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**Events 2013 Published:** 12/20/2012

## Overview

This article is a revision to [Events 2013](#) with **updated screenshots** and steps. Some **features** have been added/enhanced/retired. This KB walks step by step on how to create an event in Trail Blazer, post it online and link to it from your website and social outlets. It also digs into the management of sale **orders**, event **attendees**, and how it looks as someone goes through the **registration** process from start to finish.

*\*In my example I created an event called "[Blazing Trails – The Kings Trail](#)". This included a single **ticket** and **product**. The processes will be similar for the different types of events you can create (i.e. membership renewals, gala's, pledge drives, capital campaigns, appeals etc.) It may be easier to follow along by viewing this KB as a PDF and printing it out – or call our support staff and we'd be happy to walk through setting up an event with you **1-866-909-8700**.*

**NOTE:** The event module is multi-faceted with a lot of options. This KB is split into a [Part I](#) & [Part II](#) for easier readability with links to many other related resources.

## Outline

**#1** Creating an Event and Posting it Online

**#2** Configure Event – Web Customization

**#3** Linking to your Event

**#4** Online Event Registration Process

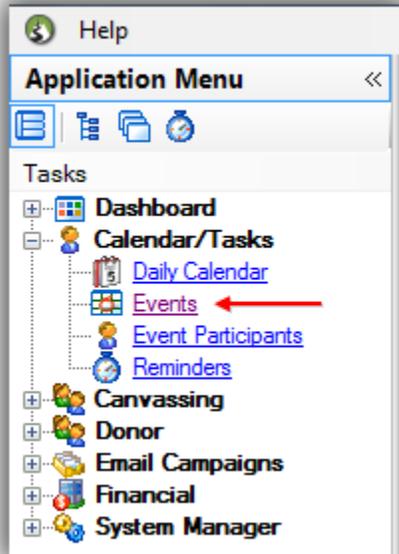
**#5** Related Resources

 **Tip:** Use **Ctrl+F** to jump to different sections using keywords like **#1, #2, Related Resources**

## **#1** Creating an Event and Posting it Online

*\*Assumes you have required [security access](#).*

Navigate to the **Events** list by following **Application Menu > Calendar/Tasks > Events**



From the **Events** list you can:

- Query by **Event Name/Date Ranges/Events** that are **Published to Web** and More
- View **Attendee Counts, Pledges** and **Contributions** (*contributions refers to product/ticket sales or donations*)
- Open **Past Event** Records and Make Modifications
- Create **New** Events

Click **[Search]** to load your entire list of events and view details within the grid.

1

Search Reset New [Icons] File Edit ? **Events**

Favorites General SQL

**Events Active**

- Today
- This Week
- This Month
- This Year
- Last 10 Days
- Last 30 Days
- Last 60 Days
- Last 90 Days

Name:

Start Date:  to

End Date:  to

Event tracks contributions

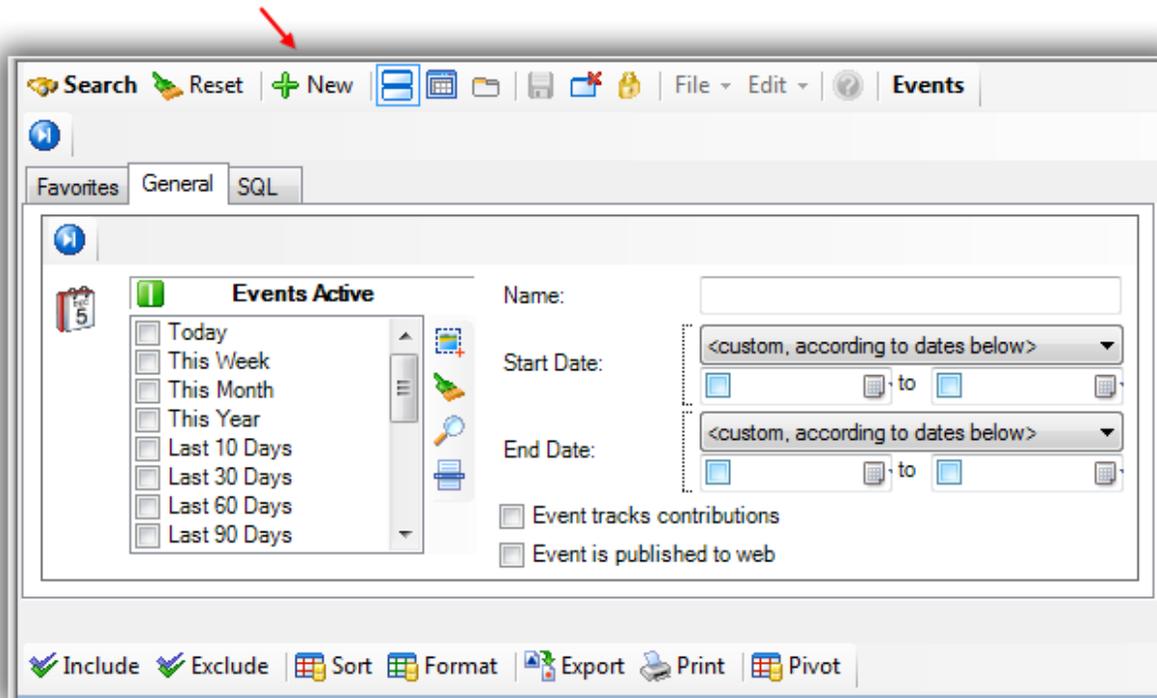
Event is published to web

Include Exclude Sort Format Export Print Pivot

Events [ 10 records found ] ← Record Count

Incl	Event ID	Event Name	Start Date	End Date	City	State	Public	Track Contributions	Open Pledges	Contributions	Summary Count	Close Registration Time
<input checked="" type="checkbox"/>	<a href="#">2</a>	<a href="#">Gala Fundraiser</a>	6/11/2011	6/11/2011	Minneapolis	MN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	.00	860,896.00	351	6/10/2011 5:00 PM
<input checked="" type="checkbox"/>	<a href="#">9</a>	<a href="#">2011 - Annual Appeal</a>	7/1/2011	10/31/2011			<input type="checkbox"/>	<input checked="" type="checkbox"/>	4,525.00	174,072.96	126	7/1/2011 12:10 PM
<input checked="" type="checkbox"/>	<a href="#">1</a>	<a href="#">2012 - Capital Campaign</a>	1/1/2012	12/31/2012			<input type="checkbox"/>	<input checked="" type="checkbox"/>	750.00	1,685,830.99	743	
<input checked="" type="checkbox"/>	<a href="#">47</a>	<a href="#">2013 - Membership Renewal</a>	1/1/2013	12/31/2013			<input type="checkbox"/>	<input checked="" type="checkbox"/>	.00	148,280.00	229	
<input checked="" type="checkbox"/>	<a href="#">3</a>	<a href="#">2014 - Membership Renewal</a>	1/1/2014	12/31/2014			<input type="checkbox"/>	<input checked="" type="checkbox"/>	.00	72,735.00	219	
<input checked="" type="checkbox"/>	<a href="#">20</a>	<a href="#">21st Annual Golf Tournament</a>	7/4/2014	7/4/2014	Golden Valley	MN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	.00	250.00	3	7/3/2014 7:30 AM
<input checked="" type="checkbox"/>	<a href="#">15</a>	<a href="#">2014 - Pledge Drive</a>	11/1/2014	12/31/2014	Boise	ID	<input type="checkbox"/>	<input checked="" type="checkbox"/>	300.00	.00	0	10/30/2014 12:00 AM
<input checked="" type="checkbox"/>	<a href="#">46</a>	<a href="#">Webinar - Environmental Stewardship</a>	1/1/2015	1/1/2015			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	.00	.00	0	1/1/2015 2:00 PM
<input checked="" type="checkbox"/>	<a href="#">14</a>	<a href="#">Wine &amp; Cheese Tasting</a>	5/1/2015	5/2/2015	Silver Bay	MN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	.00	.00	0	4/29/2015 11:45 AM
<input checked="" type="checkbox"/>	<a href="#">28</a>	<a href="#">Blazing Trails - The Kings Trail</a>	5/15/2020	5/25/2020	Abisko		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	.00	.00	0	5/8/2020 7:30 AM
Σ	10						5	10	5,575.00	2,942,064.95	1,671	

Click [+ New] from the search tool strip.

