In addition to displaying to the customer, this will control the time zone used by the Ticket Type Price Change and Sales Rules, which will be explained later on.

Please be sure to select the correct Time Zone for your event!





## Event List Ordering

This feature gives the ability for event organizers to control the order in which events are displayed on their event listing page.



The screenshot shows an event listing interface with a search bar and navigation tabs. The event cards are as follows:

Image	Date & Time	Event Name	Price
	February 1st, 2024 @ 6:00pm	Test	\$5 - \$10
	September 17th, 2024 @ 7:00pm	Test 2.0	
	May 24th, 2024 @ 6:00pm	Promo Code Required	
	March 8th, 2024 @ 11:56am	2024 Season Ticket	\$125 - \$200

## On Sale

If this is toggled ON, all ticket types can be purchased by the customer. If this toggle is turned OFF, all ticket types in the event will be set to “Not on Sale” and cannot be purchased on the front end by customers.

## Not on Sale Text

Any text entered into this field will be displayed for the ticket types when they are no longer on sale. If no text is entered, it will display the default text “Not on Sale”.

The screenshot shows the event detail page for 'Test' on February 1st, 2024 @ 6:00pm MST. The page includes a photo of a football game, a map of Daylis Stadium, and a 'Not on Sale' status indicator.

**Event Details:**  
Event Name: Test  
Date & Time: February 1st, 2024 @ 6:00pm MST  
Price: \$2.50  
Status: Not on Sale

**Location:**  
Where: Daylis Stadium, 401 Grand Ave, Billings, Montana 59102  
View Map

**When:**  
February 1st, 2024 @ 6:00pm MST

**Media:**  
Includes a small image of the stadium.

**About this event:**  
Long description shows here.





### **Published**

Turning this to On will mean that your event is published, and can be accessed by the event list or directly by the Event URL. If Off is selected, the event will be hidden from the event list and cannot be reached by its direct Event URL.

### **Promo Code Required**

Activating this feature will require the customer to enter a promo code to access and view the event.

### **Invite Only Event**

If this is turned ON, this means the event is only available to customers who have the URL specific to this event. This event will not show in your Event List.

### **Hide on Event List**

Checking this box will hide your event from the frontend event list, but the event can still be accessed by going to the direct Event URL. This is a great way to sell tickets to your private event to only the people who have been sent the direct event URL.

### **Hide on Quick Sale**

Checking this box will hide your event on the Quick Sale Box Office. If this is selected, tickets can still be purchased regularly on the front end by customers. For example, you may want to use this if you have separate staff making Box Office orders over the phone, but you do not want them making Box Office sales for this event.



## STEP 3

# ADDING TICKET TYPES

## TICKET TYPES

≡ Edit Event ↩ Save Cancel

General

Ticket Types Add New Tier +

Shipping

Ticket Rules

Bulk Pricing

Appearance

Receipts & Confirmations

Questions

Categories

Attendees

Marketing

Change Order

Analytics

ID	Ticket Type	Price	Sold	Status	Actions
Add New Ticket Type +					
	Ticket Type Name	Price	Max Qty	Status	Shipping
	Name of Ticket	\$ 0.00	0	On Sale	---

Create or Cancel

↩ Save Cancel

### **Ticket Type Name**

The text entered here will be displayed in all instances the Ticket Type would be shown, whether on the checkout page, the receipt, or the e-tickets.

### **Price**

The price entered here is the amount that will be charged for your ticket type when a purchase is made.



### **Max Qty/Sold**

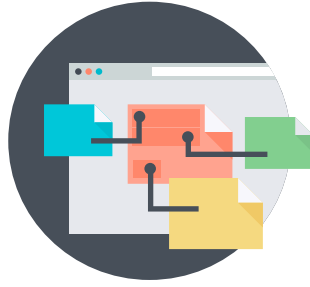
The number entered here will be the maximum quantity that can be sold for this ticket type. For example, if 100 is entered here, the ticket type will no longer be on sale after 100 have been sold.

### **Status**

Here you have the ability to select On Sale or Not On Sale before your ticket type is created. This can be useful if you're adding new ticket types to an event that's already been on sale, but you wouldn't like anyone to purchase this new ticket type quite yet.

### **Shipping**

This field will allow you to select your shipping options for the ticket type. For example, you can select "E-Ticket" if you would like an E-Ticket to be sent out with every purchase of that ticket type. Any custom Shipping options created manually will also be available here.



≡ Edit Event ↻ Save Cancel

General

Ticket Types Add New Tier +

Shipping

Ticket Rules

Bulk Pricing

Appearance

Receipts & Confirmations

Questions

Categories

Attendees

Marketing

Change Order

Analytics

ID	Ticket Type	Price	Sold	Status	Actions
Ticket Type Name	Price	Max Qty	Status	Shipping	
Name of Ticket	\$ 0.00	0	On Sale	---	Create or Cancel

↻ Save Cancel

Once you've entered in the Ticket Type Name, Price, Max Qty, and Shipping you can click the "Save" button to the right of these fields to create that Ticket Type. If you decide you'd like to cancel this ticket type, you can click the Cancel button.

Once your Ticket Type has been created, you have many different options to customize this ticket type. To edit this ticket type, you'll want to click the "Edit" button to the right of the page under the "Actions" column.

## Ticket Tiers

Ticket Tiers allow you to group multiple ticket types together and even limit the inventory across multiple ticket types. To add a ticket tier, you can click on the button in the top right "Add New Tier" From there, you may fill the following out.

### Name

This is where you will enter in the name of the ticket tier.

### Ordering

Tiers are ordered from lowest to highest ordering value. Enter in the number place of this tier.

### Color Code

Select the color that you would like the tier to have. This color will change how the heading of this ticket category looks on the checkout. Hint: Pick a bold color with good contrast.

### CSS Class

This step is optional - this CSS class name will be added to the ticket type for customized style sheets.

### Total Quantity

The total inventory set here will limit the cumulative total sold across the ticket types in this tier.

### Ticket Types

Select which ticket will appear in this category. Ticket types can only be included in a single group.

The screenshot shows the 'Edit Event' interface with a table of ticket tiers. The table has columns for ID, Ticket Type, Price, Sold, Status, and Actions. There are two main tiers: 'Match Day' (blue) and 'Season Ticket' (red). The 'Match Day' tier includes 'Adult', 'Student', and 'Senior' ticket types. The 'Season Ticket' tier includes a 'Season Ticket' type. Green arrows point to the 'Add New Ticket Type +' buttons for each tier. The interface also includes a sidebar with navigation options and 'Save' and 'Cancel' buttons at the top and bottom right.

ID	Ticket Type	Price	Sold	Status	Actions
<b>Match Day</b>					
2	Adult	\$5	5/3000	On Sale	↕ Edit
9	Student	\$5	0/1000	On Sale	↕ Edit
10	Senior	\$5	0/1000	On Sale	↕ Edit
<b>Season Ticket</b>					
13	Season Ticket	\$10	2/15	On Sale	↕ Edit



Edit Event

General

Ticket Types

Shipping

Ticket Rules

Bulk Pricing

Appearance

Receipts & Confirmations

Questions

Categories

Attendees

Marketing

Change Order

Analytics

Add New Ticket Type +

ID	Ticket Type	Price	Sold	Status	Actions
12	Adult	\$0	0/1000	On Sale	▼ Edit

Add New Tier +

Save Cancel

Save Cancel

**When editing a ticket type, there are 2 different tabs for Edit Type and Advanced.**

### **Name**

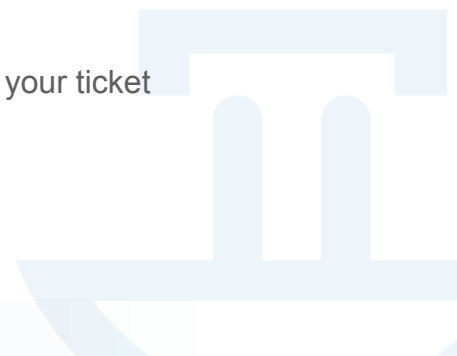
This is the Ticket Type Name entered when first creating the ticket type, should you ever want to change this.

