

# Audata Events User Guide

## Brief intro

Audata Events is an application that allows people to create ticketed events and manage the entire process from start to finish. Door lists are no longer required!

## Initial set up

Although Audata Events may be used as a stand-alone application, the real magic of it comes from its integration into Audata Promo. In this section, we will run through how to get Audata Events connected to Audata Promo.

**i** Please note this set up only needs to be done once per station in Audata Promo.

### 1. Create an API Key

To connect Audata Events to Audata Promo an API key needs to be created.

**i** API stands for Application Programming Interface. API's are used for software applications to send and receive data. API's can also connect one program to another, to share functionality.

A single API key can connect to multiple stations on Audata Promo. As such, you can create a single API key to use across all your stations. Or, you can create different API keys to use for different stations.

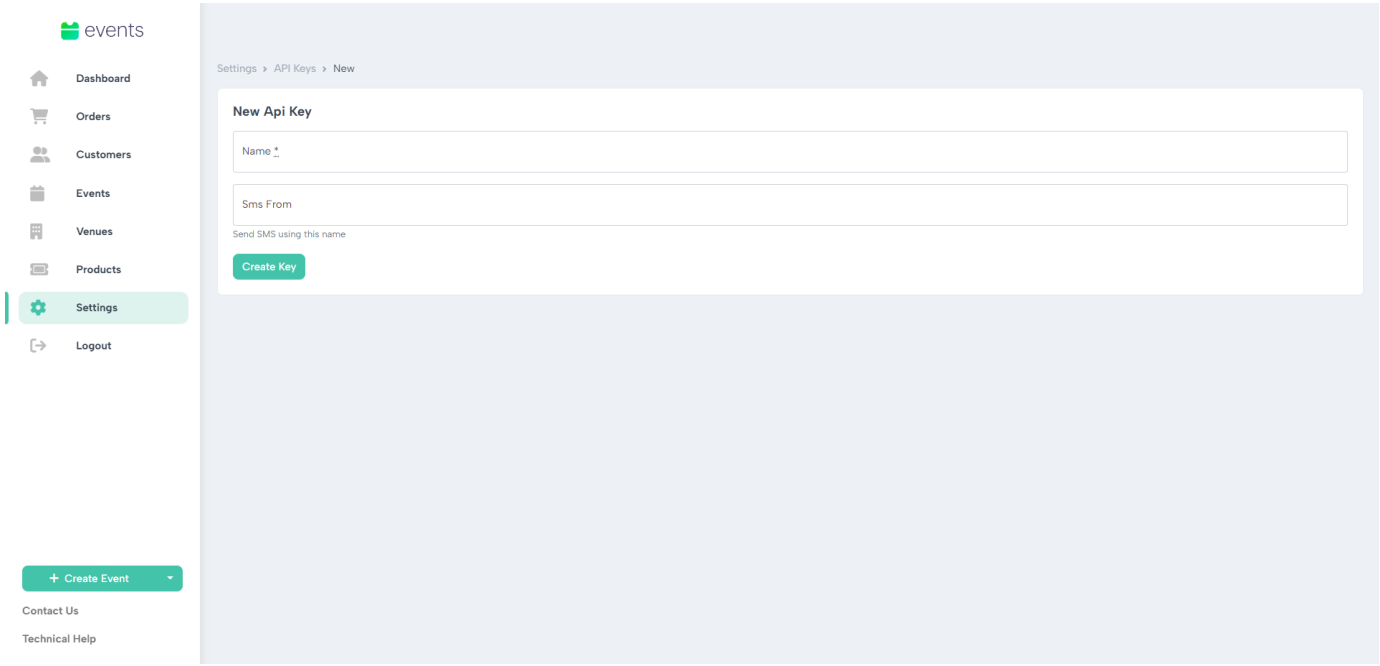
If you do not wish to send tickets via SMS, only one API Key across all stations is necessary. Visit the [SMS Ticketing](#) section at the end of this guide to learn how to set up SMS ticket delivery for your company (which can be set up at any time).