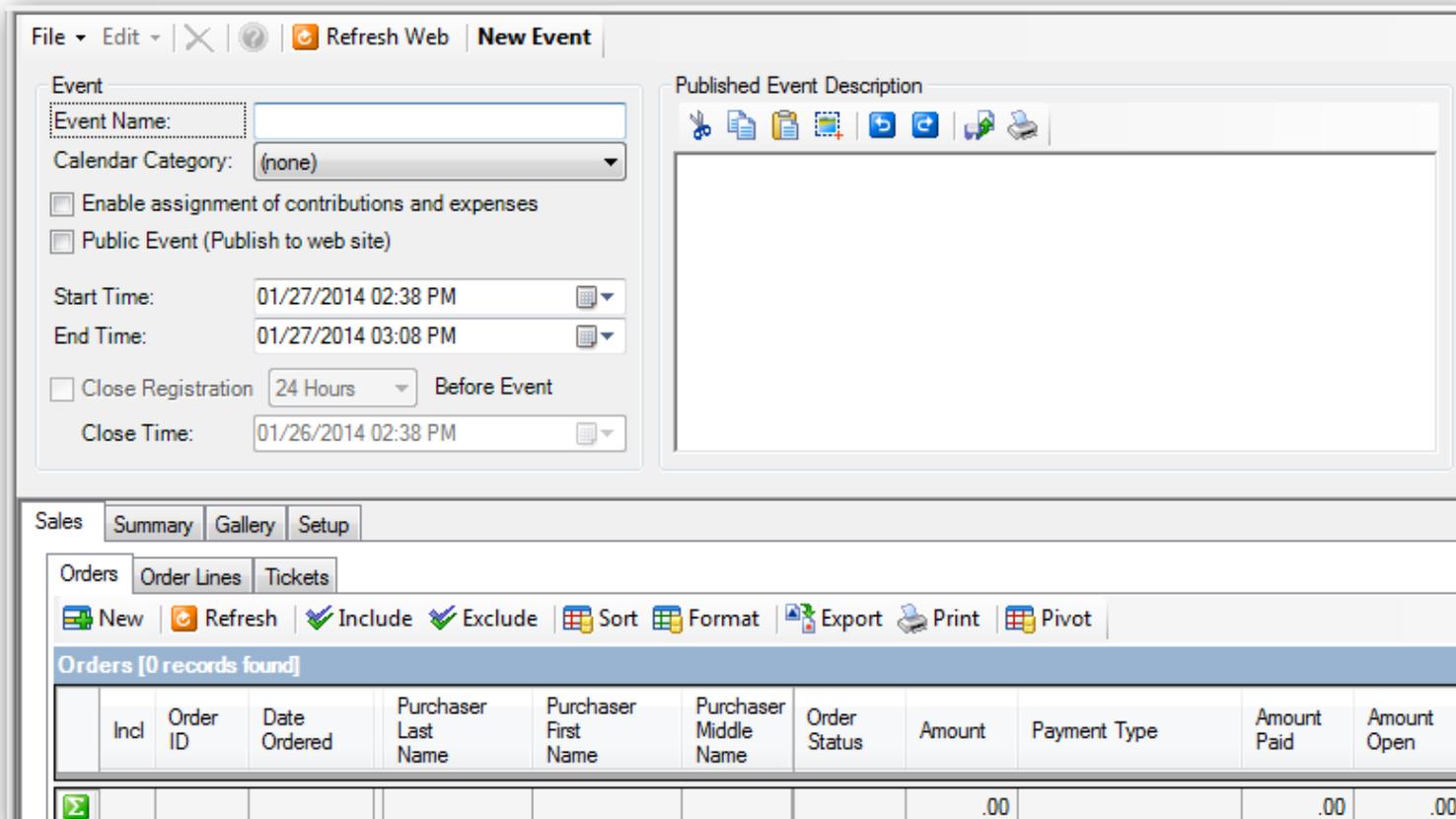


The options you have from within the **Event** record are:

- Create an Event **Name** (*Gala, Capital Campaign, Membership Dues, and Appeals etc.*)
- Write a **Description** (*optionally you can add [HTML/Inline CSS](#) for images, fonts and other styling*)
- **Enable** Assignment of Contributions and Expenses (*displays event as an option in drop-downs when searching by or adding contributions*)
- **Publish** Event to the Web (*hosted at <https://www.trailblz.info/YourDatabaseName/EventDirectory.aspx>*)
- Set the **Start/End Time**

- Set the **Registration Close Time** (*optional*)
- Create/Edit/Delete **Sale Orders**

Image 1 of 3 | Blank Event Record



File Edit Refresh Web **New Event**

Event

Event Name:

Calendar Category: (none)

Enable assignment of contributions and expenses

Public Event (Publish to web site)

Start Time: 01/27/2014 02:38 PM

End Time: 01/27/2014 03:08 PM

Close Registration 24 Hours Before Event

Close Time: 01/26/2014 02:38 PM

Published Event Description

Sales Summary Gallery Setup

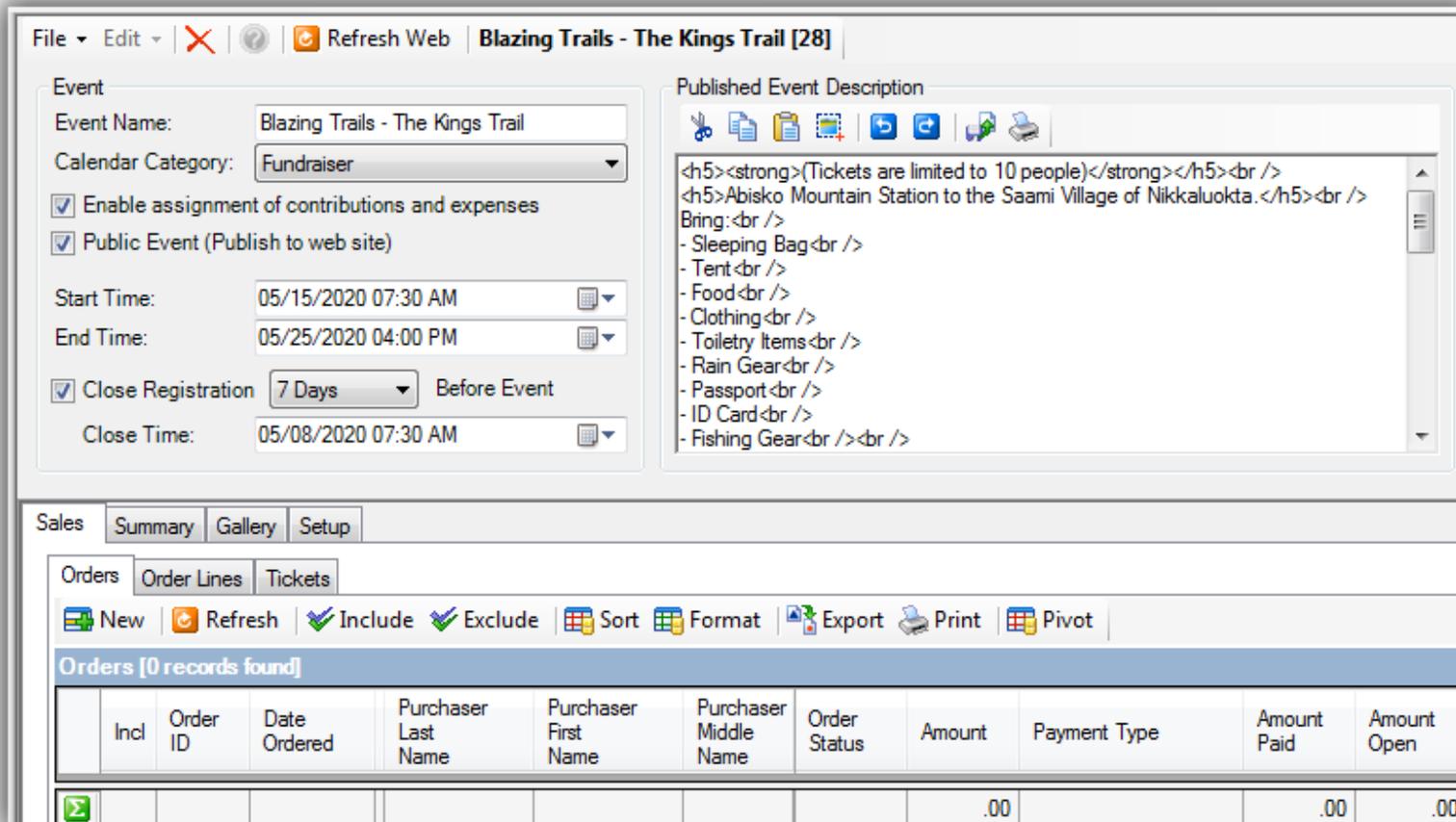
Orders Order Lines Tickets

New Refresh Include Exclude Sort Format Export Print Pivot

Orders [0 records found]