### **Ticket Key**

The Ticket Key will use the Ticket Type Name with stripped out spaces and special characters by default. This is used mainly for internal purposes. You will not need to change this unless your Ticket Type Name has been changed, in which case you would want to change the Ticket Key to match this.

### **Price**

The price entered here is the amount that will be charged for your ticket type when a purchase is made.





### **On Sale**

Here you have the ability to switch the toggle ON or OFF Sale. If this is toggled ON, your ticket type can be purchased by customers. If this is toggled OFF, the ticket type will not be available for purchase.

### **Not on Sale Text**

Any text entered into this field will be displayed for this ticket type when it is no longer on sale. If no text is entered, it will display the default text “Not on Sale”.

This Ticket Type Level “Not On Sale Text” will override the Event Level “Not On Sale Text” for only the single ticket type.

### **Max Quantity**

The number entered here will be the maximum quantity that can be sold for this ticket type. For example, if 100 is entered here, the ticket type will no longer be on sale after 100 have been sold.

### **Shipping Options**

Here you can select either “No Shipping Options” or “Shipping Options”.

If “Shipping Options” is selected, a field to the right will appear where you can add shipping options to this ticket type. The shipping options shown here will include any and all shipping options you’ve added, as well as the defaults.

✕ **Test**  
February 1st, 2024 @ 6:00pm MST

Adult	\$5.00	0
<a href="#">^ Hide details</a> This is the Ticket Description.		
Student	\$5.00	0
<a href="#">v Show details</a>		
Senior	\$5.00	0
<a href="#">v Show details</a>		

No tickets selected.

Subtotal **\$0.00**

Enter Promo Code

### Ticket Description

Whatever is entered here will display underneath the Ticket Type Name on the event details page of your event. With the editor, you have the option of formatting your text, inserting images, and adding links.







## ADVANCED



On the Advanced tab of the edit ticket type page, you have many options with which to customize your ticket type, which I will explain below.

### **Fee 1 & Fee 2**

Here you can add extra fees to ticket types. Simply switch the toggle to ON, enter the Amount for this fee, select the Type (Percentage or Flat and enter the Name you'd like shown for this fee on the checkout page. This is especially useful if you are selling merchandise items and you would like to add the cost of tax onto these items.

### **Minimum/Maximum Age and Required Gender**

Enter a minimum or maximum age and/or a required gender if there is a restriction of those to get into the event.

### **Skip Participant Questions**

Since the Participant Questions are turned on globally for the whole site, this toggle allows you to skip those Participant Questions on a per Ticket Type basis. For example, you may want to collect the Participant First Name, Last Name and Email Address on your regular ticket types, but not ask for those things if someone is simply buying a T-shirt.

### **Face Value**

If an amount is entered here, this will show on any printed tickets instead of the actual price they paid.

### **Prerequisite Tickets**

Prerequisite tickets are tickets that are added to your cart automatically when another designated ticket is added to the cart, but are not required to be purchased. Here is where you would select the ticket type and default quantity and max quantity of that ticket being added to the cart. As well as the start date for the prerequisite ticket.

#### **Prereq. Default Quantity**

This is the number of tickets for this ticket type that will automatically be added to the cart.

#### **Prereq. Max Quantity**

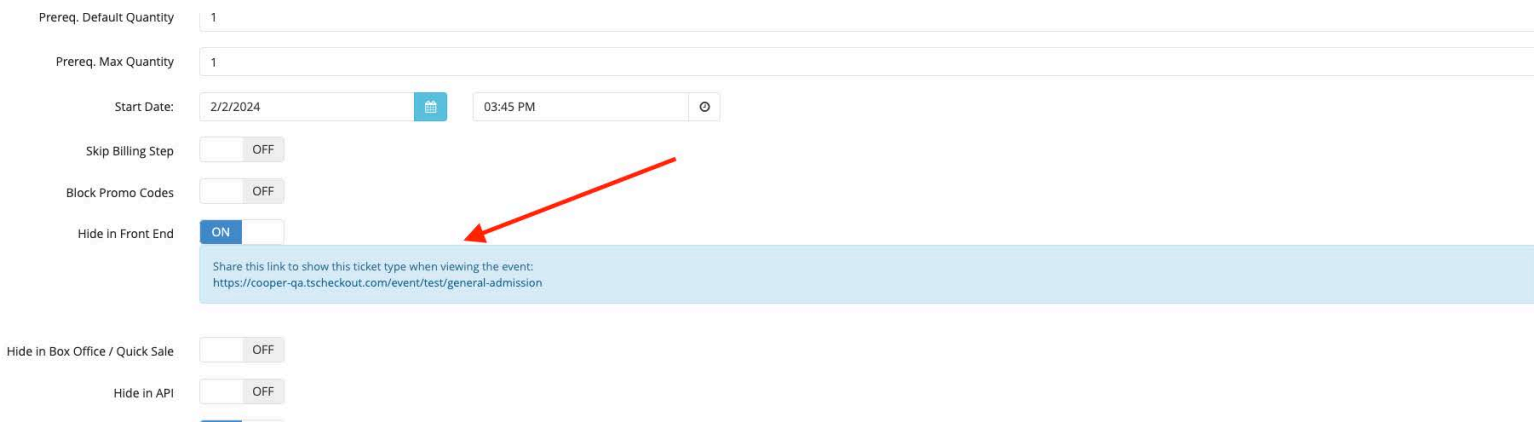
This is the maximum amount of this ticket type that can be added to a cart.

## Skip Billing Step

Since the Billing Information is turned on globally for the whole site, this toggle allows you to skip Billing Information on a per Ticket Type basis. However, if another ticket type is in the cart that is not skipping the billing information, the billing information will still be shown. An example of when to use this would be if you are selling a “Volunteer” ticket type in your event with a \$0.00 cost. Since the customer is not being billed for the “Volunteer” ticket type, you might not want to ask Billing Information for this ticket type.

## Block Promo Codes

If this is toggled ON, promo codes cannot be applied to this ticket type on the checkout page and can receive no discounts.



Prereq. Default Quantity

Prereq. Max Quantity

Start Date:

Skip Billing Step  OFF

Block Promo Codes  OFF

Hide in Front End  ON

Hide in Box Office / Quick Sale  OFF

Hide in API  OFF

Share this link to show this ticket type when viewing the event:  
<https://cooper-qa.tscheckout.com/event/test/general-admission>

## Hide in Front End

This will allow you to hide the ticket type on the Event Details page unless customers have access to the direct link. If you turn the toggle ON, a text box will appear that contains the direct link. If you access the event from this link, the hidden ticket type will display as normal.



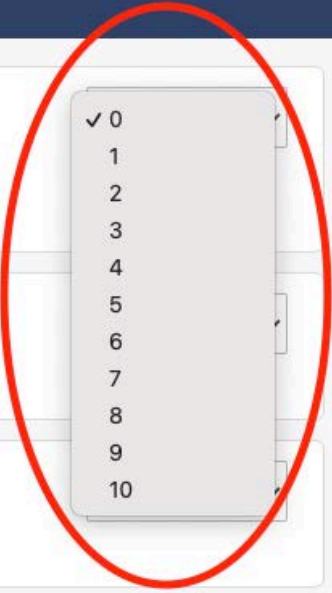
## Hide in Quick Sale

This allows you to hide the ticket type from the Quick Sale Box Office. For example, you may want to use this if you have separate staff making Box Office orders over the phone, but you do not want them making Box Office sales for this ticket type.

## Limit Quantity

With this setting, you can limit the minimum or maximum quantities that a customer can select from the quantity dropdown on the event details page. For example, if you wanted someone to only buy 5 tickets maximum per order, you would enter “5” into the Max field. If you wanted them to buy a minimum of 2 per order, you would enter “2” into the Min field.

