Online events

## Guidance below focuses on events that point to a zoom link.

The zoom meeting link should be one that doesn't require the person to register (otherwise they'll end up having to register on the AN event AND again on the zoom link).

There are benefits to using Action Network *events* instead of sending people direct to a zoom registration. It enables you to easily see who has registered without having to download details from Zoom. Also it makes it easier to set up auto-reply emails, 24hr reminders and follow up emails.

This page covers how to:

- Create an Event (see below)
- Duplicate an existing Event - watch this video

1. Create an Event
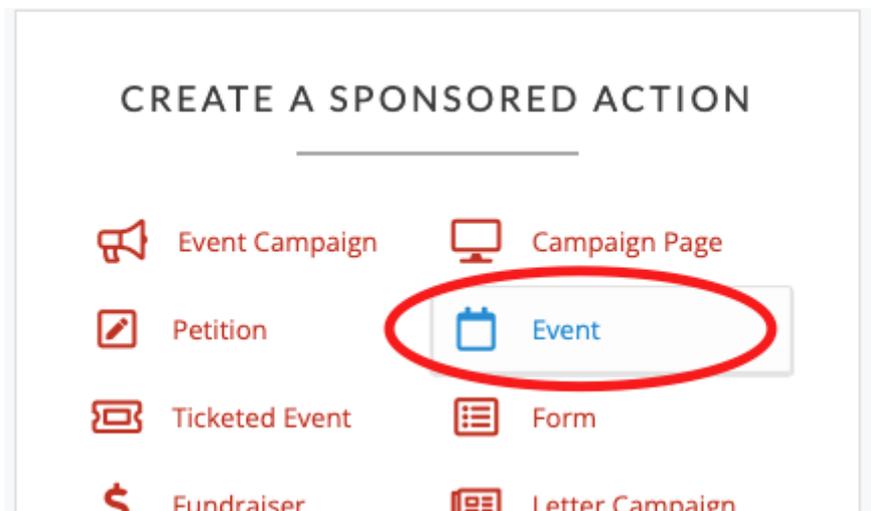
2. Add the key details

Title, start and end time, zoom link and timezone

- title - keep it short and clear

- zoom link - this should NOT be a registration link (otherwise people will have to register here on the event and then again when they click the zoom)
- timezone - if your event date is within British Summer Time (then pick that time zone - see above) - otherwise choose Greenwich Mean Time.

TITLE OF YOUR EVENT *

Heading for Extinction

☑ This Event is **Virtual**   ☑ This Event Has An **End Time**

START DATE AND TIME *

November 01, 2023 - 07:00 PM

END DATE AND TIME *

November 01, 2023 - 08:30 PM

British Summer Time (GMT+01:00)

VIRTUAL EVENT LINK (OPTIONAL)

https://zoom.us/meeting/xxxxxxxxxxx

3. Add some short text about the event and upload graphic

Write something a little shorter than you might do on a Facebook event or other advert - because by the time they've reached this registration page - they should already know something about what they are signing up for.

⬆ EDIT BANNER IMAGE

HTML   Format   Align   **B**   *I*   S̶   Lists   Image   Video   Table   Link   Line

EVENT DESCRIPTION

This talk will change your life.

Wednesday 29 November 19:00 - 20:30 UK time
The talk is 1 hour with 30 mins for Q&A

Learn the truth about the climate and nature emergency and what we need to do.

Have you met anyone unsure about the severity of the crisis, and the need to take action? If so, point them this way! After attending this compelling talk, clearly based on the underlying science, they'll be left

4. Then the graphic

Upload an image or banner below. Your image should be 1500px wide by any height (600px is suggested). It will be scaled to a final size of 750px wide.

HfE.jpg

Image Attribution
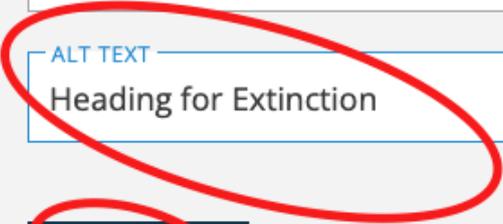
ALT TEXT
Heading for Extinction
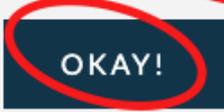
OKAY!

5. Update the form data entry details

Check the button to 'Register' and then click 'Edit Form'

6. Choose data fields

This part is hard to describe in words and images - so you need to just have a go. You can drag and drop any fields you don't want for your event (it's up to you). Just click on them and drag away from the left and let go.

In this example the surname and postcode have been removed and the GDPR field is being picked up and moved in to the form.
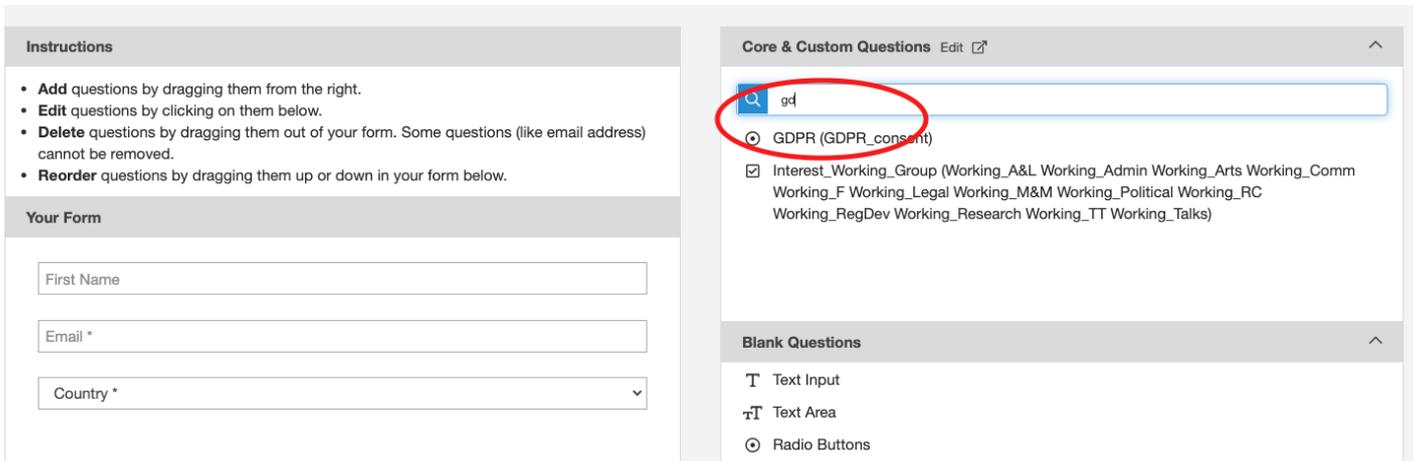
The fields can then be set to 'Required' if they are mandatory.