Incl	Order ID	Date Ordered	Purchaser Last Name	Purchaser First Name	Purchaser Middle Name	Order Status	Amount	Payment Type	Amount Paid	Amount Open
							.00		.00	.00

Image 2 of 3 | My *Example* Completed Event Record



The screenshot shows the TrailBlazer web interface for editing an event record. The browser title is "Blazing Trails - The Kings Trail [28]".

**Event Details:**

- Event Name: Blazing Trails - The Kings Trail
- Calendar Category: Fundraiser
- Enable assignment of contributions and expenses
- Public Event (Publish to web site)
- Start Time: 05/15/2020 07:30 AM
- End Time: 05/25/2020 04:00 PM
- Close Registration: 7 Days Before Event
- Close Time: 05/08/2020 07:30 AM

**Published Event Description:**

```

<h5><strong>(Tickets are limited to 10 people)</strong></h5><br />
<h5>Abisko Mountain Station to the Saami Village of Nikkaluokta.</h5><br />
Bring:<br />
- Sleeping Bag<br />
- Tent<br />
- Food<br />
- Clothing<br />
- Toiletry Items<br />
- Rain Gear<br />
- Passport<br />
- ID Card<br />
- Fishing Gear<br /><br />
    
```

**Sales Summary:**

Orders: Order Lines | Tickets

Actions: New | Refresh | Include | Exclude | Sort | Format | Export | Print | Pivot

Orders [0 records found]

Incl	Order ID	Date Ordered	Purchaser Last Name	Purchaser First Name	Purchaser Middle Name	Order Status	Amount	Payment Type	Amount Paid	Amount Open
							.00		.00	.00

Images 3 of 3 | How My *example* Looks Online

## Blazing Trails - The Kings Trail - Image 1 of 2

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### Blazing Trails - The Kings Trail

Friday May 15, 2020 7:30 AM to 4:00 PM

Abisko Mountain Station  
Meet at the Trail Head Abisko, 98107

---

#### Ticket Information

DESCRIPTION	PRICE	QUANTITY
Single - 7 Day Guided Hike	\$2,500.00	0 <input type="text"/>

#### Product Information

DESCRIPTION	PRICE	QUANTITY
Trail Blazer Hooded Sweatshirt	\$65.00	0 <input type="text"/>

#### Payment Options




Order and Register

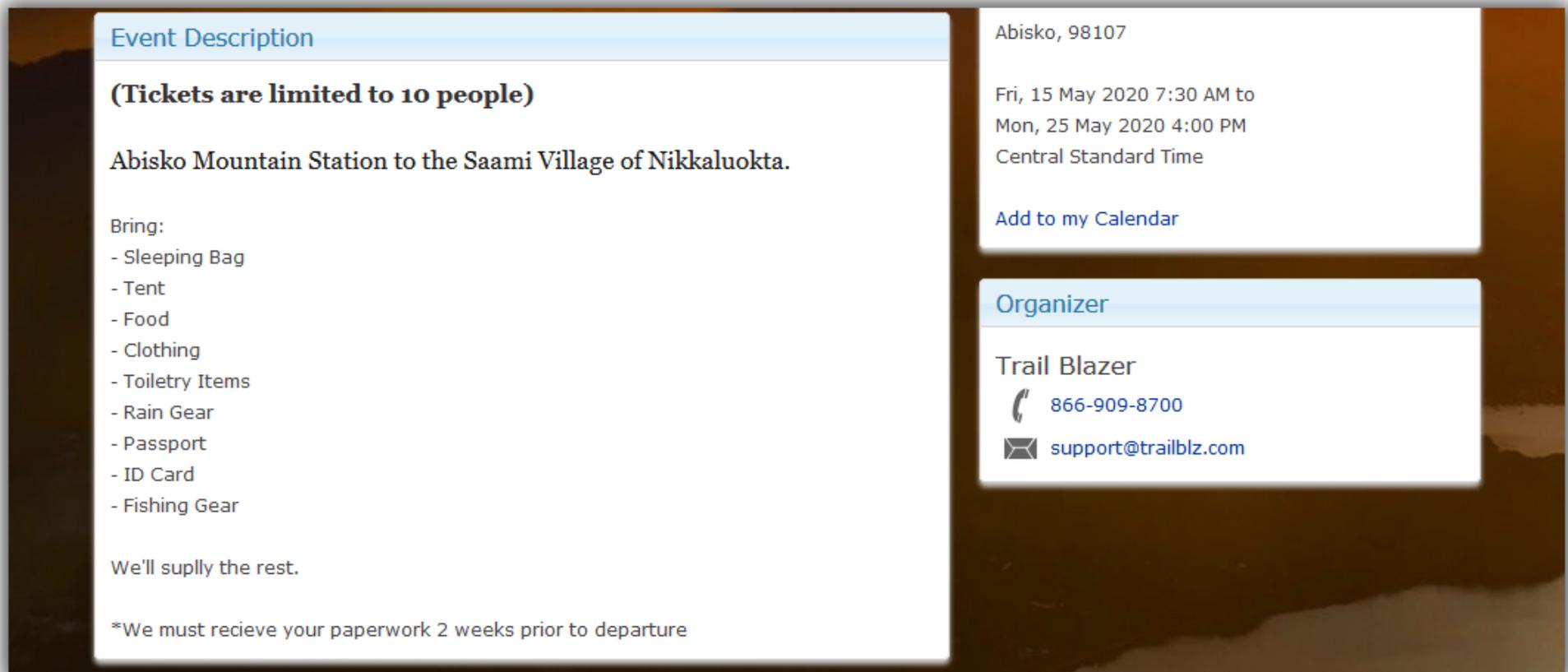
#### When and Where



Google Map Data Terms of Use Report a map error

Abisko Mountain Station  
Meet at the Trail Head

## Blazing Trails - The Kings Trail - Image 2 of 2



The screenshot shows a web interface for an event. On the left, a white box with a light blue header 'Event Description' contains the following text: '(Tickets are limited to 10 people)', 'Abisko Mountain Station to the Saami Village of Nikkaluokta.', a list of items to bring (Sleeping Bag, Tent, Food, Clothing, Toiletry Items, Rain Gear, Passport, ID Card, Fishing Gear), 'We'll supply the rest.', and a note: '\*We must receive your paperwork 2 weeks prior to departure'. On the right, a white box with a light blue header 'Event Details' contains: 'Abisko, 98107', dates and times 'Fri, 15 May 2020 7:30 AM to Mon, 25 May 2020 4:00 PM Central Standard Time', and a link 'Add to my Calendar'. Below that, another white box with a light blue header 'Organizer' contains: 'Trail Blazer', a phone icon with '866-909-8700', and an email icon with 'support@trailblz.com'.

In my example I put inline [CSS/HTML](#) into the description box in order to add images, change fonts, add line breaks etc. Here's the sample code I used (Notice that the **img src** always links to my **Trail Blazer web services Application Menu**: <https://www.trailblz.info/YourDatabaseName>) – [This KB](#) shows you how to prep and upload images to your Application Menu.

