

Eventbrite Event Posting Guidelines for Centers

When & How to Post

Should I post to Eventbrite? If your center is holding a free in-center event for the community, such as seasonal festivals, holiday celebrations, games, face painting, performances, workshops, free classes, community safety lessons, etc. Eventbrite is a great way to get the word out.

When should I post my event? It is ideal to publish event listings on Eventbrite at least 1 - 2 months in advance.

How do I get started posting an event? Eventbrite provides a great tutorial. The process itself is quick and easy. Their tutorial can be found [here](#).

Optimizing for the Most Impactful Visibility

Getting your in-center event seen on Eventbrite can be tricky if the right optimization methods aren't put in place. This includes:

- Event Image
- Keyword-Optimized Event Name
- Keyword-Optimized Event Description
- Keyword-Optimized Event Tags

Event Image

Choosing Your Event Image

- **Pick a Picture That Feels Human:** Choose an image that shows people or elements that will connect emotionally with those you want to attend your event. The photo should give a clear idea of what attendees can expect.
- **Use High-Quality Images:** Make sure the photo is clear, vibrant, and has that wow factor. It should be a high-quality image that stands out.
- **Find the Right Fit:** The image should be wider than tall—think of a panoramic view. If it's not the right size, don't worry—you'll be able to trim it down after uploading.

How to Add Your Image on Eventbrite

- **After creating your event:** Go to the 'Details' section.
- **To upload your picture:** Click the option to upload an image from your device or make one with Canva (a simple design tool). If you decide to use Canva, you'll need a Canva account.
- **Adjust if needed:** You might need to crop your image to make sure it fits perfectly. Aim for a width that is double its height.
- **Save your work:** Don't forget to hit "Save" once you're happy with your image.

Keyword-Optimized Event Name

It's important to add keywords to our Eventbrite event names so that they are easily searchable when somebody is looking for local family events. **Please be mindful of this when you are creating your event names. Here are some examples of what we mean:**

Event: Free Mommy & Me Music Class

Eventbrite Event Title: Free Mommy & Me Music Class for Kids

Event: Spring Carnival

Eventbrite Event Title: Free [LOCATION] Spring Carnival for Kids & Families

Event: Free Storytime

Eventbrite Event Title: Free Storytime Book Reading for Kids & Families

Event: St. Patrick's Day Celebration

Eventbrite Event Title: Free Family-Friendly St. Patrick's Day Celebration for Kids

Please note: Eventbrite Listing Titles are limited to 75 characters. If you need help determining an appropriate name for your event listing, please email marketing@brightpathkids.com.

Keyword-Optimized Event Summary

Now, write a summary of up to 140 characters that includes the most important keywords and describes details of the event.

Example #1) "Enjoy family fun at our Mommy & Me Music Class in [Town, State]! Music and play event for kids to enjoy."

Example #2) Egg Hunt Extravaganza on Mar 16 in [Your Location]! Family event with activities for kids.

Keyword-Optimized Event Description

The event description also contributes to how often our events show up on Eventbrite when users search for family-friendly events near them. Similar to our event listing names; we want to ensure that our event descriptions are keyword-optimized and fully-utilized. This includes:

- Creating a written description of the event (which is inserted into the event description field in Eventbrite as text and **NOT an image**.)
- Using all characters/space allotted for the event description
- Ensuring the event description includes important keywords (we've highlighted them in the examples below).

Example #1) Experience the joy of music with your little ones at our Mommy and Me Music Class in [Town, State]! This 45-minute session offers a delightful mix of developmentally appropriate music, movement, and instrument play that **children** and caregivers will love. It's an inviting space for **kids** to grow musically while **families** enjoy time together in a relaxing, interactive setting. Attendance is a shared adventure, requiring caregiver participation throughout. While RSVP is recommended to secure your spot, it's not required. Email [Your Email] to reserve. Don't miss out on the fun at [Your Location Here]!

Example #2) Hop into the Family Egg Hunt Extravaganza with your **kids** at [Your Location Here] on Saturday, March 16, 10 AM - 12 PM! This free event promises a morning brimming with joy for **families** and **children**: a thrilling Egg Hunt, a lively Bunny Hop Contest for kids' prizes, live music, snacks, and a Cutest Bunny Gear Contest for the little ones (0-2 yrs). No RSVP needed—bring your **family's** enthusiasm to [Your Location Here] for a day of laughter and unforgettable fun with your children!

Please note: If you need help writing an appropriate description for your event, please email marketing@brightpathkids.com.

Keyword-Optimized Event Tags

Every event should include event tags, which are an additional set of keywords that you can list in the event tags section that will also help potential attendees find your event. Each event will be relatively unique based on what you have planned, but we have included a

suggested list of tags to get you started:

- Family Fun
- Things to Do In [Town, State]
- Family-Friendly
- Things to Do With Kids in [Town, State]
- Kids Entertainment
- Free Event
- Educational Activities
- Seasonal Celebration
- Holiday Event
- Children's Workshop
- Parent-Child Activity
- Community Gathering
- Arts and Crafts
- Storytelling
- Outdoor Activities
- Safety Education
- Music and Dance
- Health and Wellness

These are just examples. We encourage you to come up with additional tags based on the details of the event you are holding.

Please note: If you need help developing appropriate tags for your event, please email marketing@brightpathkids.com.