**Test**  
February 1st, 2024 @ 6:00pm MST

Adult	\$5.00	
<a href="#">Hide details</a>		
This is the Ticket Description.		
Student	\$5.00	
<a href="#">Show details</a>		
Senior	\$5.00	
<a href="#">Show details</a>		

No tickets selected. Subtotal \$0.00

Enter Promo Code

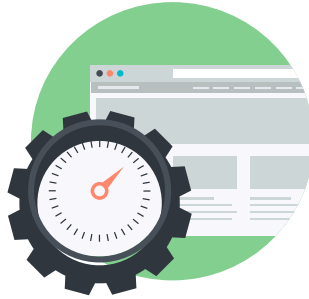
*\*Please note that if you are logged in as a Super Admin user, the quantity limits will be ignored.*

## Requires Promo Code

Turning this ON will require the customer to enter a specific promo code to access and view the ticket.

## Invite Only Ticket

An invite only ticket is a ticket that can only be accessed with a specific URL, just like an invite only event but with a ticket type. The ticket will not show on the front end unless you have that specific URL.



## Custom Wave Time Display Name

If any text is entered in this field, it will display that text instead of the default “Wave Time” text on the checkout page. For example, if I entered in “Custom Wave Time Name”, it would display on the checkout in the highlighted areas of the image below.

### Attendee Information

Test Event: General Admission (Attendee #1)

#### Custom Wave Time Name Information

Please Select a Custom Wave Time Name\*

Select a Custom Wave Time Name

## Custom Boca Tickets

Custom Boca tickets may include details like event name, date, time, venue, seat number, barcode for scanning, and any other relevant information. The customization options allow businesses and event organizers to have unique and branded ticketing solutions that suit their needs.

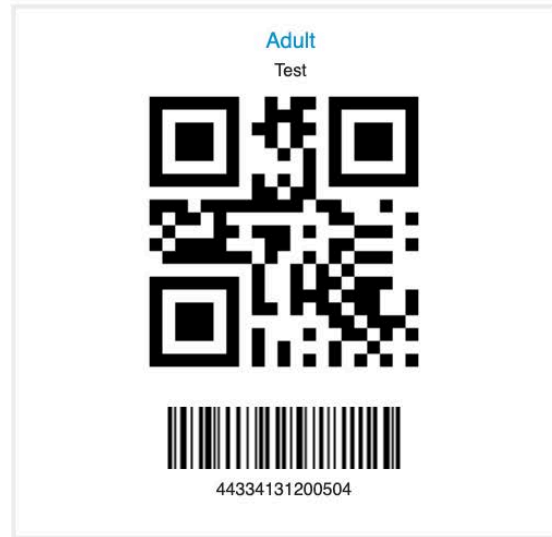


## Access Package

This list will be populated with any Access Packages you have created. Access Packages can be created by clicking Events > Access Packages on the left menu of your admin page.

### Your eTickets Codes

Print this page or present it on your mobile device.



Print E-Tickets

#### Ticket Details:

Ticket Type: VIP Access

Quantity: 2

Price per Ticket: \$50.00

Subtotal: \$100.00

Thank you for your order! Be sure to bring to the following:

- E-ticket(s) on your mobile device or print for entry

#### Terms & Conditions

I acknowledge that all sales are final. There are NO Refunds. By placing my order I accept the terms & conditions on this site.

## Custom Receipt Text

Entering any text into this field will show on the customer's receipt along with any Event Receipt Text or Global Receipt Text. This does not override the Event or Global Receipt Text, it instead displays above them.

Edit Event

General

Ticket Types

Shipping

Ticket Rules

Bulk Pricing

Appearance

Receipts & Confirmations

Questions

Categories

Attendees

Marketing

Change Order

Analytics

Add New Ticket Type +

ID	Ticket Type	Price	Sold	Status	Actions
2	Adult	\$5	4/1000	On Sale	▼ Edit
9	Student	\$5	0/1000	On Sale	▼ Edit
10	Senior	\$5	0/1000	On Sale	▼ Edit

Add New Ticket Type +

Add New Tier +

Save Cancel

Save Cancel

Once you have created all of your ticket types, you can drag and drop them to change the order in which they're shown on the front end of the site and the admin. This can be done by clicking the icon to the left of the ticket type name and dragging them above or below other ticket types.





## STEP 4

# OPTIONAL EVENT SETTINGS

## SHIPPING

On this tab of the edit event page, you can add or remove shipping options to all ticket types in your event. This is convenient if you have a large amount of ticket types, but need to make the same change to all of their shipping options.

To add or remove a shipping option, you will want to select the shipping option from the dropdown menu, then check the boxes next to the desired ticket types, then either click the “Add Shipping Option(s)” button or the “Remove from Checked” button.

On this page, you also have the ability to enter in a cutoff for each shipping option which will require you to select a number of days before the event at which point the shipping options will no longer be available to customers. For example, you may have a “Standard Shipping” option that you want to stop selling 2 weeks before your event.

In this case, you would want to enter “14” in the cutoff field next to the “Standard Shipping” option.



≡ Edit Event

General  
Ticket Types  
Shipping  
Ticket Rules  
Bulk Pricing  
Appearance  
Receipts & Confirmations  
Questions  
Categories  
Attendees  
Marketing  
Change Order  
Analytics

Ticket Rules

You can add rules to your ticket types to dynamically change their price (Price Change rules) and sale status (Sales rules). Get started by clicking the "Add New Rules" button. Previously created rules will appear in the table below and can be edited using the Actions menu.

Default Price Name: Default Price Name  
Optional - if no price rule is in effect and the 'show current price rule' setting is on, this name will be used as the name.

50 records

Ticket Type	Rule Details	Status	Effective On	Effective Until	Actions
No data available in table					

Showing 0 to 0 of 0 entries

Save Cancel

Save Cancel

Save Cancel

## TICKET RULES

On this tab, you can create Sales Rules and Price Change Rules. Price Change Rules will allow you to change the price of your ticket types when either a certain date has been reached, or a certain amount of tickets have been sold. Sales Rules will allow you to turn a ticket type on/off sale when a certain date has been reached. To get started, you'll want to click the "Add New Rule" button on the top right of the page.

Once you've clicked the Add New Rule button, a modal will appear with several options.







### **Ticket Type(s)**

Select the ticket types here that you would like your rule to apply to.  
Multiple ticket types can be selected for one rule.

### **Select Rule Type**

Select whether or not you would like this rule to be a Sales Rule,  
Dated Price Change Rule, or Quantity Price Change Rule.

### **FOR SALES RULES, YOU WILL HAVE THE FOLLOWING OPTIONS:**

#### **Rule Details**

You can select either “Start” or “Stop” selling the selected ticket types when a specified number of tickets have been sold or a specified date has passed, depending on what was picked from the dropdown below this. If “Date has passed” is selected, you then required to enter a date and time below that the tickets still stop or start selling. If “tickets are sold” is selected, you are required to enter a quantity below. Depending on the quantity entered, the tickets will start or stop selling once the sold amount has reached the specified quantity.

## **IF DATED PRICE CHANGE RULE WAS SELECTED, YOU WILL HAVE THE FOLLOWING OPTIONS:**

### **Price Description**

This is the name that will appear on the frontend and admin for this price change rule. For example, you could call this “Loyalty Price” or “Early Bird” if you wanted to show that to the customers.

### **Enter New Price**

This field will show for each ticket type you’ve selected from the “Ticket Type(s)” dropdown. The amount entered here is what the price for the selected ticket types will change to. Please be sure to only enter numeric characters and decimals.

### **Rule Takes Effect On**

The date and time entered here will be when the price change rule will go into effect. Please be sure that if you have multiple rules, the “Takes Effect On” date and time are the same as the previous rule’s “Rule Ends On” date and time. If these are not the same, there can be a period of time where the price will revert to the original ticket type price until the next rule takes effect.

