# WV ALUMNI

# Event Ticketing Resources

When planning an event, the most important piece of information is the number of guests. Sending event invitations online can help your chapter reach more alumni and friends, save your chapter money, and can simplify event registration with live updates.

Please Note: All event ticketing / registration services are different. Conduct research beyond this guide to find the best fit for your chapter. Also, the information in this guide may be out of date – refer to the company website for accurate pricing.

## EventBrite

Easily the largest and most popular, Eventbrite can create event tickets and a registration page in minutes. Eventbrite offers real-time sales data, accepts credit and debit cards, is easily shared on social media, and will integrate with most websites. The Eventbrite Essentials package is free to use for free events; however, for paid events, Eventbrite charges 2.5% of the ticket value, $0.99 per ticket, and a 3% merchant processing fee per transaction. These charges can be added back into the cost of the ticket itself. It is also important to note that Eventbrite requires event attendees to make an Eventbrite account before they can register for your event.

## TicketSpice

TicketSpice is an up-and-coming alternative to Eventbrite. TicketSpice allows for more customization (think making it look more WVU themed) of your event page than Eventbrite and does not require event attendees to make a TicketSpice account to register for your event. TicketSpice charges $0.99 per ticket. You, the event host, are responsible for credit card fees.

## TicketTailor

TicketTailor is easy to set up, provides analytics and notifications, and is mobile friendly. TicketTailor also offers the ability to include discount or voucher codes for events. TicketTailor charges by the month ($25 per month at its cheapest) instead of charging per ticket sales and sets a maximum of 250 ticket sales per event. Chapters will need to evaluate how regular ticket sales are needed and the average size of ticketed events.

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