 **Tip:** CSS and HTML for the **Event Description** is displayed in **BOLD Blue** below.

```
/*SAMPLE EVENT DESCRIPTION WITH CSS/HTML START*/  
<h5><strong>(Tickets are limited to 10 people)</strong></h5><br />  
<h5>Abisko Mountain Station to the Saami Village of Nikkaluokta.</h5><br />  
Bring:<br />  
- Sleeping Bag<br />  
- Tent<br />  
- Food<br />  
- Clothing<br />  
- Toiletry Items<br />  
- Rain Gear<br />  
- Passport<br />  
- ID Card<br />  
- Fishing Gear<br /><br />  
We'll supply the rest.<br /><br />  
<italic>*We must receive your paperwork 2 weeks prior to departure</italic>  
  
<head>  
<style>  
body {  
background-image:url("http://trailblz.info/testingdatabase/images/2014-04-17.jpg");  
text: white;  
}  
  
#event-top-banner h1{  
color: white;  
font-size: 22px;  
}
```

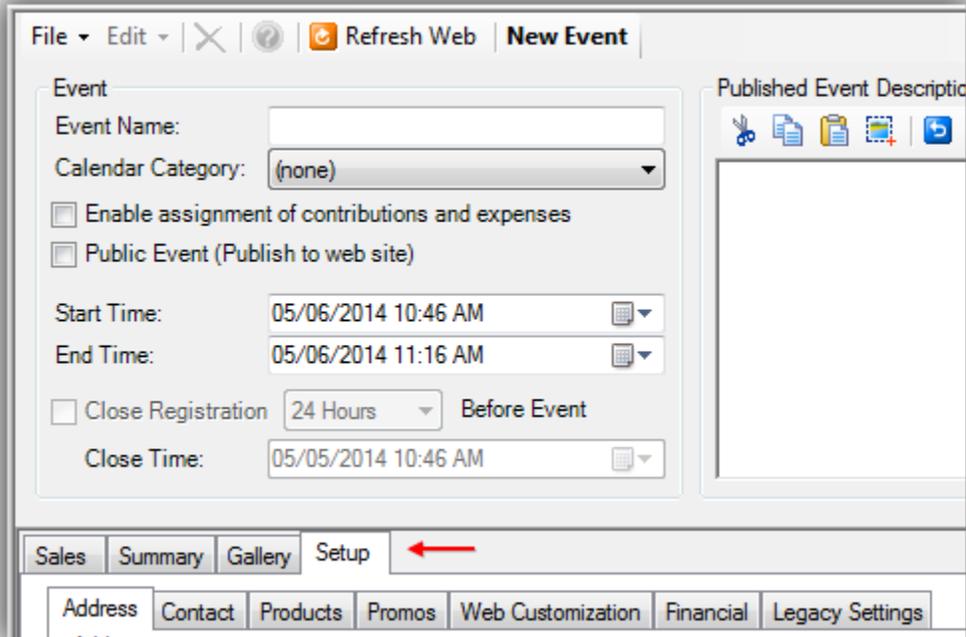
```
#event-top-banner h2{  
color: white;  
font-size: 20px;  
}
```

```
#event-top-banner {  
color: white;  
}
```

```
</style>  
</head>
```

```
/*SAMPLE EVENT DESCRIPTION WITH CSS/HTML END*/
```

Next you can click the **Setup** tab to continue customizing your event and to create **merchandise** (Products/Tickets).

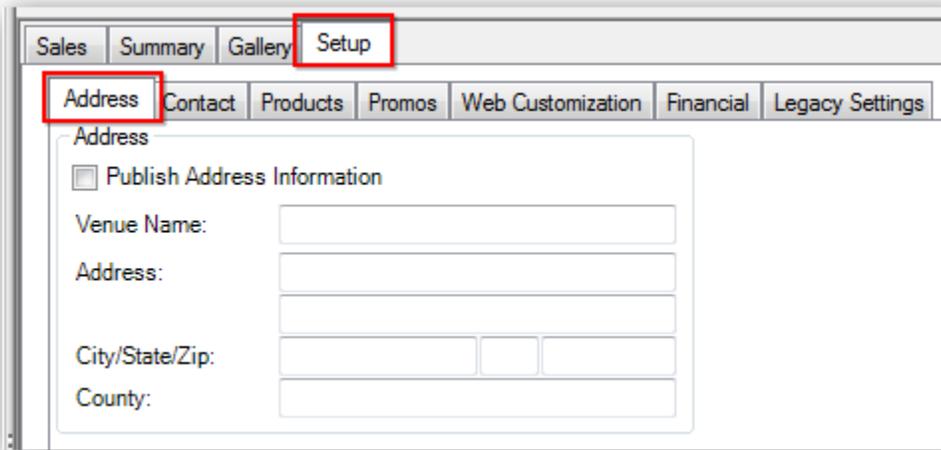


Here you have the options to:

- Publish **Address (Venue)** Information
- Publish **Contact Details**
- Create **Products and Tickets** (*set capacity / max order quantity*)
- Generate **Promo Codes** ([possible promo code errors](#))
- Configure **Web Customization** (*variety of other settings – covered in section #2*)
- Set **Internal Fundraising/Spending Estimates**

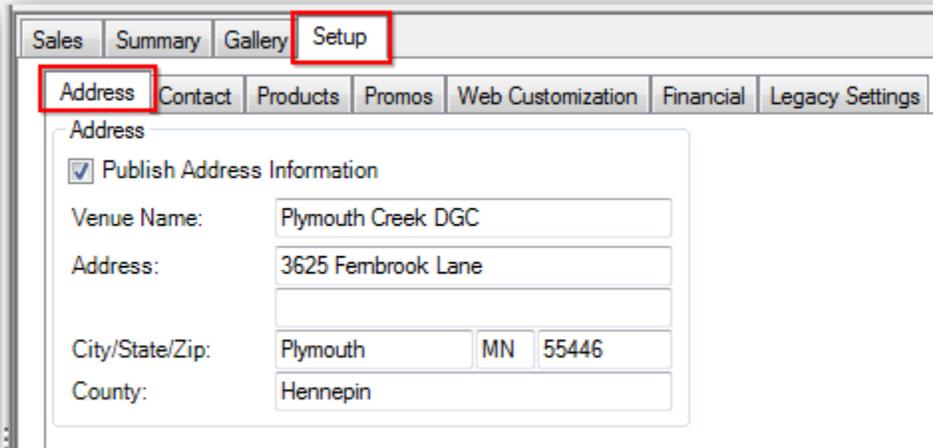
First I entered and published the address for the event under **Setup > Address**.

Image 1 of 3 | Blank Address (Venue)



The screenshot shows a web application interface with a top navigation bar containing tabs for Sales, Summary, Gallery, and Setup. The Setup tab is selected and highlighted with a red box. Below the navigation bar is a sub-menu with tabs for Address, Contact, Products, Promos, Web Customization, Financial, and Legacy Settings. The Address tab is also highlighted with a red box. The main content area is titled "Address" and contains a checkbox for "Publish Address Information" which is unchecked. Below this are several input fields: "Venue Name:" (a single text box), "Address:" (two stacked text boxes), "City/State/Zip:" (three separate text boxes), and "County:" (a single text box).

Image 2 of 3 | My Example Address (Venue)



The screenshot shows a web application interface with a top navigation bar containing tabs for Sales, Summary, Gallery, and Setup. The Setup tab is active and highlighted with a red box. Below the navigation bar, there is a sub-menu with tabs for Address, Contact, Products, Promos, Web Customization, Financial, and Legacy Settings. The Address tab is also highlighted with a red box. The main content area is titled "Address" and contains a checkbox labeled "Publish Address Information" which is checked. Below this are several input fields: "Venue Name" with the value "Plymouth Creek DGC", "Address" with the value "3625 Fembrook Lane", "City/State/Zip" with values "Plymouth", "MN", and "55446", and "County" with the value "Hennepin".

Image 3 of 3 | How my *Example* Looks Online

When and Where



Abisko Mountain Station  
Meet at the Trail Head  
Abisko, 98107

Fri, 15 May 2020 7:30 AM to  
Mon, 25 May 2020 4:00 PM  
Central Standard Time

[Add to my Calendar](#)

Next you can publish your **Contact** info under **Setup > Contact**.