### **Rule Ends On**

This date and time will be when the rule will no longer be in effect. If you have multiple rules, please make sure that the End date and time are the same as the next rule’s “Takes Effect On” date and time. If these are not the same, there can be period a of time where the price will revert to the original ticket type price until the next rule takes effect.



## **IF QUANTITY PRICE CHANGE RULE IS SELECTED, YOU WILL HAVE THE FOLLOWING OPTIONS:**

### **Price Description**

This is the name that will appear on the frontend and admin for this price change rule. For example, you could call this “Loyalty Price” or “Early Bird” if you wanted to show that to the customers.

### **Enter New Price**

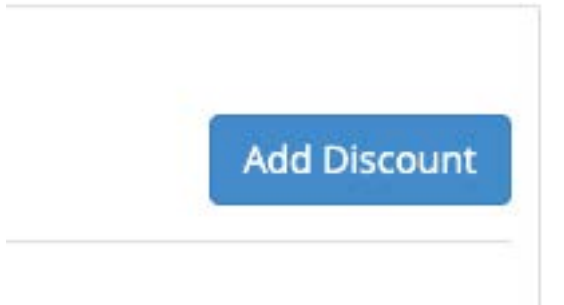
This field will show for each ticket type you’ve selected from the “Ticket Type(s)” dropdown. The amount entered here is what the price for the selected ticket types will change to. Please be sure to only enter numeric characters and decimals.

### **Quantity Limit**

Here you have the option of choosing between “Per Ticket Type” or “Per Event”. If you select Per Ticket Type, the price change rule will occur when the quantity (entered above this) has sold for the specified ticket type(s). If “Per Event” is selected, the price change rule will occur for the selected ticket types when the quantity (entered above) is sold across all ticket types in the event.

# BULK PRICING

Bulk pricing rules will reduce the price of tickets when the specified quantity levels are met. You'll want to click "Add Discount" which will create a bulk discount.



## Discount Name

The name of the discount.

## Ticket Types:

Select the ticket types that this bulk discount will effect.

## Apply Discount:

### Per Ticket Type

Discount will only apply when enough of a single eligible ticket type is purchased (Buy 5 of the same ticket type to get \$5 off)

### Across ticket types

Mix and max eligible ticket types to receive a discount (Buy 5 of any ticket types to get \$5 off)

### Discount type:

Select either percentage or flat.

#### Created Bulk Discount

Discount name

Ticket types

- Adult
- Senior
- Student

Apply discount

- Per Ticket Type

Discount will only apply when enough of a single eligible ticket type is purchased (Buy 5 of the **same** ticket type to get \$5 off)

- Across ticket types

Mix and max eligible ticket types to receive a discount (Buy 5 of **any** ticket types to get \$5 off)

Discount type

- Percentage
- Flat

Save

# APPEARANCE

On this tab you can change various aspects of the event details page for this event or upload gallery images and videos. I will explain each of these settings below.

## Ticket Description Style

This dropdown has “Expanded” selected by default, which means the ticket types on your event details page will show any ticket type description entered without need of clicking to expand. If “Collapsed” is selected, the ticket type descriptions will not display unless the “More Info” link is clicked. Please see the image below for how the “Collapsed” view is displayed.

**Test**  
February 1st, 2024 @ 6:00pm MST

Adult	\$5.00	1
<a href="#">Hide details</a>		
This is the Ticket Description.		
Student	\$5.00	0
<a href="#">Show details</a>		
Senior	\$5.00	0
<a href="#">Show details</a>		

1 ticket(s) selected. Subtotal \$5.00

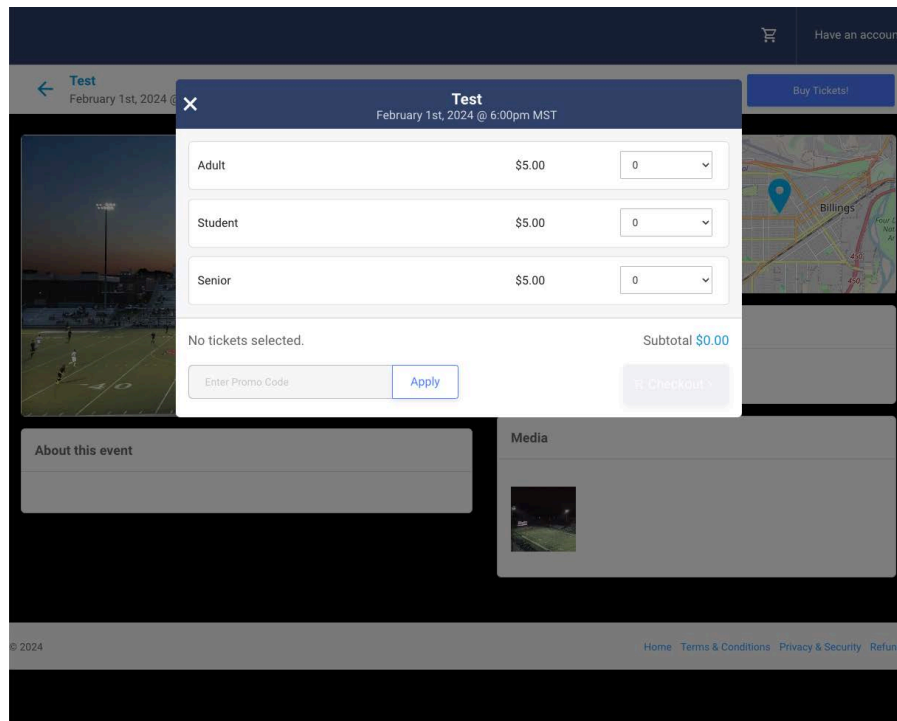
Enter Promo Code Apply Checkout >





## Open Tickets Modal on Load

If toggled ON, this feature will automatically open the pop up with the tickets on it when the customer lands on the page.




## Show Only Ticket Types

If this toggle is turned "ON", your embedded iframe will show only the ticket types, and not any other event information. Please note that this is only applicable if your event is in an embedded iframe.

**×** **Test**  
February 1st, 2024 @ 6:00pm MST

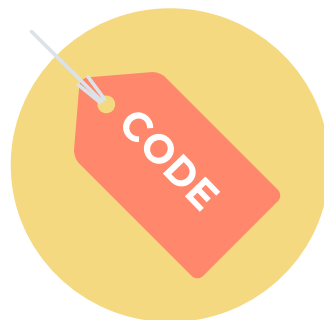
Adult	\$5.00	1
<a href="#">^ Hide details</a> This is the Ticket Description.		
Student	\$5.00	0
<a href="#">v Show details</a>		
Senior	\$5.00	0
<a href="#">v Show details</a>		

1 ticket(s) selected.  Subtotal \$5.00

Enter Promo Code

### **Include Promo Code field on Event Page**

If this toggle is turned “ON” this allows customers to enter a promo code right on the event details page. Once a promo code is applied here, it will display the cost of each of the ticket types including the promo code discount.





## Show Upcoming Rule on Details

Any upcoming ticket type rules will be displayed with the time frame of when the ticket rule will end.

**×** **Test**  
February 1st, 2024 @ 6:00pm MST

Only 6 days and 14 hours left at this price!

Adult	\$2.50	0
-------	--------	---

Only 6 days and 14 hours left at this price!

Student	\$2.50	0
---------	--------	---

Only 6 days and 14 hours left at this price!

Senior	\$2.50	0
--------	--------	---

No tickets selected. Subtotal \$0.00

Enter Promo Code

## Show Current Rule Near Price

Any current ticket rules will show next to the price of the ticket. This will not show the time frame as to when the ticket rule will end, but just the price description of the ticket rule.

**×** **Test**  
February 1st, 2024 @ 6:00pm MST

Only 6 days and 14 hours left at this price!

Adult	<b>%50 off</b> \$2.50	0
-------	-----------------------	---

Only 6 days and 14 hours left at this price!