Open Audata Events and click on 'Settings' in the left sidebar. You should see a page like the one below:

The screenshot displays the 'Instance Settings' page in the Audata Events application. The left sidebar contains navigation links: Dashboard, Orders, Customers, Events, Venues, Products, Settings (highlighted), and Logout. Below the sidebar is a '+ Create Event' button and links for 'Contact Us' and 'Technical Help'. The main content area is titled 'Instance Settings' and contains an 'Edit Instance' form with the following fields and values: Name (AudataEvents), Country code (61), Locale (en), and Time zone (Melbourne). A checkbox for 'Delivery Tickets by SMS' is checked. An 'Update Account' button is at the bottom of the form. On the right sidebar, there are two buttons: 'Account' and 'API Keys'.

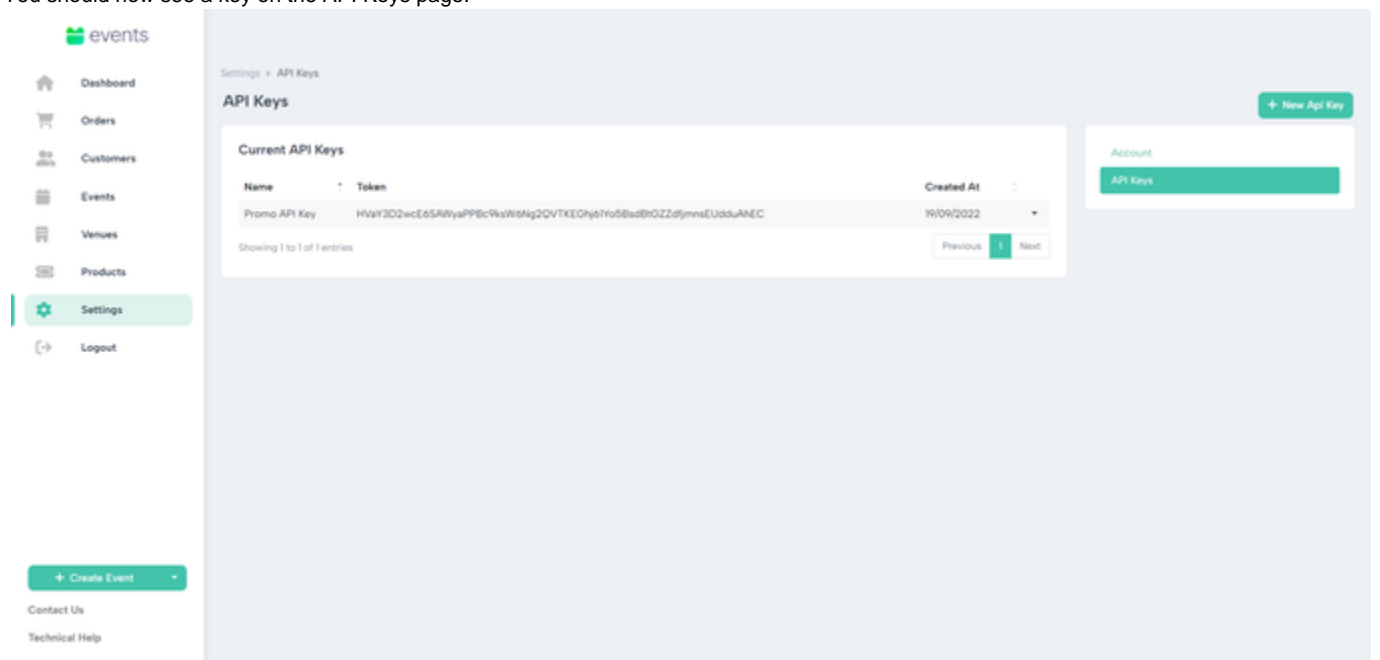
Select 'API Keys' on the right sidebar.

On the top right of the screen click on 'Create new API Key'. You should now see a page like below:




Enter a name for your API key, which can be anything, and generate your new key by clicking 'Create Key'.

You should now see a key on the API Keys page.