Image 1 of 3 | Blank Contact Tab

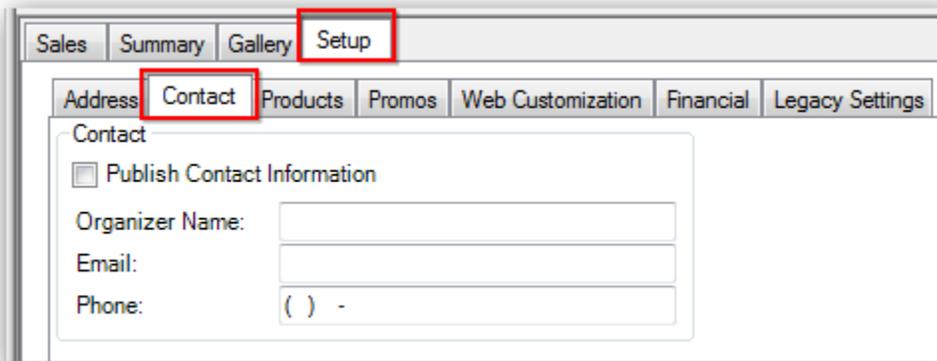


Image 2 of 3 | My *Example* Contact Tab

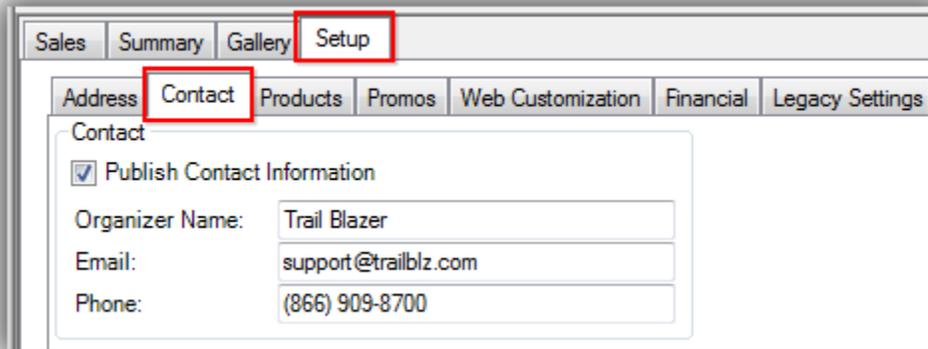
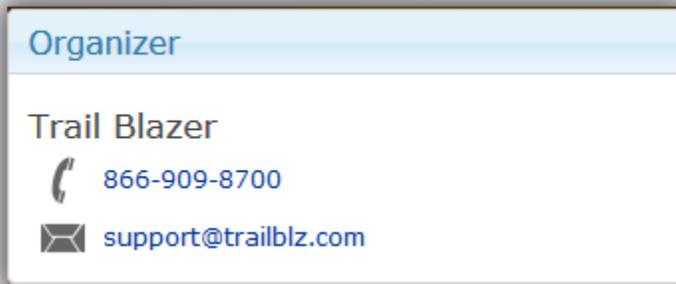
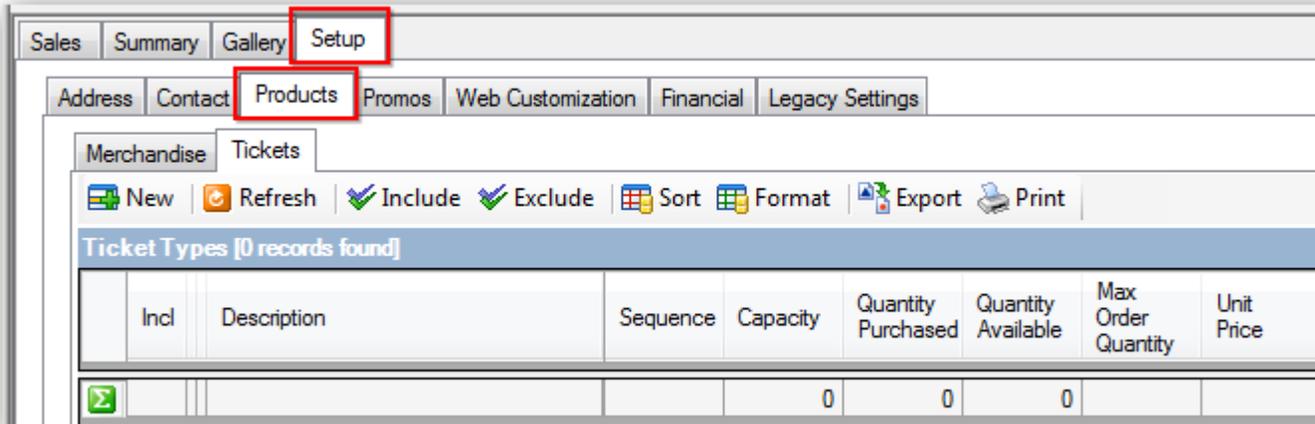


Image 3 of 3 | How My *Example* Looks Online



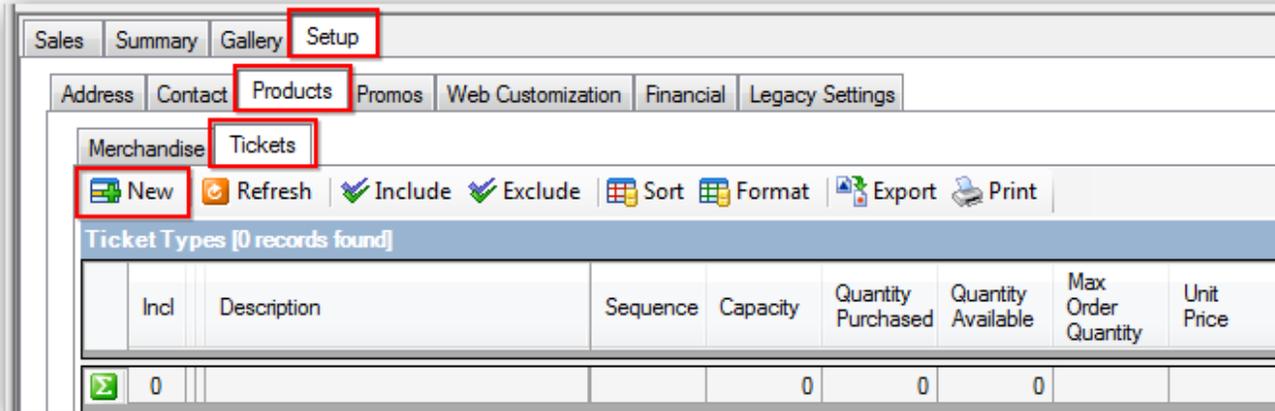
Next I created some Products and Tickets under the **Setup** tab **Products** sub-tab.



**IMPORTANT!** In order to sell products or tickets via Trail Blazer you must have an account with one of the merchant gateways we've integrated with. [Click Here](#) to view them all with details about each – once you've got a merchant account our support staff can assist you to plug in the appropriate information and activate it for your Trail Blazer database.

In my example I created 1 **ticket** (\$2,500 Single – 7 Day Guided Hike) and 1 **product** (\$65.00 Trail Blazer Hooded Sweatshirt).

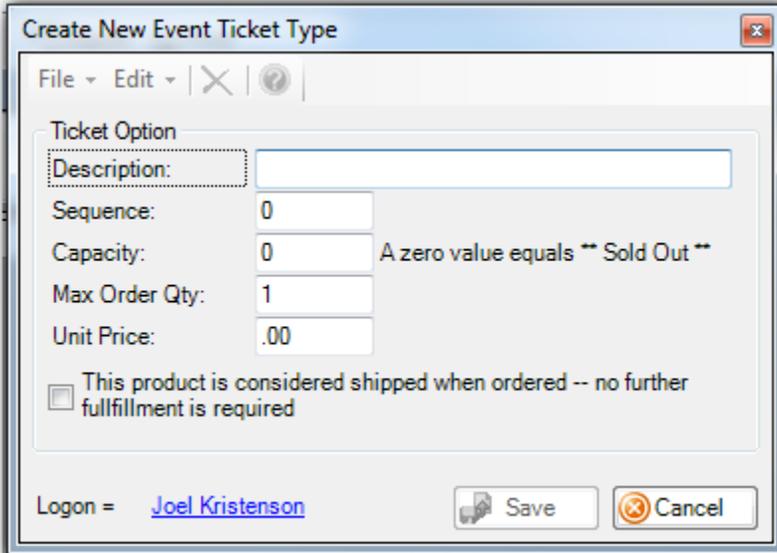
To create a ticket or select from an existing *global* ticket follow **Setup > Products > Tickets** and click **[+ New]**.