Student	<b>%50 off</b> \$2.50	0
---------	-----------------------	---

Only 6 days and 14 hours left at this price!

Senior	<b>%50 off</b> \$2.50	0
--------	-----------------------	---

No tickets selected. Subtotal \$0.00

Enter Promo Code





## Event Details Image

The image selected here will be displayed on your event details page above your event address information and map. Typically, this is where you would upload the flyer for your event.

← **Test**  
February 1st, 2024 @ 6:00pm MST

\$5 [Buy Tickets!](#)


**Where**  
Daylis Stadium  
401 Grand Ave  
Billings, Montana 59102  
[View Map](#)


**When**  
February 1st, 2024 @ 6:00pm MST

**Media**

**About this event**  
Long description shows here.

List    Calendar    Chronological    Find Events

 February 1st, 2024 @ 6:00pm \$5  
**Test**  
Short description shows here.

 September 17th, 2024 @ 7:00pm  
**Test 2.0**

## Event List Image

The image you select and upload for this will be displayed on your front end event list. If no image is selected, it will display a dynamic icon with the start date of your event.

## Additional Content Blocks

This feature allows you to add another content block to the checkout page. This helps with adding additional media/descriptions. You can either place this block under the "About this Event" block on the left or under the "Media" block on the right.

**Additional Content Blocks**

[Add New Content Block](#)

Title:

Location:

Visibility:


Content: 

Start writing...

CHARS: 0 WORDS: 0 POWERED BY JODIT

[Delete](#)

[← Test](#)  
February 1st, 2024 @ 6:00pm MST\$5 - \$10[Buy Tickets!](#)




**About this event**

Long description shows here.

**Where**


Daylis Stadium  
401 Grand Ave  
Billings, Montana 59102  
[View Map](#)





**When**

February 1st, 2024 @ 6:00pm MST

**Media**






# Gallery

Images upload to the gallery will display underneath the event details image on the event details page for your event.


[← Test](#)  
February 1st, 2024 @ 6:00pm MST

\$5 [Buy Tickets!](#)



**Where**


Daylis Stadium  
401 Grand Ave  
Billings, Montana 59102  
[View Map](#)



**When**

February 1st, 2024 @ 6:00pm MST

**Media**



**About this event**

Long description shows here.

Event Image Gallery


Generate List Image [Generate](#)

Gallery

Drop file here to Upload

[Browse](#)

Bulk Actions [Apply](#) Search:

<input type="checkbox"/>	Preview	Image Name	<input type="checkbox"/>
<input type="checkbox"/>		<a href="https://d27ush0hbdz2nj.cloudfront.net/791eba1938efe37f0f4a66e762e4e05a/galleries/4/DaylisStadium2.0.jpeg">https://d27ush0hbdz2nj.cloudfront.net/791eba1938efe37f0f4a66e762e4e05a/galleries/4/DaylisStadium2.0.jpeg</a>	<a href="#">Delete</a>

Showing 1 to 1 of 1 entries

< 1 >

Once your gallery images are uploaded and you refresh the admin page, they will be displayed in a table which allows you to search, reorder or delete images from your gallery.

## RECEIPTS & CONFIRMATIONS

On this tab you can set a custom Event Receipt Text, custom E-Tickets Text, and enter any email address(es) that you would like to be copied on receipts for purchases made for this event. You can also hide wave times (if you have them) by checking the box at the bottom of the page.

### Send Receipts To

Any email addresses entered into this field will receive a copy of the customer's receipt whenever a purchase is made for this event. If you enter multiple email addresses, they must be separated by commas.

### Event Receipt Text

Any text or images entered through this editor will replace the global receipt text when a purchase is made for this event. If any per ticket type receipt text was also entered, this will show in conjunction with the Event Receipt Text.

### E-Tickets Text

Any text or images entered through this editor will replace the global E-Ticket text when a purchase is made for this event.





## QUESTIONS

This tab allows you to attach any Questions you've created to specific ticket types as Attendee questions, or add them as Purchaser questions which will be asked on the checkout once per order. First you'll want to select whether you will be adding Purchaser Questions or Attendee Questions by selecting one of the options on the top right of the page.

≡ Edit Event

General  
Ticket Types  
Shipping  
Ticket Rules  
Bulk Pricing  
Appearance  
Receipts & Confirmations  
Questions  
Categories  
Attendees  
Marketing  
Change Order  
Analytics

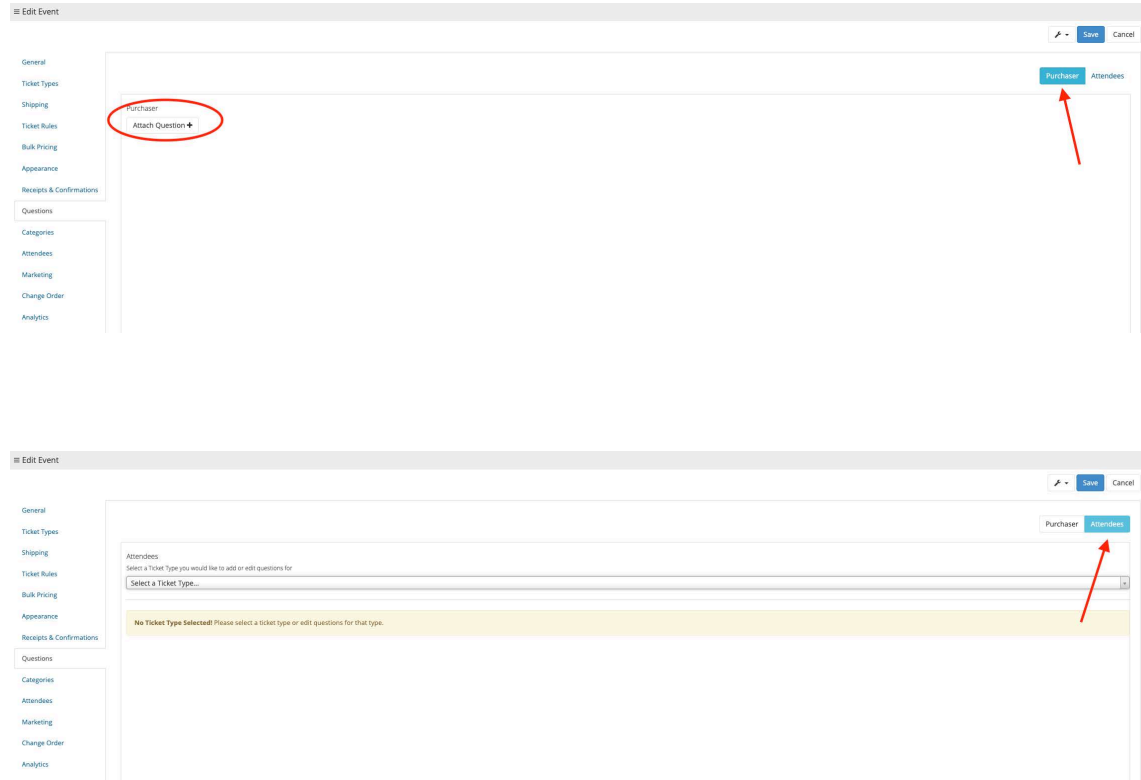
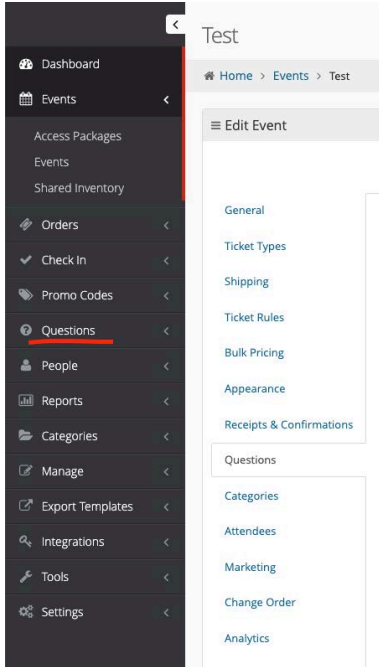
Attendees  
Select a Ticket Type you would like to add or edit questions for  
Select a Ticket Type...