The GDPR consent field should always be set to 'Required'.
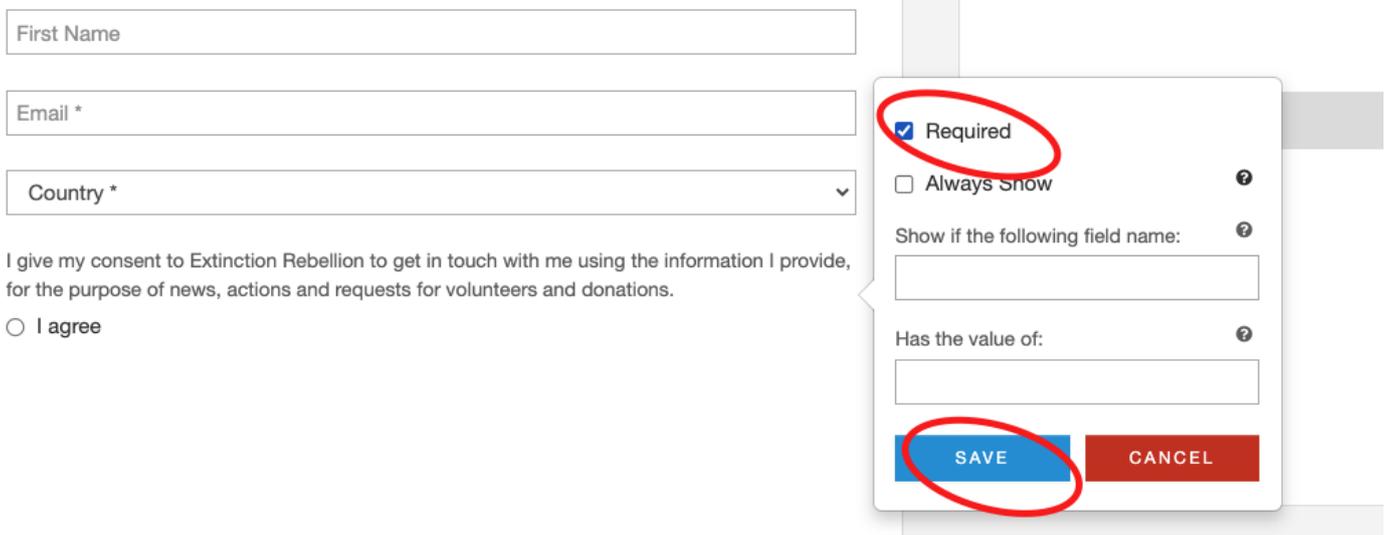
NOTE: Historically all admins could create questions and we've ended up with hundreds of questions with lots of overlap. So we are documenting a list of some standard XRUK questions that you can use.

You could also add your own questions at this stage, but note that the information will only be stored within the form answers, not with their activist record. It might be worth requesting some training from the Action Network Data Team to explain how all this works in more depth.

In the bottom right clock 'SAVE AND PREVIEW' and 'SAVE AND GO TO NEXT STEP'.

7. Thank You page

To keep things simple - turn off the sharing options (you can investigate this later), and change the title.

8. Also you can write a message here e.g.

9. Click 'Save and Publish'

You event is now live, some last things to do are:

- add a nice page wrapper
  The page wrapper gives your Event the 'XR Style' of font and colours and also this gets rid
  of all the Action Network branding at the top and bottom of the page. Swap from the
  default to the 'no logo' one.
- turn the discussion board off
  Click on Discussion and toggle off.

- set up auto-reply emails (see following page)
  - Click on 'Responses'
  - As usual for an email - you might pick an appropriate wrapper (contact data team if you don't have the XR Wrappers), set up your subject, from and reply-to email correctly.

- Then write the content of the email. Some of the default things on offer aren't very clear, so here is an example of a clear email.

HTML   Format   Align   **B**   *I*   ~~S~~   Lists   Image   Table   Link   Line   Cli

ENTER THE BODY OF YOUR EMAIL HERE *

Dear {{ FirstName | default: "Friend" }},

Thanks for registering to attend this **Heading for Extinction** talk.

Wednesday 29 November 19:00 to 20:30 UK Time

Click here to join the Zoom talk

{{action.calendar_buttons}}

We look forward to seeing you!

Extinction Rebellion Talks and Training Team

- You can copy the same email or something slightly different for the 24hr before reminder email.
- Click SAVE RESPONSES

10. Promote

Lear more about advertising your event in regards to URLs, preview images and tracking where sign ups have come from.