Within the **Create New Event Ticket Type** screen you can:

- Enter a **Ticket Description**
- Set the **Sequence Number** (*order tickets will display online and in the database*)
- Set the **Capacity** (*once sold out it will display as sold out online – at that point you could create a free ticket for your waiting list*)
- Set **Max Order Quantity**
- Enter the **Price** (*may be set to \$0.00*)
- Set a Flag if the Ticket's **Considered Shipped when Ordered** (*ticket holders will get an email ticket automatically but you may choose to ship out a physical ticket or hand them out at the door*)

Image 1 of 3 | Blank Ticket



**Create New Event Ticket Type**

File - Edit | X | ?

**Ticket Option**

Description:

Sequence:

Capacity:  A zero value equals \*\* Sold Out \*\*

Max Order Qty:

Unit Price:

This product is considered shipped when ordered -- no further fulfillment is required

Logon = [Joel Kristenson](#)

Image 2 of 3 | My *Example* Completed Ticket

Single - 7 Day Guided Hike

File ▾ Edit ▾ | ✕ | ?

Ticket Option

Description:

Sequence:

Capacity:  A zero value equals \*\* Sold Out \*\*

Max Order Qty:

Unit Price:

This product is considered shipped when ordered -- no further fulfillment is required

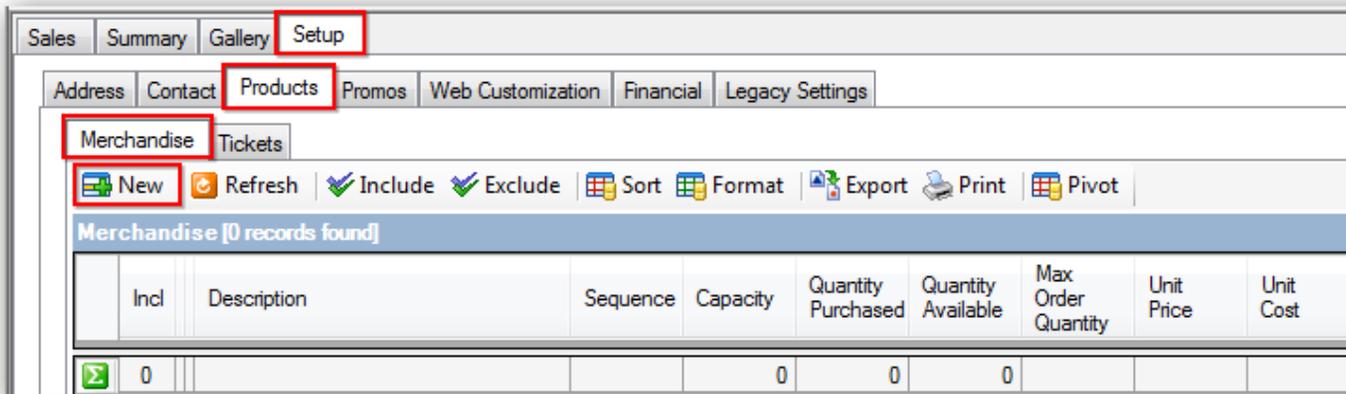
Logon = [Joel Kristenson](#)

Image 3 of 3 | How My *Example* Ticket Looks Online

Ticket Information		
DESCRIPTION	PRICE	QUANTITY
Single - 7 Day Guided Hike	\$2,500.00	0 <input type="button" value="▼"/>

Next you can follow a similar process to create **Merchandise**.

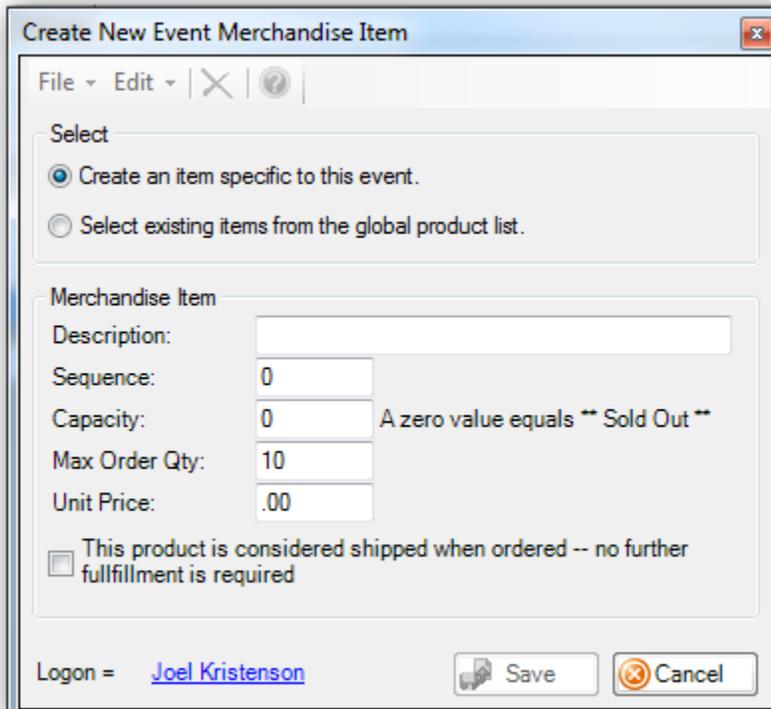
Follow **Setup > Products > Merchandise** and click **[+ New]**.



From within the **Create New Event Merchandise Item** screen you can:

- Select from **Existing Products** or **Create an Event Specific Product**
- Enter a Product **Description**
- Set the **Sequence** (*order products display online*)
- Set a **Capacity** *\*Required*
- Enter the **Max Order Quantity** *\*Required*
- Enter the **Price** (*may be \$0.00*)
- Set a Flag if the **Product is Considered Shipped when Ordered** or Not

Image 1 of 3 | Blank Merchandise Item



**Create New Event Merchandise Item**

File ▾ Edit ▾ | [X] [?] |

Select

Create an item specific to this event.

Select existing items from the global product list.

Merchandise Item

Description:

Sequence:

Capacity:  A zero value equals \*\* Sold Out \*\*

Max Order Qty:

Unit Price:

This product is considered shipped when ordered -- no further fulfillment is required

Logon = [Joel Kristenson](#)

Image 2 of 3 | My *Example* Merchandise Item

Trail Blazer Hooded Sweatshirt

File ▾ Edit ▾ | ✕ | ?

Merchandise Item

Description: Trail Blazer Hooded Sweatshirt

Sequence: 1

Capacity: 25 A zero value equals \*\* Sold Out \*\*

Max Order Qty: 3

Unit Price: 65.00

This product is considered shipped when ordered -- no further fulfillment is required

Logon = [Joel Kristenson](#) Save Cancel

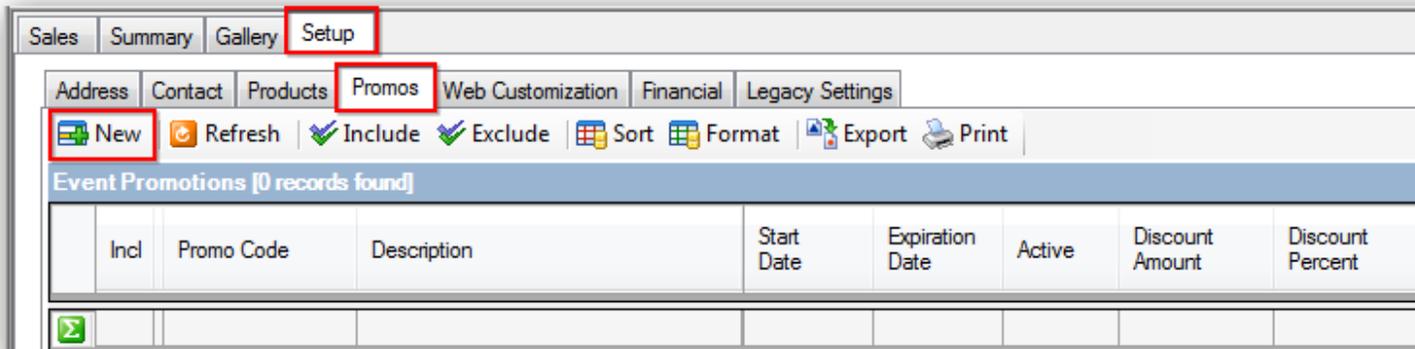
Image 3 of 3 | How My *Example* Looks Online

Product Information		
DESCRIPTION	PRICE	QUANTITY
Trail Blazer Hooded Sweatshirt	\$65.00	0 <input type="button" value="▼"/>

You now have the ability to generate **promo codes** and offer your event attendees either a set **Discount Amount** or **Discount Percent** which they can redeem during the checkout process.