No Ticket Type Selected! Please select a ticket type or edit questions for that type.

Purchaser Attendees

Save Cancel

When having a registration event, please keep in mind that Attendee questions are always placed after the participant questions when going through the checkout flow.



If Purchaser is selected, you are able to click "Attach Question" from there you will be able to add the questions created in the "Questions" tab from the far left. You just have to check the check-box to the right of the question and then select "Add Selected." If Attendee is selected, you will be able to go through that same process but will have to select a ticket type first because this question will show at the ticket type level. Once a question has been added, it can be removed by clicking the "Action" menu to the right of that question and selecting the "Remove" option.

If you have added multiple questions, you can then change the order in which they appear by clicking the icon to the top left of that added question, then dragging and dropping above or below other questions.





Edit Event

Save Cancel

Purchaser Attendees

Purchaser

Attach Question +

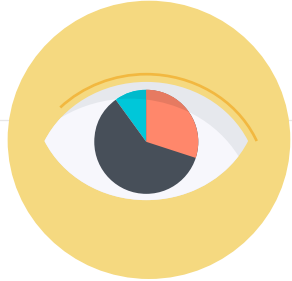
-

Have you watched soccer before? Have you watched soccer before?

Action

Do you know the rules? Do you know the rules?

Action



In addition to reordering the questions, you can set Conditional Questions by dragging a question below and to the right of another question. I will refer to the top question as the Parent Question and the bottom questions as Child Questions.

(Please note that in order to set conditional questions, the Parent Question must be a Multiple Choice question type.)

After you have dragged the Child Question into the appropriate position, you can click the Action menu for that Child Question and select Set Conditionals. Upon clicking this, you will be displayed a modal where you can pick the options from your Parent Question. If an option is set as a conditional answer, if that option is selected by the customer on the checkout page, it will then display the child question.

For example, with the Shirt Size question, you could select all of the shirt sizes as conditional answers, which would then show the question “Would you like a second shirt at 50% off?”. If they selected the “No thanks!” option, it would then not display the second shirt question.

If you are adding Attendee Questions, they work the same way that I’ve explained above, except that you must first select a ticket type to attach the questions to.

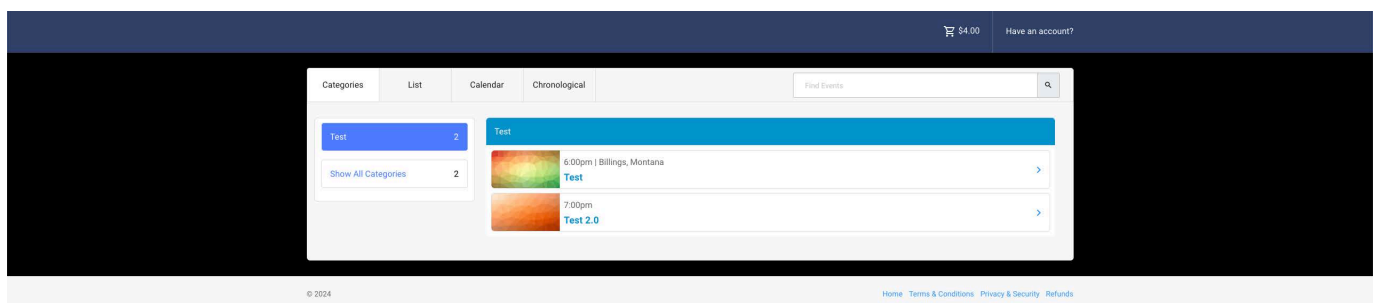
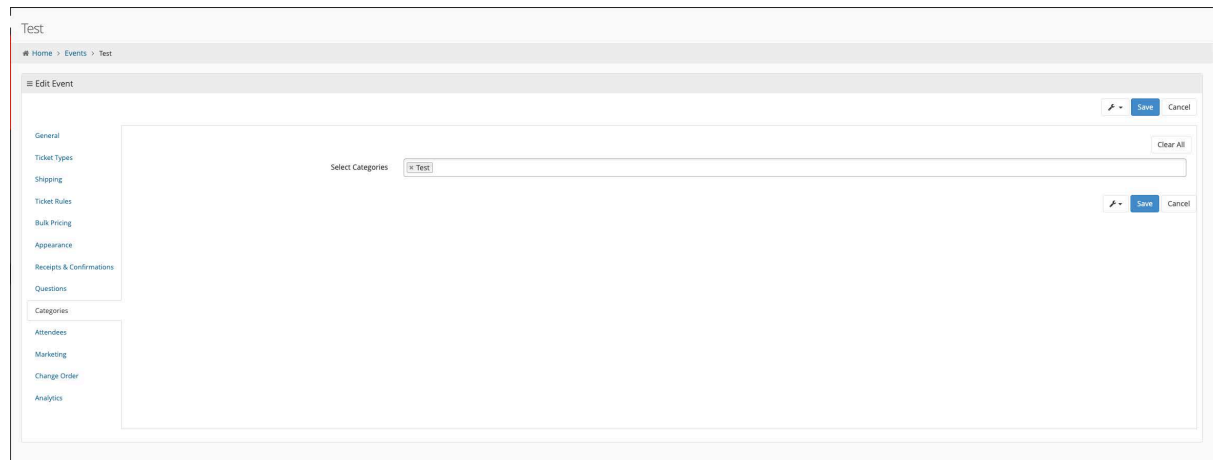
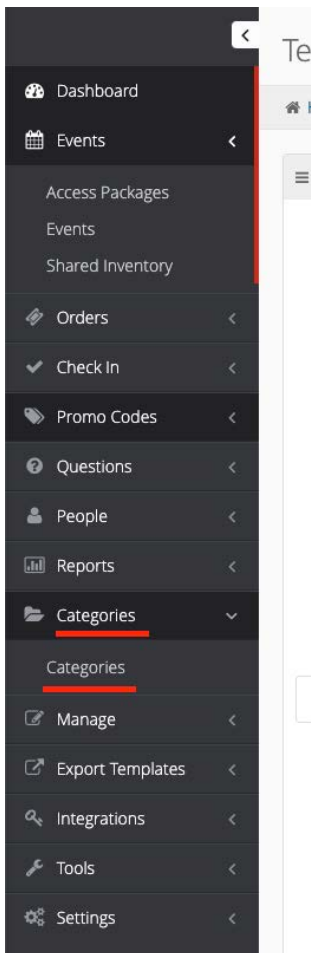


# CATEGORIES

Creating Categories will allow you to group events together on the event list page, easing the use of customers who are looking across many events. They also allow organizers to link directly to the set of events. This will create a new tab on the events list page named "Categories."

To create those Categories, you will need to do that on the far left side under "Categories."

Once you have created the Categories you want, this is where you add this event to a Category. This will then group this event into a list on the Category tab on the event list page.







## CHANGE ORDER

These settings have global values that apply to all events found at "Settings > Checkout > Change Order", but you can override these global settings for this event by setting event values. Cutoff values are in days before the event.

### **Change Information Cutoff**

Changing information for a ticket will be disabled this many days before the event start.

### **Change Event Cutoff**

Changing the event for a ticket will be disabled this many days before the original event start.

### **Change Event Fee Override**

If this is not set to 0, changing FROM this event will use this fee instead of the default change event fee.

### **Ticket Transfer Cutoff**

Transferring a ticket will be disabled this many days before the event start.

### **Ticket Transfer Fee Override**

If this is not set to 0, transferring FROM this event will use this fee instead of the default transfer ticket fee.

### **Upgrade Tickets Cutoff**

Upgrading a ticket will be disabled this many days before the event start.