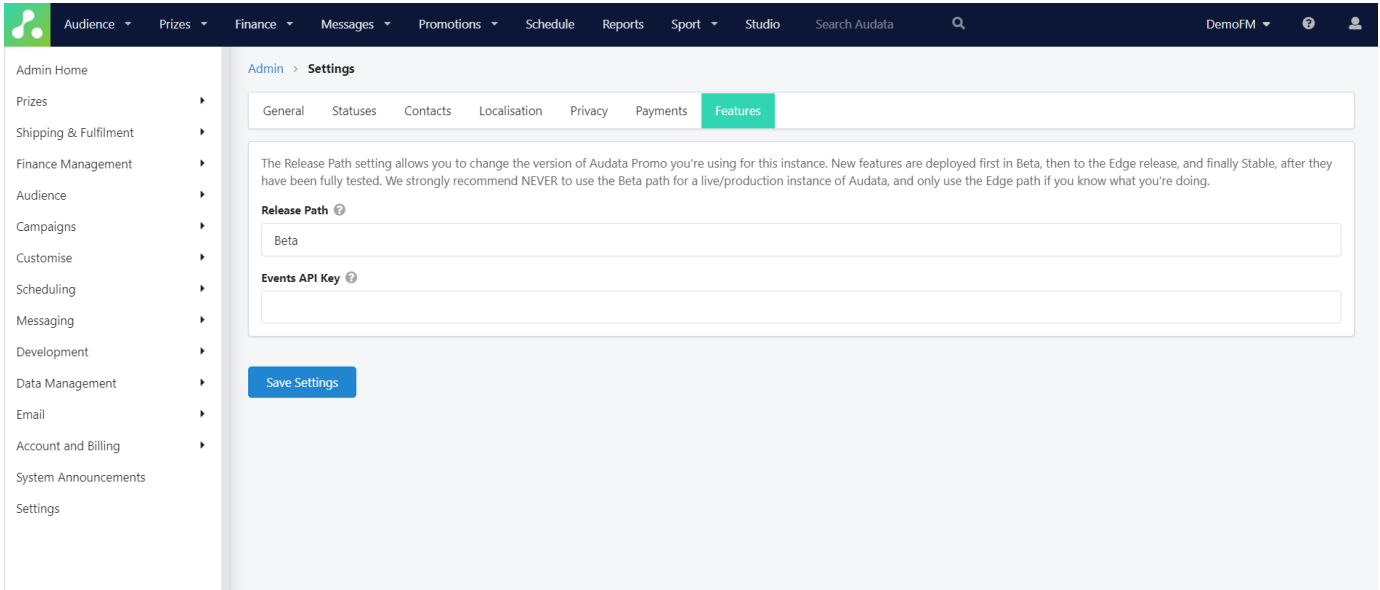


This key will be used in the next step, so make sure you copy the key to paste into Audata Promo.

 You must have admin permissions for Audata Promo to perform these next two steps.

## 2. Add API key to Audata Promo

First, navigate to admin settings in Audata Promo and click on 'Settings' in the left sidebar. You will see a sub-menu, click on 'Features'.



Paste the API key into the 'Events API Key' box and select the 'Save Settings' button.

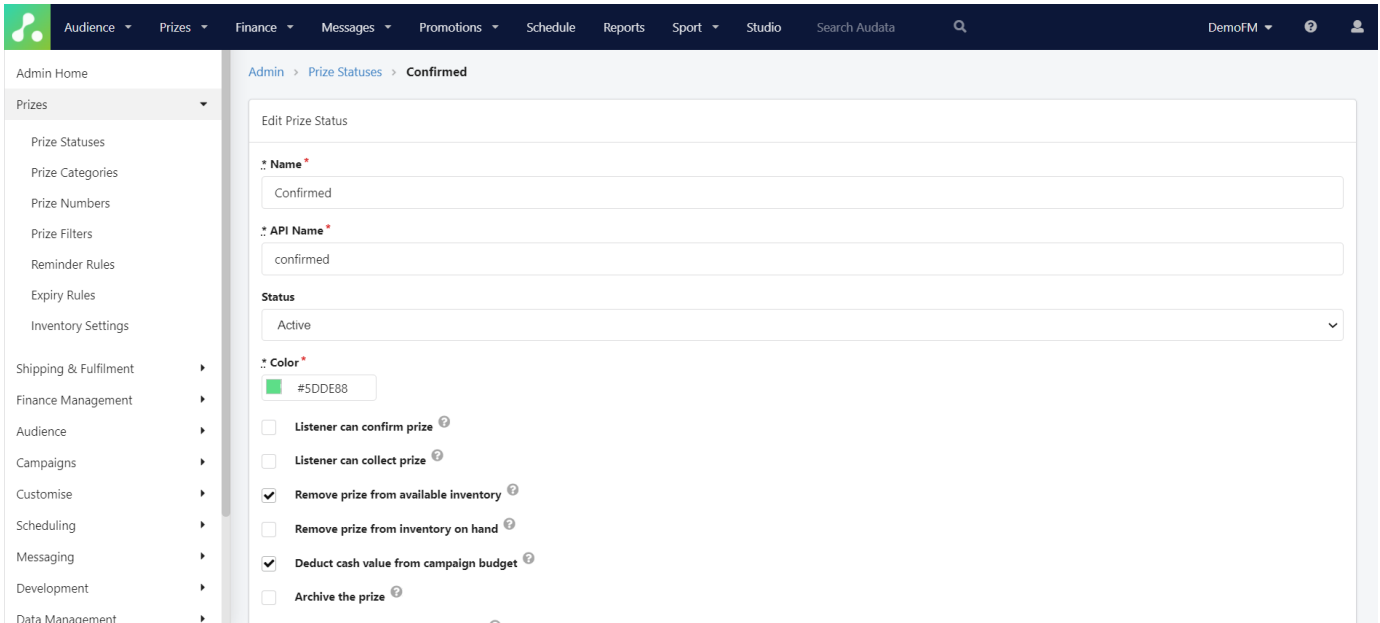
This will activate and connect this station of Audata Promo to Audata Events.