 **Tip:** Promo Codes not only make your attendees feel like they're getting a great deal, but it's also great for tracking analytics. For instance if you create separate promo codes for posting on Facebook, Twitter, your Website etc. you'll be able to see where your traffic is originating.

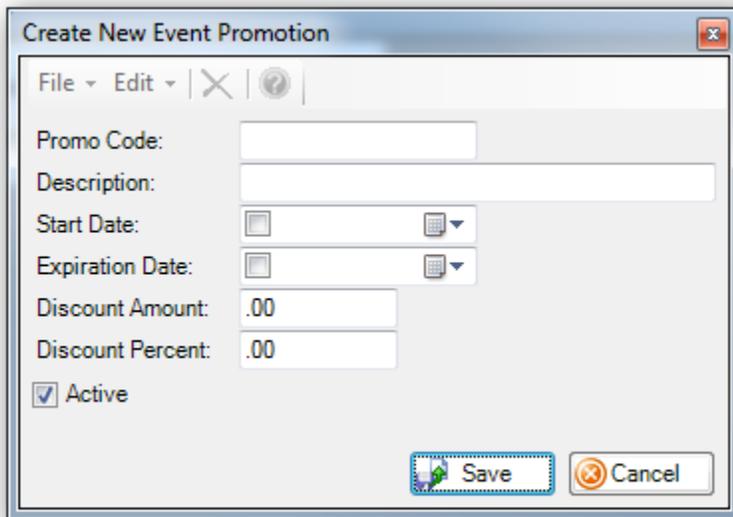
Navigate to **Setup > Promos** and click **[+ New]**.



Within the **Create New Event Promotion** screen you can:

- Give the Promo Code a **Name**
- Provide a **Description**
- Enter the **Start/End Dates** the Promo Will Remain Active
- Enter a **Discount Amount** or **Discount Percentage**
- **Activate/Deactivate** Promo Code

Image 1 of 3 | Blank Promo Code



Create New Event Promotion

File Edit

Promo Code:

Description:

Start Date:

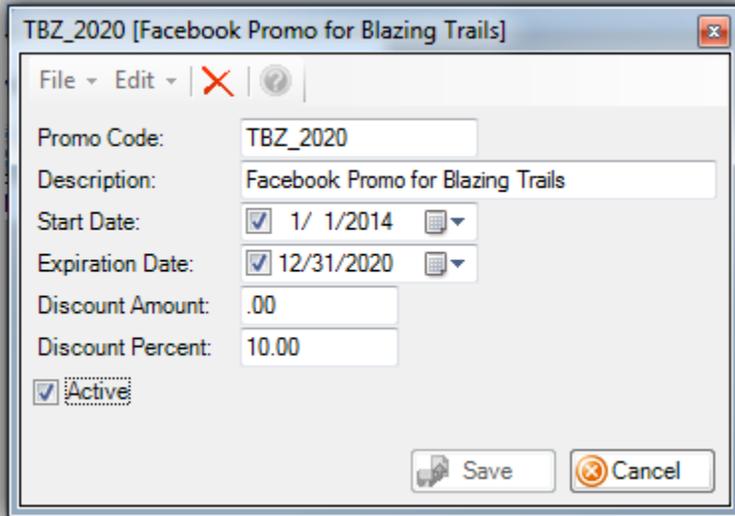
Expiration Date:

Discount Amount:

Discount Percent:

Active

Image 2 of 3 | My *Example* Promo Code



The image shows a software dialog box with the following fields and values:

Field	Value
Promo Code:	TBZ_2020
Description:	Facebook Promo for Blazing Trails
Start Date:	<input checked="" type="checkbox"/> 1/ 1/2014
Expiration Date:	<input checked="" type="checkbox"/> 12/31/2020
Discount Amount:	.00
Discount Percent:	10.00
Active:	<input checked="" type="checkbox"/>

Buttons: Save, Cancel

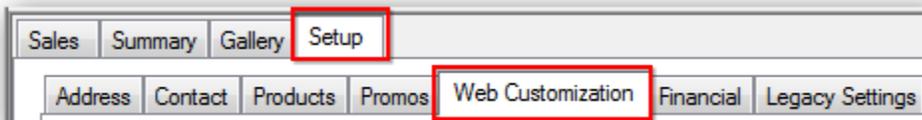
Image 3 of 3 | How My *Example* Looks Online During Registration

Order Summary			
DESCRIPTION	PRICE	QTY	TOTAL
SINGLE - 7 DAY GUIDED HIKE	\$2,500.00	1	\$2,500.00
TRAIL BLAZER HOODED SWEATSHIRT	\$65.00	2	\$130.00
Promotional Code <input type="text" value="TBZ_2020"/> <input type="button" value="Apply"/>			(\$263.00)
<b>TOTAL DUE</b>			<b>\$2367.00</b>

## #2 Configure Event – Web Customization

Next we'll go through the other **Web Customization** options you have.

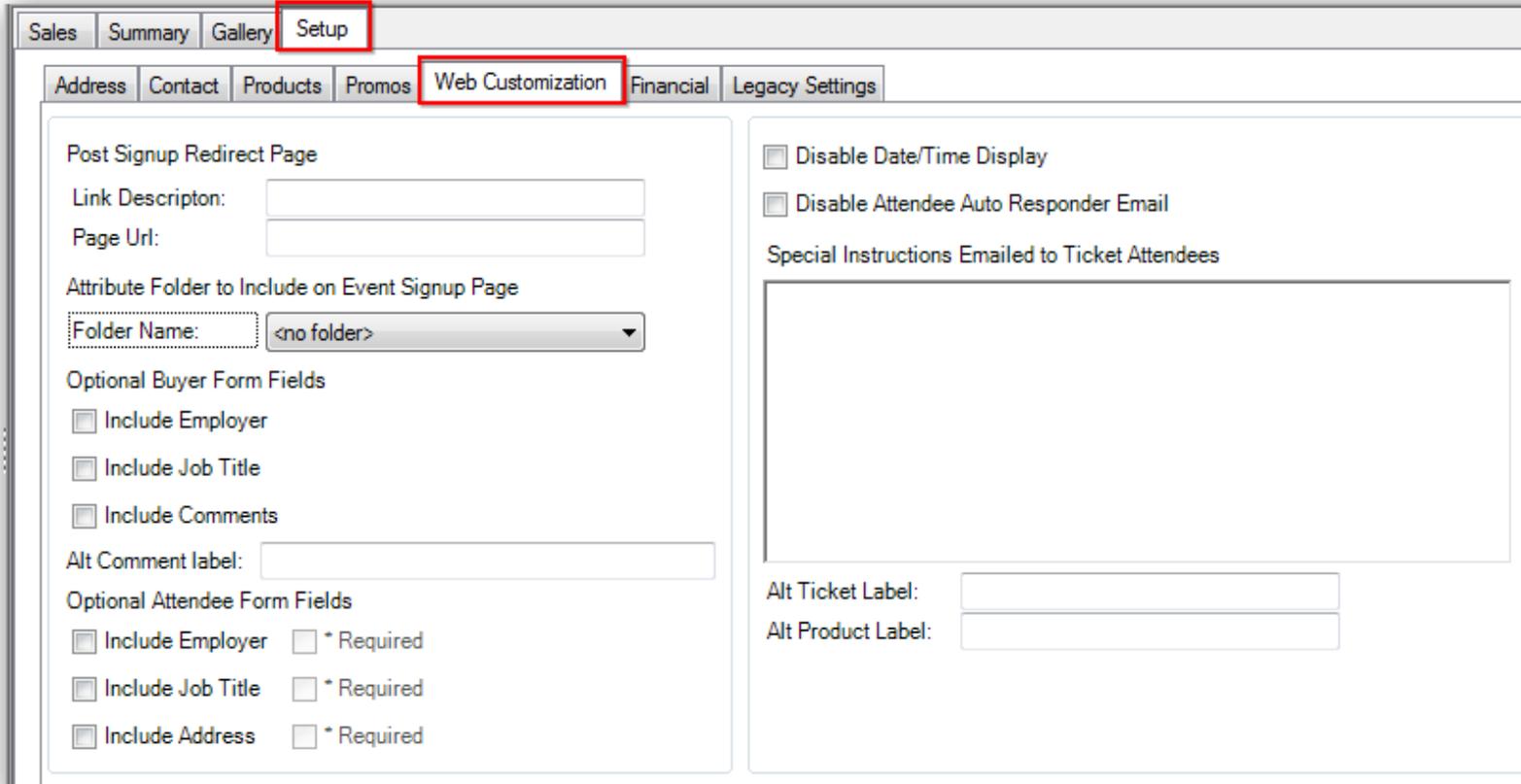
Follow **Setup > Web Customization**.



