

Integrating Eventbrite with IQ

Market: Federal/State/Local, House, Senate

Purpose: These instructions teach users how to integrate Eventbrite with IQ and to provide examples of customer use cases to highlight the benefits of the integration. Eventbrite is a third-party tool that allows users to create, track, and pull ancillary data of events. IQ has the capability to establish an Application Programming Interface (API) connection with Eventbrite. As a result of this integration, organizations have seamless use and access to Eventbrite data within in IQ, which streamlines the management of their business events.

Note: To configure the IQ-Eventbrite integration, contact your organization's IQ Consultant.

Entering Eventbrite Data into IQ

1. Once your Eventbrite account is connected to IQ, a new hyperlink entitled Eventbrite Events will be visible in the Events module. This link contains all the Eventbrite events you created including their statues (i.e. draft, live, completed) and other related data.

Home Contacts 🗸	Messages 🗸 🛛 Outreach 🗸	Services 🗸 Library 🛩 Events 🗸			
Find Events	Views	New	Utilities	91	Ø
Approved Events	Deily	Event	Change Calendar		
All Events All Events By Status	Weekly Monthly	Recurring Event Quick Event	Reports My Tagged Reports		
Recurring Events Unscheduled Events Multi-Day Events			Eventbrite Events		
My Tagged Events					
Events Search					

2. When an event is initially created in Eventbrite, clicking the event link in IQ will open it in Eventbrite. You will need to create a corresponding IQ event for each Eventbrite event to pull its data. To create an IQ event, click IQ Event.

+IQ Event Eventbrite Tickets Retrieve Attendees				(ID# 242) 4
Redwood, CA Job Fair	Starts: Ends: Status: Venue:	5/10/2021 - 8:00am America/Los_Angeles 5/10/2021 - 8:00pm live Redwood City, 2215 Broadway, CA	Created: Revised: Registered:	4/12/2021 - 4:39pm 4/12/2021 - 4:43pm



3. You will be prompted to add the event to the calendars of IQ users.

Add Eventbrite Event to IQ Calendar				
Calendar	3			
Save Cancel				

4. An additional link entitled "**IQ Event**" now appears underneath the title of the Eventbrite event. If you need to navigate directly to the Eventbrite page, simply click the title next to the Eventbrite logo.

Eventbrite Tickets - Netrieve Attendees				(ID# 222) 3
Cyclists For Street Safety Town Hall	Starts: Ends: Status:	5/22/2021 - 7:00pm America/New_York 5/22/2021 - 10:00pm live	Created: Revised: Registered:	4/12/2021 - 4:25pm 4/12/2021 - 4:27pm
Congresswoman Smith to speak to bike safety advocates at t	Venue:			

NOTE: Any discrepancies of the event metadata between the two platforms (Eventbrite and IQ) are indicated by the red text underneath the "**IQ Event**" link.

Eventbrite Tickets Retrieve Attendees Update IQ Event				(ID# 243) 1
Orange County Fair C IQ Event The IQ event has differences in: location We're so happy to be hosting this year's OC Fair! We hope t	Starts: Ends: Status: Venue:	8/20/2021 - 8:00am America/Los_Angeles 8/20/2021 - 11:30pm live Equestrian Center, 905 Arlington Drive, CA	Created: Revised: Registered:	4/12/2021 - 4:56pm 4/13/2021 - 12:15pm 1
Eventbrite Tickets Retrieve Attendees Update IQ Event				(ID# 241) 2
NYC Board of Education Town Hall IQ Event The IQ event has differences in: location Summer NYC Board of Education event to hear parent conce	Starts: Ends: Status: Venue:	7/16/2021 - 7:00pm America/New_York 7/16/2021 - 10:00pm live Madison Square Garden, 4 Pennsylvania Plaza, NY	Created: Revised: Registered:	4/12/2021 - 4:49pm 4/12/2021 - 4:51pm

Viewing Event Analytics

1. An Eventbrite record in IQ will display two tabs with the Eventbrite logos: Event and Attendees.



- 2. Click the Event tab to view the event dashboard.
- **3.** Any customized registration questions that are part of the Eventbrite order form (**note**: this feature is only available via paid Eventbrite accounts) and their responses are automatically populated in IQ and displayed in a graphical format.

Even	ts » <u>Results</u> » F	vent						ID# 501
APF	PROVED E	Event						Action
	General	Contacts (0)	Services (0)	E Event	Attendees	Log (1)		
					Eve	ent Dashboard		Rowand be EventBrid
	Event Links Event Page: http:// Manage: http://	tp://www.eventbrit //www.eventbrite.cc	e.com/e/meet-and-gree m/myevent?eid=12754	t-tickets-12754/ 048703	048703			IQ Invitations Invite IQ Contacts
1	Event Analyti	cs 🕞 Registrant	Status		Registrat	ions by Day		Map 🔁 Answers to IQ
		00%	Attend	2.5				
				0.0	08	/22/2014		

4. Select the **Map Answers to IQ** button at the right side of the page to align registration responses with affiliation codes in IQ and to automatically update the contact records with applicable tags.