### 3. Update Confirmed Prize Status

The final step for the initial setup is updating the Confirmed Prize Status to ensure automatic fulfilment is enabled. This feature is required because it will ensure tickets are automatically delivered to the prize winner once they have confirmed their prize.

In admin settings, navigate to 'Prizes' > 'Prize Statuses'.

Select the Confirmed Prize Status.



**i** Please note that your confirmed status may look a bit different from the one above.

- Listener can confirm prize <sup>?</sup>
- Listener can collect prize <sup>?</sup>
- Remove prize from available inventory <sup>?</sup>
- Remove prize from inventory on hand <sup>?</sup>
- Deduct cash value from campaign budget <sup>?</sup>
- Archive the prize <sup>?</sup>
- Don't consider for prohibition rules <sup>?</sup>
- Delete associated payments <sup>?</sup>
- Prevent prize from being edited <sup>?</sup>
- Enable automatic fulfilment <sup>?</sup>
- Mark as requiring attention <sup>?</sup>

Simply ensure the 'Enable automatic fulfilment' box is checked. Click 'Update prize status' at the bottom of the page.

Your Audata Events and Audata Promo are now integrated and ready to host events.

## Event set up

Now that the initial setup is complete follow this guide to create your event and event tickets.

### 1. Create a Venue

Venues > New

#### New Venue

- Select 'Venues' from the left sidebar
- Click the 'New Venue' button
- Enter the details of your venue including name, address, postcode and country
- Click the 'Create Venue' button

**i** Venues only need to be added to the system once.

### 2. Create an Event

#### Event Information

Events > New

## New Event

**General Information**

Name \*

Subline   
Appears underneath the event title e.g. Presented by Audata

Venue \*

Can't find your venue? [Create one here](#)

Start time \*

Shortcode \*   
This is a unique code for your event

Display ticket address

Terms

[Next](#)

- Select 'Events' from the left sidebar
- Click the 'New Event' button
- You will need to enter the following information to complete your event:
  - Name of the event
  - Subline (this is optional. It appears underneath the event title on the ticket)
  - Venue
  - Start Time
  - Shortcode (this will automatically fill from your event name)
  - Select the 'Display venue address' tick box if you want the venue address to appear on the ticket
  - Terms (this is optional. This will appear in sentence form at the bottom of the ticket)
- Select 'Next'

### Ticket Classes

If your event requires multiple types of tickets (e.g. VIP, PR, CLIENT) this option enables you to separate the allocation. This is especially helpful with post-event analytics.

