EVENTBRITE

KELLOGG ALUMNI CLUBS & AFFINITY NETWORKS

INCREASE YOUR EVENT'S VISIBILITY WITHIN THE KELLOGG COMMUNITY

Kellogg has chosen Eventbrite as a preferred vendor for event registration & promotion. As part of our efforts to improve how alumni are able to connect with each other, Kellogg has launched a **global event listing page** to showcase the variety of events available. Alumni can now easily search and register for Kellogg-affiliated events in one location.

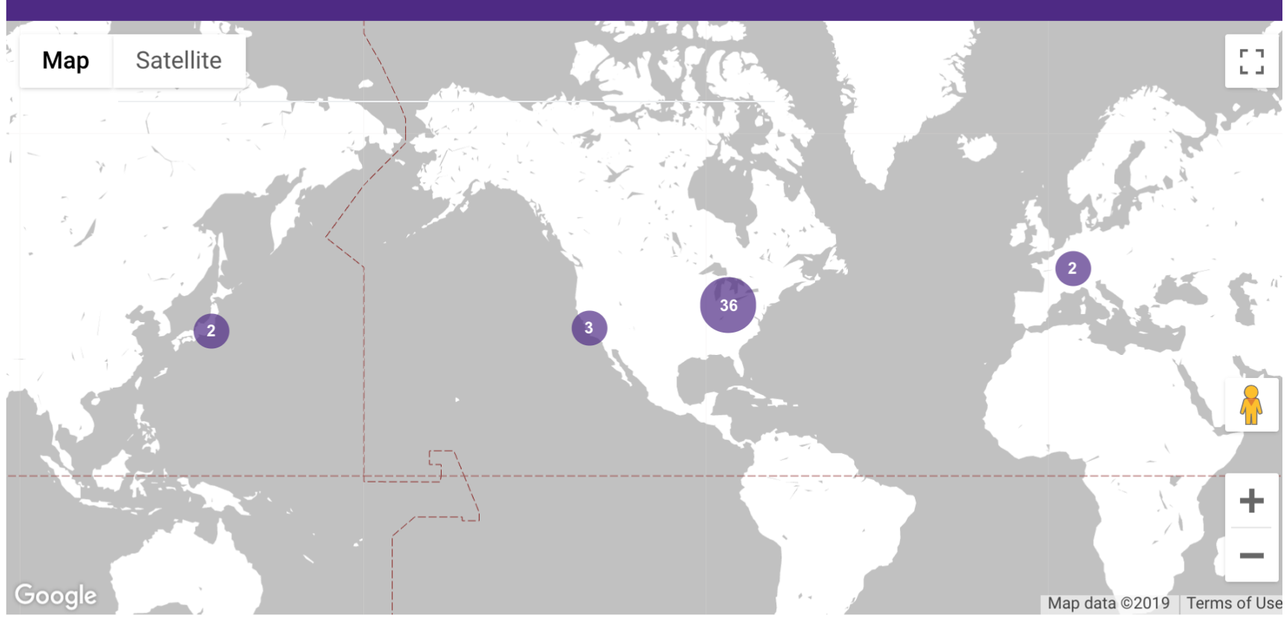
We encourage you to connect your existing Eventbrite account to the Kellogg listing page to increase the visibility of your club or affinity network's events within the Kellogg community.

Alumni Community Events

Find club or affinity network events, Kellogg-hosted conferences, or connect with the alumni-focused Career Management Center. Search by date or location, then register by clicking RSVP next to the event name.

CREATE EVENT

Filter Event List



Name	Location	Date

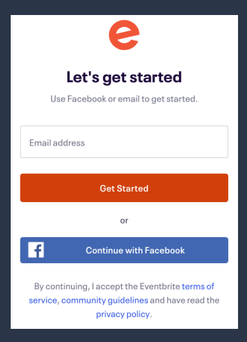
MAXIMIZE YOUR EVENT LISTING

- Bookmark **kell.gg/alumnievents** to easily access the Kellogg event listing
- Use your club or affinity network's name within the event title to easily distinguish it within search results
- Keep your event titles short and descriptive so that users can easily understand the type of event being hosted
- Use a photo with clear imagery that represents your event well
- Promote your events using the Eventbrite URL in iModules emails, social media posts, WhatsApp, etc.
- Use the **#KelloggAlumni** hashtag within the body of your event description to encourage social media sharing
- Only post Kellogg-affiliated events to the page. Events promoting non-alumni events will be removed.

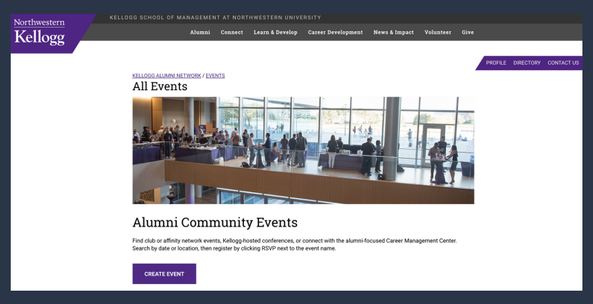
PROMOTE YOUR EVENTS WITH KELLOGG

EXISTING EVENTBRITE USERS

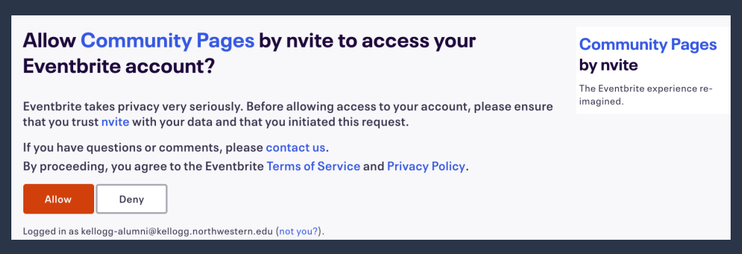
1. Login to the Eventbrite account used to create your club/affinity network's events



2. Open a second browser window to Kellogg's global event listing: kell.gg/alumnievents



3. Click **Create An Event,** then **Allow** to connect your Eventbrite account to the Kellogg page.



4. Click **Edit Event** to customize event details within your Eventbrite account.

5. Follow prompts to add event details, ticket type, etc. **Save** and **Make Event Live**

NON-EVENTBRITE USERS

If your event has a registration page in a different platform, or is hosted by another organization (i.e. a peer school) email the URL to **kellogg-clubs@kellogg.northwestern.edu** with subject line: **Add Event to Listing**

If your event does not have a registration page (i.e. only a PayPal link is available or you collect manually via email) we encourage you to create an Eventbrite account. Visit **www.eventbrite.com** to get started.