	Map E Answers to IQ
	Add Affiliation to All Attendees
~	Apply affiliations to previously matched IQ contacts Of 1 attendee records, 0 have linked IQ contact records.
	Save Cancel

Page **3** of **5** Leidos proprietary 2025 This information may not be used, reproduced, disclosed, or exported without the written approval of Leidos.



Linking/Adding Event Attendees as IQ Contacts and Conduct Outreach

1. Click the Attendees tab to add an Eventbrite attendees as IQ contacts.



2. Select the attendee(s).

Events » <u>Results</u> » Ev	vents » <u>Results</u> » Event								
APPROVED Event									
General	Contacts (0)		Services (0)	🖪 Event	E Atten	dees	Log (1)		
Filters None Selected		🖻 Ev	entbrite Attend	ees (3 Records) (6				
Narrow Results			C List Ana	alyze Change 🛇	More 🛇	Sort: Na	me (Asc) 🛇		
Q Filter Text	O		Search Contacts						
Status			Carter Status: Atter Email: way	3 nding noro@verizon.net			Home: Work:	VA	
IQ Contact			Are you a talker or a	listener?		Both			
IQ Event			Do you prefer to sit Is this your first Mee	or stand? et and Greet event you	have attended	Both ? Yes			
🛟 City			Search Contacts						
State			🗢 <u>Rogan, Kiki</u> 🚺	3			Home:	VA	
ZIP Code			Status: Atte Email: kikir	nding oone@yahoo.com			WORK:		
Group			Are you a talker or a	listener? or stand?		Both			
Question			Is this your first Me	et and Greet event you	have attended	? No			
			Search Contacts						
		=	Status: Atte Email: jdco	E nding ke56@gmail.com			Home: Work:	VA	
			Are you a talker or a	a listener?		Listener			
			Is this your first Me	et and Greet event you	have attended	? No			

3. Click Change > Add as IQ Contact. If the attendee's contact information is stored in IQ, you can map their information to their existing IQ contact record. Otherwise, you can automatically create a new contact record. These two options are accomplished by checking Match to existing IQ contacts or create new IQ Contacts if no match found.



Page **4** of **5** Leidos proprietary 2025 This information may not be used, reproduced, disclosed, or exported without the written approval of Leidos.



NOTE: The **Do NOT create new IQ Contact if no existing match found** option prevents IQ from automatically creating a new record.

Creating an Outreach Activity using Contacts

1. Select the contacts to include in your outreach activity's target audience. Select New > Outreach.

	Add Contact	Change 📎	New 🛇	More 🛇	Sort:	Relevance (Desc) 📎
+Message	+Default Servio	e +Service +	A eNewslet	ter	blc	+Organization +Affiliation Delete
€Que 7990 Vienr ⊠tr	Quantum Dr, Ofo Quantum Dr, Ofo na, Virginia 22182 aining@iqserviced	m : 1 -5255 VA11 desk.com	Targeted Outreach Mass Mail Mass Text Service Event	Mailing ings t	ages each ices:	: (Open: 58 Completed: 93) : (Open: 0 Completed: 3) (Open: 24 Completed: 6)
+Message	+Default Servio	e +Service +	A Existing E	vent	blc	+Organization +Affiliation Delete
Que 7990 Vienr ⊠ al Hom	Quantum Dr, Ofo Quantum Dr, Ofo na, Virginia 22182 lyssa@fakeemail.o le: (123) 456-789	M. 1 -5255 VA11 com 0		M O Se	lessage: utreach ervices:	 (Open: 1 Completed: 20) (Open: 0 Completed: 0) (Open: 4 Completed: 3)

2. This will create a message record. From this record, you can conduct any outreach or message-related processes such as sending a Form Letter.

Approved Message for Mike Quorum							
Agency Contact for Service Code(s): U.S. Department of Healt Newsletter Subscriber	and Human Services						
General Log (1)							
Message	> Detail	Other Activity					
Outgoing:	Save as Template	💋 Edit					
US Mail 🔹	Date In: 4/16/2021						
Postal Address:	Incoming: No Incoming	Citagaire					
7993 Quantum Dr Vienna, VA 22182-4069 🔹	Created By: Lori Zeoli	Categorize					
Issues:	Priority: None						
Select issues (3)	Salutation: Mike						
Form Letter:	Message Comments:						
No Letter selected	Add comments						
©★≴							
Batch:							
No batch selected	Disc	ussion					
Envelope:	[
No envelope selected	<u> </u>						
Attachments:	Add Discussion message						
		1					
Q Previous Text Search		Post					