

Events

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1.0 Events

There are simple events that can be created in the club website, or events that can be created from Facebook. There is a calendar the events integrate with. Registration and payment can be managed through a website event. An event should be announced with a group email to club members.

1.1 Events in the Admin Console

Events can be created in the Admin Console. Go to menu item Components > DPCalendar > Control Panel. Click the Add Event Icon. Fill out the content form and Save. This event will be reflected in the website calendar and you can view it from there.

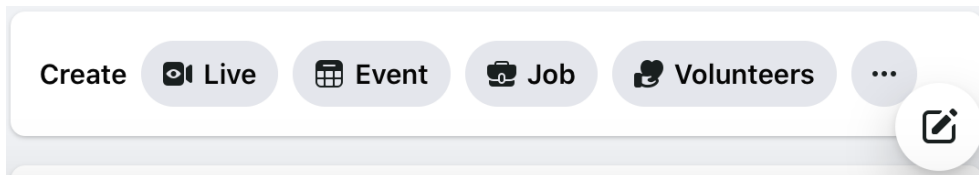
The screenshot shows the 'DPCalendar Manager: Event' form in the Admin Console. The top navigation bar includes System, Users, Menus, Content, Components, Extensions, Help, and Community Build. The form has a dark blue header with the title 'DPCalendar Manager: Event'. Below the header is a toolbar with buttons: Save (green), Save & Close (green checkmark), Save & New (green plus), and Cancel (red X). The form is divided into tabs: Content (selected), Location, Booking, Publishing, Images, Basic Options, Metadata, and Fields. The 'Content' tab contains the following fields:

- Title * (text input)
- Calendar (dropdown menu, currently set to 'Public Event Calendar')
- Colour (text input)
- Url (text input)
- Start Date * (date and time inputs, set to 04.15.2022 and 10:00 am)
- End Date * (date and time inputs, set to 04.15.2022 and 11:00 am)
- Show End Time (checkboxes: No, Yes (checked))
- All Day (checkboxes: No (checked), Yes)
- Scheduling (checkboxes: No (checked), Daily, Weekly, Monthly, Yearly)
- Description (text area with a power icon)

1.2 Events in Facebook

Events can be created in Facebook on the BEWBC's web page and they will be reflected in the club calendar on the website. There is a listener on the website that scans for new events on the Facebook page and integrates them into the calendar.

To create a club event on Facebook, go to the webpage and look for this toolbar. Click the Event icon.



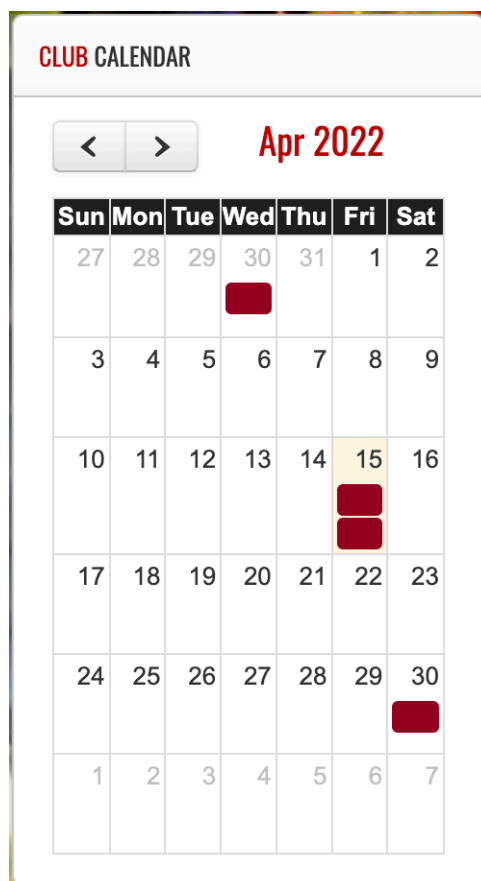
Fill out the forms, (Online | In Person), Event Name, Date, Description, Category, Location, etc.

A Facebook created event is often best paired with a news article on the club website. News articles are more obvious to users than the calendar view.

1.3 Calendar Integration

Events created from the admin console or Facebook get integrated into the calendar.

Note: If you make one on Facebook and one in the event console, two events will show on the calendar. Just manage this with for instance a Facebook event and a news article on the club website.



1.4 Event Registration and Payment

The club's Stripe account is integrated into the website events and can accept registration and payment. Currently, Stripe is the only method of payment set up to work with events. Paypal may be set up later.

There is a desire to avoid fees taken by Stripe or Paypal by giving instructions on how to pay via Paypal and via a friends and family method, paying in PayPal via your bank account. In my experience, this may be confusing to set up and confusing for people registering, so there is a cost.

Stripe is confusing for the treasurer to work with because there are often no descriptions on the transactions. This has been ironed out in the past by providing a list of people who registered for an event. This can be grabbed from the admin console, Components > DPCalendar > Tickets or Bookings. Well, I can't remember how I exported a csv from the list but I'll refigure it out later.