Events > New

## New Event

**Ticket Classes**

Ticket Class	Price	Quantity Available	Taxable
<input type="text" value="e.g. General Admission"/>	<input type="text" value="0.0"/>	<input type="text" value="0"/>	<input type="checkbox"/>

[New Ticket Class](#)

[Previous](#) [Next](#)

- Enter the Ticket Class information
- If this is a free event leave the price as 0
- If you are planning a paid event contact [support@audata.io](mailto:support@audata.io) for assistance
- Enter the quantity of available tickets
- Repeat this action until you have completed all the ticket classes required
- Select 'Next'

### Artwork

**i** We recommend artwork being completed prior to creating the event but can be added afterwards.

Artwork will appear as a header and a footer on the ticket. Dimensions must be 680 x 110 px for both.

### New Event

#### Artwork

Ticket banner

Choose File No file chosen

Must have dimensions of 680 x 110 px

Ticket footer

Choose File No file chosen

Must have dimensions of 680 x 110 px

Previous

Next

- Attach artwork
- Select 'Next'

### Ticket Preview

Once the above information has been completed a ticket preview will be generated.

#### New Event

Ticket Preview



#### AUDATA TEST EVENT

PRESENTED BY AUDATA

WEDNESDAY 07 DEC - 11:30 AM

MELBOURNE TOWN HALL



GENERAL  
JOHN DOE  
1000000  
PAX 138  
\$20.00



**You must present this entire page for scanning at the time of admission to this event.**

Safeguard this ticket as you would money or regular tickets. Access control at venues will only permit entry for a single use of the barcode on this ticket. Duplication of this ticket will not allow for multiple entry and all holders of duplicated tickets will be refused entry after its first use. Entry to the event is subject to the terms and conditions of the venue and the promoter. Tickets are non-transferable and can not be redeemed for cash.

#### Additional Information from the Promoter

Over 18 Event

Previous

Submit

- Select 'Submit' to finalize creating the event and event ticket classes

### Event Details

To view your event once it's created select 'Events' from the left sidebar and find your event.

Select the event name to view details.

### Audata Test Event

Preview Ticket

Import Guests

Live Mode

#### Event Details

Name	Audata Test Event
Venue	Melbourne Town Hall
Date	07/12/22 11:30
Shortcode	AUDATA_TEST_EVENT

#### Details

Scanning

Artwork

Ticket Classes

This page gives you a summary of the event details including the Product Code required to connect the event to the Prize Inventory in Audata Promo. Under 'Scanning' you can also access the QR code/ link required for scanning tickets at the event.

**i** If the event needs to be edited/ deleted instead of selecting the event name, select the drop down arrow on the right hand side.

### 3. Add To Inventory Item

Once the event has been created Product Codes are generated for each ticket class. The Product Code needs to be attached to the inventory created in Audata Promo.

You can find the Product Code by viewing the event and selecting 'Ticket Classes' from the right-hand side.

The screenshot shows the 'Audata Test Event' page. At the top right, there are three buttons: 'Preview Ticket', 'Import Guests', and 'Live Mode'. Below these is a table titled 'Ticket Classes' with the following data:

Name	Price	Total	Remaining	Product ID
COMP	\$0.00	200	200	TCOMB3C7E27A

On the right side of the table, there is a vertical menu with the following options: 'Details', 'Scanning', 'Artwork', and 'Ticket Classes' (which is highlighted in green).

- Create an inventory item in Audata Promo for the event. Attach to a campaign if required.

**i** Please follow this [link](#) to view how to create an inventory item in Audata Promo.

**w** Tickets must be put through as individual items e.g. Event Ticket. Then award the amount of tickets each listener is winning.

For example instead of awarding 1 x Double Pass you would award 2 x Event Ticket. This will ensure winners get the correct amount of tickets and inventory numbers are easier to track.

- Once the inventory details have been entered there is an option to enter an Event Code at the bottom of the page
- Enter the 'Product Code' from your event
- Select Save Inventory Item

The screenshot shows the 'Event Code' field in the Audata Promo interface. The field is labeled 'Event Code' and contains the value 'TCOMB3C7E27A'. Below the field is a blue button labeled 'Save Inventory Item'. The interface also shows a sidebar with the following options: 'Ad Hoc Giveaway', 'Digital Prizing', and 'Event Code' (which is expanded).

### 4. Award Tickets

Once the inventory item is created and the Product Code has been attached the tickets can now be awarded in Audata Promo.