### **Allow Unused Transfers**

If this is enabled, tickets that were not used for the event will be able to be transferred after the event start date based on Unused Transfers setting.

### **Unused Transfers (after event is complete)**

Transferring unused tickets will be disabled this many days after the event starts.





## **ANALYTICS**

This tab allows you to set Google Analytics tracking code on either the Event Details page or the Order Confirmation page.

### **Facebook Pixel ID (Event Host)**

If provided, this pixel ID will be used in the pixel code to fire Facebook events on certain actions for this event.

### **Facebook Pixel ID (Marketing Company)**

If provided, this pixel ID will also be used to fire Facebook events on certain actions for this event.

### **Details Analytics**

This will be loaded on the event details page.

### **Checkout Analytics**

This will be loaded on the checkout page only.

### **Order Confirmation Analytics**

This will be loaded on the order confirmation page only.





## WAVE TIMES

The Wave Times tab allows you to create waves to attach to ticket types. For example, you may have a 5K Registration ticket type that has a wave every 15 minutes. With the Wave Times, you can create all the 15 minute waves and attach them to your ticket type so that no wave is oversold.

### **Automatically select the first attendee's wave time for all attendees**

This toggle controls whether or not subsequent attendees after the first attendee will be set to the same same wave time as the first attendee. If this is ON, each attendee after the first will be set to the same wave time as the first attendee after that has been chosen. If this is OFF, each attendee will have to choose their wave time and none will be pre-selected.

### **Wave Time Instructions**

If Teams are turned on for your site, whatever is entered in this text field will be displayed on the checkout underneath the Wave Time selector dropdown.

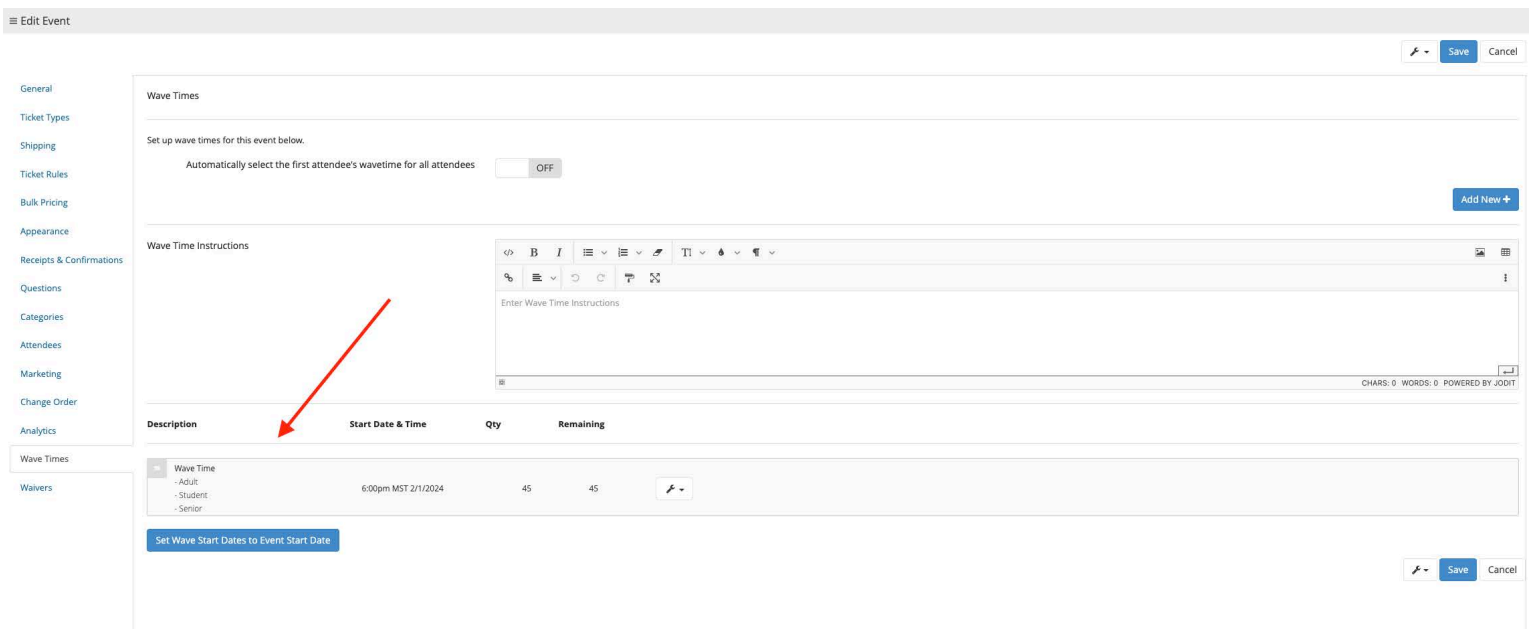
The screenshot shows a checkout process with four steps: 1. Your info, 2. Attendees, 3. Additional information, and 4. Complete your order. The 'Attendees' step is active and shows a list of attendees, all labeled 'Adult'. Below the list, there is a section titled 'Team & wave time' with options to 'Join Team' or 'Create Team'. A dropdown menu for 'Select Team to Join' is visible. A red arrow points to a dropdown menu for 'Please select a Wave Time for Adult x8 \*', which is currently set to 'Select a Wave Time'. A 'Continue >' button is located at the bottom right of the 'Attendees' section.



After you have decided to add Wave Time Instructions or not, you can then start adding in your Wave Times! To get started, click the “Add New” button. Once this is clicked, you’ll see multiple fields, which I will explain below.

## Description

The text entered into this field is what will be displayed on the checkout for the customers to see, and will also be displayed in any reporting you do based on Wave Times.



The screenshot shows the 'Edit Event' interface with the 'Wave Times' section active. On the left is a navigation menu with options like General, Ticket Types, Shipping, Ticket Rules, Bulk Pricing, Appearance, Receipts & Confirmations, Questions, Categories, Attendees, Marketing, Change Order, Analytics, Wave Times, and Waivers. The main content area includes a 'Wave Times' header, a toggle for 'Automatically select the first attendee's wavetime for all attendees' (set to OFF), and an 'Add New +' button. Below this is a 'Wave Time Instructions' text editor with a rich text toolbar. At the bottom is a table with columns for 'Description', 'Start Date & Time', 'Qty', and 'Remaining'. A red arrow points to the 'Description' column header. The table contains one row for 'Wave Time' with a quantity of 45. A 'Set Wave Start Dates to Event Start Date' button is located below the table.

Description	Start Date & Time	Qty	Remaining
Wave Time - Adult - Student - Senior	6:00pm MST 2/1/2024	45	45

## Start Date & Time

The date and time selected here will be shown to the customer on their receipt after they’ve made their purchase so they know what time to arrive for their wave.



## Max QTY

This quantity is the amount of spots available for this wave time. It will show the customer how many spots are left for that wave time as well.

Edit Wave Time ✕

---

Description

Start Date & Time

**Max QTY**

Available For

Wave Time Instructions

Allow WaveTime to be sold specified minutes after StartTime

Your info Edit

Email address  
test@ticketsocket.com

Name  
test test

---

**2 Attendees**  
Let's get some details about who's going.

Team & wave time

Select a Team Option

Select Team to Join \*

Please select a Wave Time for Adult x7 \*

Select a Wave Time  
Wave Time (45 spots remaining)  
Wave Time 2.0 (45 spots remaining)



## Available For

The ticket types selected here are the ticket types that will display this as an available wave time when purchasing that ticket type on the checkout.

## Wave Time Description

Once a wave time is selected on the checkout page, the text entered into this field will show below the wave time selector dropdown.

Your info Edit

Email address  
test@ticketsocket.com

Name  
test test

---

**2 Attendees**  
Let's get some details about who's going.

Adult  Adult  Adult  Adult  Adult

---

**Team & wave time**

Select a Team Option

Select Team to Join \*

Select Team to Join

Please select a Wave Time for **Adult x7** \*

Your wave time(s) have been saved in your cart.