1.5 Permissions Needed to Create Events

Website permissions
Facebook permissions

2.0 Advertising Events to Members

Multiple ways, all useful.

2.1 Survey Monkey

Good for mass emailing and collecting survey questions. Club has one account everyone uses. Does club pay for a survey monkey membership?

2.2 Google Forms

Used for registering for grapes, vineyard accounting.

2.3 Joomla Mass Mailing

Used for important events and news. Can point back to website for more info, etc.
Admin Console: Users > Mass Mail > Users

3.0 Winefest

Special software installed to use for Winefest. It is a beer competition software.

<https://bewbc.org/winefest>

Features later.

4.0 Creating Event Process Flow

Creating website events with Stripe is the most streamlined and integrated way to set up payment for an event. Creating events where registration is collected by Paypal currently requires event coordinator to set up differently with articles on the website and links. Onsite payment events require an event coordinator to coordinate and advertise how to pay. Winefest has its own software with registration and payment.

Create event via club website with tickets and booking definitions, arrange payment by Stripe

This method creates an event on the club website. Create an event with a ticket and booking definition by filling out the appropriate tabs. This is integrated into the club's Stripe account and the club calendar.

Stripe fees are 2.9% + 30¢ per transaction.

At end of event, follow up with treasurer to forward a list of who attended and paid for the event. The website keeps a list of who paid for an event and when. Website admin, or other can provide this list.

When to use this method for an event

Does event require a registration fee difference between members and nonmembers?
e.g. \$100 nonmember vs \$85 member.

Is this a small event where the credit card fee is negligible?

Does event require up front payment?

Create event and arrange payment via PayPal

Simple events can be created via Facebook or directly on the club website. Share the PayPal address to use to pay for registration. Share instructions on how to pay to get around any fees. This leaves it up to the attendees to follow instructions and pay via credit card or use PayPal and personal bank account.

Paypal fees are 2.9% if paying with credit card, 0% if paying with bank account and customer's own personal PayPal account. <https://www.paypal.com/us/digital-wallet/send-receive-money/send-money>

Create a club website announcement, or website event, or Facebook post, or Facebook event with a link to the PayPal account. You can create combinations of these that integrate with the club calendar. Special discounts are not supported with this method. The website does not keep track of registrations, but this is available to the event coordinator within their PayPal account.

At the end of the event, follow up with the treasurer to resolve any money owed the club or person collecting money with personal PayPal account, e.g. registration fees, number of attendees. Event coordinator resolves costs.

When to use this method for an event

Does this event require one registration fee for members and nonmembers and up front payment?

Does the event coordinator have a personal PayPal account they are willing to use?

Is this a large event and the fees would also be large?

It may be then worth it to try to minimize the fees by asking attendees to pay with their own PayPal account and attached bank account. Not everyone may pay this way, but you may still avoid a reasonable amount of fees. If an attendee uses a credit card via PayPal, there is still a fee.

Create event with Winefest software

Beer festival software was installed on the club website, and it has been customized for use with our wine festival.

When to use this method for an event

Is this for Winefest?

Create event and arrange payment onsite

Announce and advertise this event on the website and Facebook, but pay at the event with check, cash, square, other electronic. May depend on Survey Monkey to collect attendee names and other info. Payment may also go to a vendor.

When to use this method for an event

Is this an onsite payment event?

Is payment not to the club but other, e.g. a tasting room, winery, tour bus.

How to Create an Event via the club website with Stripe payment

Go to admin console. Components > DPCalendar > Control Panel. Add Event.
Fill out Content, Location, Booking, other tabs.

The screenshot shows the 'DPCalendar Manager: Event' form. At the top, there is a dark blue header with the title. Below the header is a toolbar with buttons: 'Save' (green), 'Save & Close' (green checkmark), 'Save & New' (green plus), and 'Cancel' (red X). Below the toolbar are tabs for 'Content', 'Location', 'Booking', 'Publishing', 'Images', 'Basic Options', 'Metadata', and 'Fields'. The 'Content' tab is active. The form fields include: 'Title *' (text input), 'Calendar' (dropdown menu set to 'Public Event Calendar'), 'Colour' (text input), 'Url' (text input), 'Start Date *' (date and time pickers set to '04.18.2022' and '2:00 pm'), 'End Date *' (date and time pickers set to '04.18.2022' and '3:00 pm'), 'Show End Time' (radio buttons for 'No' and 'Yes', with 'Yes' selected), 'All Day' (radio buttons for 'No' and 'Yes', with 'No' selected), 'Scheduling' (radio buttons for 'No', 'Daily', 'Weekly', 'Monthly', and 'Yearly', with 'No' selected), and 'Description' (a rich text editor with a toolbar containing various formatting options like bold, italic, underline, link, unlink, list, and image).