This can either be done by scheduling a contest spot - [Watch Video Here](#)

Or manually award the prize by selecting Prizes > Award Prize and follow the prompts.

During Event

#### How to share an event code

Select the event from the 'Events' tab

Then select 'Scanning' from the right hand side

Share the QR code/ link with anyone who will be scanning tickets at the event. This will give them access to do so.

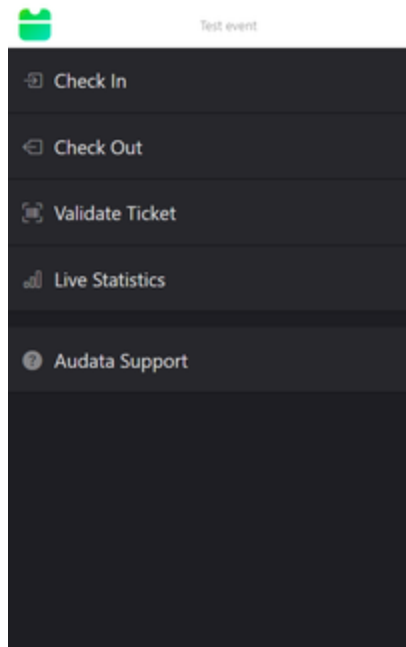
To use the QR code open the camera on your device and hover over the QR code until a link pops up. Select the link and the scanner will open.

Alternatively, you can access the scanner by opening the link in a web browser.

### How to scan tickets

- To check people into the event select 'Check In'
- The camera will automatically open
- Scan the QR code with the phone and this will check in that ticket





Follow this same process to check a ticket out.

Once a ticket has been checked in it can't be checked in again.

To find out the ticket class and additional ticket information select 'Validate Ticket'.

## Post Event

After the event has finished, event analytics will be generated with details such as event attendance numbers, a timeline of the event showing when people entered and exited and the attendees' demographics.

Once the event is complete open the event and the 'Analytics' option will now appear on the right-hand side.

## Optional features

### Create an Order Manually

There may be occasions when not all tickets will be awarded through Audata Promo. To create an order of tickets that can be sent out separately, follow these steps.

- First create a customer from the 'Customer' tab
- Select 'Orders' from the left side panel
- Select the 'New Order' button
- Select the customer that was just created
- Enter the Product Code
- Enter the quantity required (all other information will automatically fill)
- Press the 'Fulfil Order' button to generate the tickets
- To email/sms tickets select the 'Deliver' Tickets button

### SMS Ticketing

**i** It's necessary to create multiple API keys if you are a company that has multiple stations using Audata Events and wish to send ticketing texts from different names.

## Enable SMS Delivery

To enable SMS Delivery in Audata Events, simply navigate to 'Settings' in the sidebar, click the 'Deliver Tickets by SMS' checkbox and then click the 'Update Account' button to save your changes.

events

Dashboard  
Orders  
Customers  
Events  
Venues  
Products  
Settings  
Logout

+ Create Event

Contact Us  
Technical Help

Settings > Instance

### Instance Settings

Change Current Instance  
DemoEvents

Edit Instance

Name \*  
DemoEvents

This will act as your sender id for mobile delivery

Country code  
01

Deliver Tickets by SMS  
Tickets will be delivered through mobile and email with this option activated.

Locale  
en

Time zone  
Melbourne

Update Account

Account  
API Keys

Tickets will now be delivered to attendees by both email and SMS.

**i** SMS texts will be the from name of your instance. E.g. in the example above, texts will be received by the name 'DemoEvents'.

## Send SMS from Different Names

By default, texts will be sent from the instance name, however, using API keys we can customize this behavior for different stations.

To do this simply create a new API key or edit a previously created one.

Type the name you want the SMS to come from in the 'Sms From' field and hit 'Create Key'/'Update Key'.

events

Dashboard  
Orders  
Customers  
Events  
Venues  
Products  
Settings  
Logout

+ Create Event

Contact Us  
Technical Help

Settings > API Keys > New

### New Api Key

Name \*

Sms From

Send SMS using this name

Create Key

Now any stations in Audata Promo using that API key will have their tickets delivered by the name you just entered (instructions on how to add an API key to Audata Promo are in 'Add API Key to Audata Promo' under the 'Initial Setup' section of this guide).