Wave Time (45 spots remaining)

**Wave Time Description**



≡ Edit Event ↩ Save Cancel

General  
Ticket Types  
Shipping  
Ticket Rules  
Bulk Pricing  
Appearance  
Receipts & Confirmations  
Questions  
Categories  
Attendees  
Marketing  
Change Order  
Analytics  
Wave Times  
Waivers

**Wave Times**



Set up wave times for this event below.

Automatically select the first attendee's wavetime for all attendees  OFF Add New +

**Wave Time Instructions**

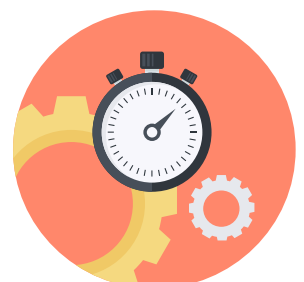
Enter Wave Time Instructions

CHARS: 0 WORDS: 0 POWERED BY JODIT

Description	Start Date & Time	Qty	Remaining	
Wave Time - Adult - Student - Senior	2:00am MST 3/9/2024	45	45	 ↔
Wave Time 2.0 - Adult - Student - Senior	3:00am MST 3/9/2024	45	45	 ↔

[Set Wave Start Dates to Event Start Date](#) ↩ Save Cancel

Once you have added wave times, you can then edit or delete them by clicking the Action Menu (wrench icon) to the right of that wave time. Additionally, they can be reordered by clicking and dragging the icon to the top left of that wave time.



# WAIVERS

This tab will allow you to select any waivers that you have created on the Manage > Waivers page. If a waiver is selected, the first attendee in an order will be required to digitally sign their name and agree to the waiver, or they will not be able to place their order. If there are multiple attendees in an order, each attendee after the first will be emailed a copy of that waiver to their Attendee Email Address.

Once they click the link in their email address, they will be able to digitally sign their waiver. Please note that Participant Email must be asked for on this checkout for the attendee to be emailed a copy of their waiver. This can be turned on by going to the Settings > Participant page.

The screenshot displays the 'Edit Event' interface. On the left is a dark sidebar menu with the following items: Dashboard, Events, Access Packages, Events, Shared Inventory, Orders, Check In, Promo Codes, Questions, People, Reports, Categories, Manage, Barcode Importer, Barcode Manager, Digital Sign-up, Invite Only, Processors, Waivers, Widgets, Export Templates, Integrations, Tools, and Settings. The main area is titled 'Test' and shows a breadcrumb 'Home > Events > Test'. Below this is the 'Edit Event' form. The 'Waivers' section is expanded, showing two options: 'Standard Waiver' and 'Day of Event Waiver (optional)', each with a 'Select a Waiver' dropdown menu. There are 'Save' and 'Cancel' buttons at the top right and bottom right of the form area. A circular graphic with a signature and a pen is overlaid on the bottom right of the screenshot.





## **AFTER CREATING YOUR EVENT**

Once you have created your event, we suggest that you go through the purchasing process just as a customer would, to make sure that your event is set up properly, and your merchant account is processing the money correctly. Once you have placed your test purchase, you will want to set your test order to “Refunded” on the Order Manager page of your TicketSocket system, and then refund the actual amount in your merchant account.

## How to Refund in USA ePay

1. Login to your USA ePay account by going to <https://secure.usaepay.com/login>
2. Start by clicking the “Search” tab between “Reports” and “Settings”
3. Search the customer by name in the search box
4. You can also search by order number, customer email and customize the search parameters in the “Advanced Search” area
5. When their order shows up in the results, click the “Details” box on the right.
6. In the “Quick Credit” box on the right, click the “Credit” button; this will credit the money back into the customer’s account.



**To refund a partial amount in USA ePay, please see the steps below.**

1. Login to your USA ePay account by going to <https://secure.usaepay.com/login>

2. Start by clicking the “Search” tab between “Reports” and “Settings”

3. Search the customer by name in the search box

\*You can also search by order number, customer email and customize the search parameters in the “Advanced Search” area

4. When their order shows up in the results, click the “Details” box on the right

5. In the “Quick Credit” box on the right, change the full amount to the amount you would like to partially refund and click the “Credit” button; this will credit the money back into the customer’s account.

**Once you’ve done that, the refund will usually take 3-10 days to process and show in the customer’s bank statements. If you would like to change the price paid by the customer in the TicketSocket system so that reports will reflect that partial refund, please see the instructions below:**

1. Login to the admin page and click Orders > Find Orders on the left menu

2. Click the Actions Menu to the right of the order you’d like to change and select View/Edit

3. On the left side of the page, you will see all the ticket types in the order, click the tab(s) that you would like to change the price for

4. Change the “Price” and “Paid Upon Checkout” fields so that these match the price after the partial refund that was done through USA ePay

5. Click the Save button



## How to Refund in Stripe

1. Login to your Stripe account by going to <https://dashboard.stripe.com/login>
2. Click the “Payments” option on the left menu.
3. Search for the transaction you would like to refund by entering in their name, last 4 credit card digits, order number or email address and select the order you’d like to refund.
4. Once you have selected the order, there will be a “Refund Payment” button at the top right of the page, underneath the Search bar. Click this button and you will be asked whether or not you would like to fully refund the order or partially refund an amount. Simply select your option, enter in an amount if you are doing a partial refund, and then click the “Refund” button.

Once you have refunded, the refunds will take 5 to 10 days to appear on your customer’s statement. If you would like to change the price paid by the customer in the TicketSocket system so that reports will reflect that partial refund, please see the instructions below:

1. Login to the admin page and click Orders > Find Orders on the left menu.
2. Click the Actions Menu to the right of the order you’d like to change and select
3. View/Edit.
4. On the left side of the page, you will see all the ticket types in the order, click the tab(s) that you would like to change the price for.
5. Change the “Price” and “Paid Upon Checkout” fields so that these match the price after the partial refund that was done through Stripe.
6. Click the Save button.

## How to Refund in [Authorize.net](https://authorize.net)

**Once you've set an order to "Refunded" in the TicketSocket system, you will need to do the monetary refund in the merchant account so the customer receives their reimbursement. This article walks through how to process a refund for Authorize.net accounts.**

1. Login to your Authorize.net account by going to <https://account.authorize.net>
2. Click the "Search" link at the top of the page
3. On the Search page, you can first select whether or not you are searching for settled or unsettled transactions. If an order was placed under 24 hours ago, it's likely that the transaction is unsettled. In addition to this, you can search by Payment Method, Credit Card #, Bank Account #, First Name, Last Name, Customer ID, Transaction Status, Transaction ID or Invoice # (the invoice number will be the same as the TicketSocket order number). Once you've selected your parameters, click the "Search" button.
4. Click on the Trans ID for the order you'd like to refund
5. A page will pop up with the transaction details, on this page click the "Refund" button on the top left of the page
6. Another window will pop up and ask you to specify the amount you'd like to refund, the description, and customer email address. Underneath these fields is a checkbox where you can decide whether or not to email that customer a copy of their refund receipt through Authorize.net.
7. Click the "OK" button at the bottom of this window.





**Once you've done that, the refund will usually take 3-10 days to process and show in the customers bank statements. If you would like to change the price paid by the customer in the TicketSocket system so that reports will reflect that partial refund, please see the instructions below:**

1. Login to the admin page and click Orders > Find Orders on the left menu
2. Click the Actions Menu to the right of the order you'd like to change and select View/Edit
3. On the left side of the page, you will see all the ticket types in the order, click the tab(s) that you would like to change the price for
4. Change the "Price" and "Paid Upon Checkout" fields so that these match the price after the partial refund that was done through Authorize.net
5. Click the Save button



If you have any additional questions, please visit [support.ticketsocket.com](https://support.ticketsocket.com). If our support knowledge-base doesn't answer your questions, you can submit a support ticket [here!](#)

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