To make a member and nonmember price, go to the Booking tab. Create two prices, both the same. Create an additional User Group Discount. See the below which creates a \$15 discount for members. Specify 'DPCalendar Payment - Stripe'

Other fields to fill out: Title, Description, Dates, Location, Booking Capacity, Max Tickets, Closing Date, Booking | Order | Cancel Text,

Advertise with Survey Monkey, email, Facebook post (not event), website announcement article, or other.

Save
✔ Save & Close
+ Save & New
📄 Save as Copy
✖ Close

Price	<input type="text" value="100"/>
Label	<input type="text" value="Ticket (mailed bottles)"/>
Description	<input style="width: 90%;" type="text" value="Ticket for two bottles which you will need to pay for shipping for"/>

Earlybird Discount +

User Group Discount +

Value	<input type="text" value="15"/>
Type	<input style="width: 90%;" type="text" value="Value"/> ▼
User Groups	- - Subscriber ✖
Label	<input type="text" value="Member Discount"/>
Description	<input style="width: 90%;" type="text"/>

Payment Type DPCalendar Payment - Stripe ▼

Paypal Method:

Via Facebook: Create a Facebook event. This will get noticed by the club website plugin and posted in the calendar.

Create an accompanying website article that details the event, location, fee, contacts, instructions for how to pay, event coordinator's personal PayPal account, etc.

Advertise with Survey Monkey, email, or other.

Note: Creating an event rather than an article in the website results in two entries in the calendar (one from the website and one from Facebook). Make it a website ARTICLE and there will be only one event in the calendar.

Via Website Only: Create a website event. This automatically gets input into the club calendar.

Website event can contain instructions and either automated link to Stripe or event coordinator's personal Paypal account.

Can create an accompanying website article or Facebook post that links to the website event.

Advertise with Survey Monkey, email, other, Facebook post (not event).

Note: Creating a Facebook event with this method results in two calendar events. Make it a Facebook POST and there will be only one event in the calendar.

Table 1-1

Status	Name	Event	Username	Date
Active	Jonathan Paul	Virtual Wine Tasting Event - French Champagne and New World Sparkling Wine	Jonathan Paul	02.04.2022 7:00 pm - 8:30 pm
Active	Mike Doherty	Virtual Wine Tasting Event - French Champagne and New World Sparkling Wine	Mike Doherty	02.04.2022 7:00 pm - 8:30 pm
Active	Pearson	Virtual Wine Tasting Event - French Champagne and New World Sparkling Wine	Gary Pearson	02.04.2022 7:00 pm - 8:30 pm
Active	Laraine Volpe	Virtual Wine Tasting Event - French Champagne and New World Sparkling Wine	Laraine Volpe	02.04.2022 7:00 pm - 8:30 pm

Payment Methods Advantages and Disadvantages

Payment Method	Advantages	Disadvantages	Opportunities	Questions
Stripe	<p>Website Event setup is clear and streamlined to pay through club Stripe account. Requires admin access to setup.</p> <p>Provides automatic discounted fees for members. Detects member/nonmember user.</p> <p>Integrates with club calendar.</p> <p>Can pay with credit card</p>	<p>Has 3% fee.</p> <p>Stripe transactions are hard to reconcile to a specific event. Transactions are not easy to read. A work around exists where admins create a report listing people who registered for an event.</p>	<p>Document and share the method used for creating a list of people paying for event. This helps the treasurer and has been used successfully for the Champagne event.</p>	
Paypal	<p>Can pay with credit card</p> <p>Can pay with bank account</p> <p>Event announcement must contain all info for registration, fee, any other instructions, and link to personal PayPal account.</p> <p>Multiple ways to set up and may or may not integrate with calendar.</p>	<p>Has 3% fee.</p> <p>Website event setup is not integrated with Paypal.</p> <p>There is no club PayPal account?, so this requires a personal PayPal account.</p>	<p>Website Event setup is not yet integrated with Paypal, but it can be.</p>	<p>Are PayPal transactions easier to read than Stripe transactions?</p> <p>Is it easier, quicker for a volunteer event coordinator to work from a personal Paypal account? Pay vendor, other costs without involving treasurer?</p>

Payment Method	Advantages	Disadvantages	Opportunities	Questions
Paypal "Friends and Family"	Can avoid 3% fee if event has specific instructions on how to pay this way.	It is cumbersome to supply the instructions to avoid Paypal fees. This requires a personal PayPal account (vs club account)		What is better? Stepping through instructions to avoid fees vs. streamlined payment via credit card or bank account.

How to Create a List of People Attending an Event

From the Admin Control Panel, click menu Components > DPCalendar > Tickets.
 Search for key words that will narrow and list all tickets for the desired event, e.g. "New World Sparkling Wine".
 Select and copy all the tabular data from the screen. Include the column names.
 Paste into a spreadsheet
 Delete columns UID, Username, Location, Action, ID.
 Save document in CSV or Excel format.