From here you have the ability to:

- Enter a **Post Signup Redirect Page** (*link people can click and follow after registering for an event*)
- Post an **Attribute Folder** with Items that You've Created
- Add **Optional Buyer Form Fields** (*Employer, Job Title, Comments*)
- Add **Optional Attendee Form Fields** (*Employer, Job Title, Address*)
- Make **Optional Attendee Fields \*Required**
- Disable **Date/Time Display**
- Disable Attendee **Auto Responder Email**
- Enter a **Custom Message (Instructions)** that Will Go Out Attached to the Auto-Responder Email Receipt
- Configure **Alternate Ticket/Product/Comment Labels**

Image 1 of 2 | Blank Web Customization Screen



The screenshot shows the TrailBlazer web customization interface. At the top, there are navigation tabs: Sales, Summary, Gallery, Setup, Address, Contact, Products, Promos, Web Customization, Financial, and Legacy Settings. The 'Setup' and 'Web Customization' tabs are highlighted with red boxes. The main content area is divided into two columns. The left column contains the following sections: 'Post Signup Redirect Page' with input fields for 'Link Description:' and 'Page Url:'; 'Attribute Folder to Include on Event Signup Page' with a 'Folder Name:' dropdown menu currently set to '<no folder>'; 'Optional Buyer Form Fields' with checkboxes for 'Include Employer', 'Include Job Title', and 'Include Comments', plus an 'Alt Comment label:' input field; and 'Optional Attendee Form Fields' with checkboxes for 'Include Employer', 'Include Job Title', and 'Include Address', each with an adjacent '\* Required' checkbox. The right column contains: checkboxes for 'Disable Date/Time Display' and 'Disable Attendee Auto Responder Email'; a large text area for 'Special Instructions Emailed to Ticket Attendees'; and input fields for 'Alt Ticket Label:' and 'Alt Product Label:'.

Image 2 of 2 | My *Example* Web Customization Screen

File Edit   Refresh Web **Blazing Trails - The Kings Trail [28]**

**Event**

Event Name:

Calendar Category:

Enable assignment of contributions and expenses

Public Event (Publish to web site)

Start Time:

End Time:

Close Registration  Before Event

Close Time:

**Published Event Description**

```
<h5><strong>(Tickets are limited to 10 people)</strong></h5><br />
<h5>Abisko Mountain Station to the Saami Village of Nikkaluokta.</h5><br />
Bring:<br />
- Sleeping Bag<br />
- Tent<br />
- Food<br />
- Clothing<br />
- Toiletry Items<br />
- Rain Gear<br />
- Passport<br />
- ID Card<br />
- Fishing Gear<br /><br />
```

Sales Summary Gallery **Setup**

Address Contact Products Promos **Web Customization** Financial Legacy Settings

**Post Signup Redirect Page**

Link Description:

Page Url:

**Attribute Folder to Include on Event Signup Page**

Folder Name:

**Optional Buyer Form Fields**

Include Employer

Include Job Title

Include Comments

Alt Comment label:

**Optional Attendee Form Fields**

Include Employer  \* Required

Include Job Title  \* Required

Include Address  \* Required

Disable Date/Time Display

Disable Attendee Auto Responder Email

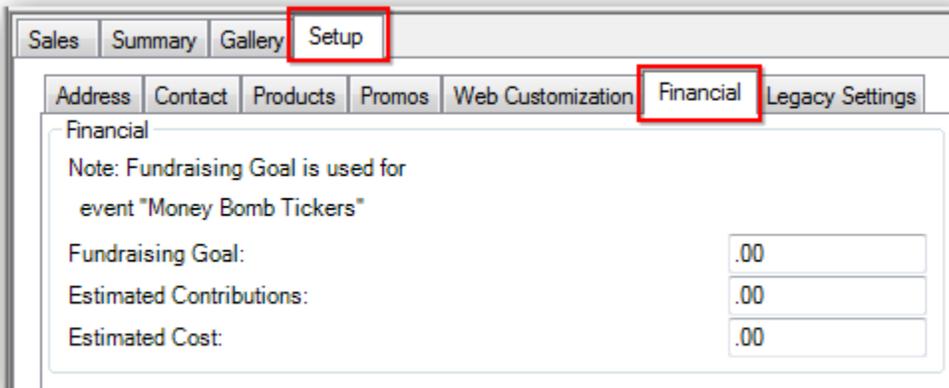
**Special Instructions Emailed to Ticket Attendees**

Alt Ticket Label:

Alt Product Label:

You have the option to enter internal financial estimates.

Follow **Setup > Financial**.



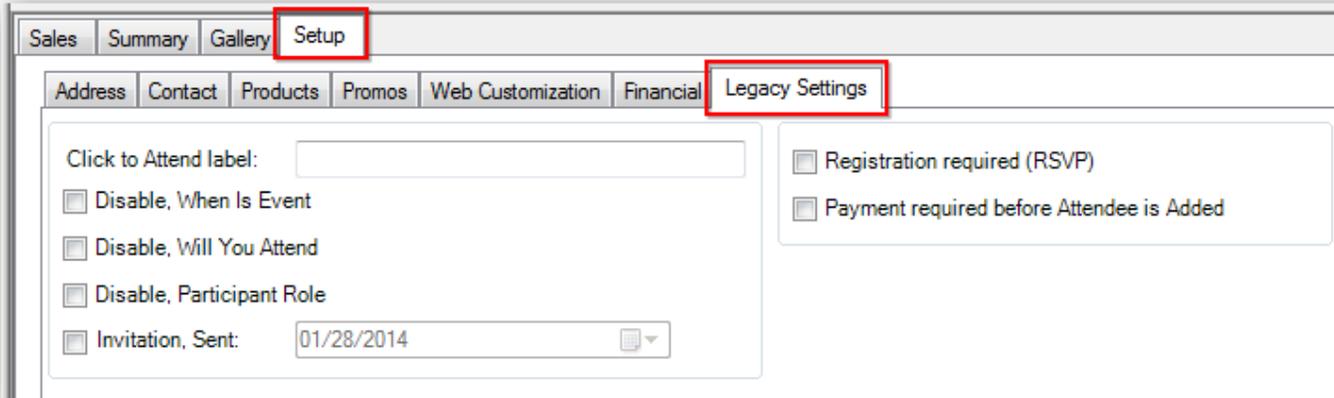
The screenshot shows a web application interface with a navigation menu at the top. The 'Setup' tab is selected and highlighted with a red box. Below it, the 'Financial' sub-tab is also selected and highlighted with a red box. The main content area displays the following information:

Financial	
Note: Fundraising Goal is used for event "Money Bomb Tickers"	
Fundraising Goal:	<input type="text" value=".00"/>
Estimated Contributions:	<input type="text" value=".00"/>
Estimated Cost:	<input type="text" value=".00"/>

From here you can:

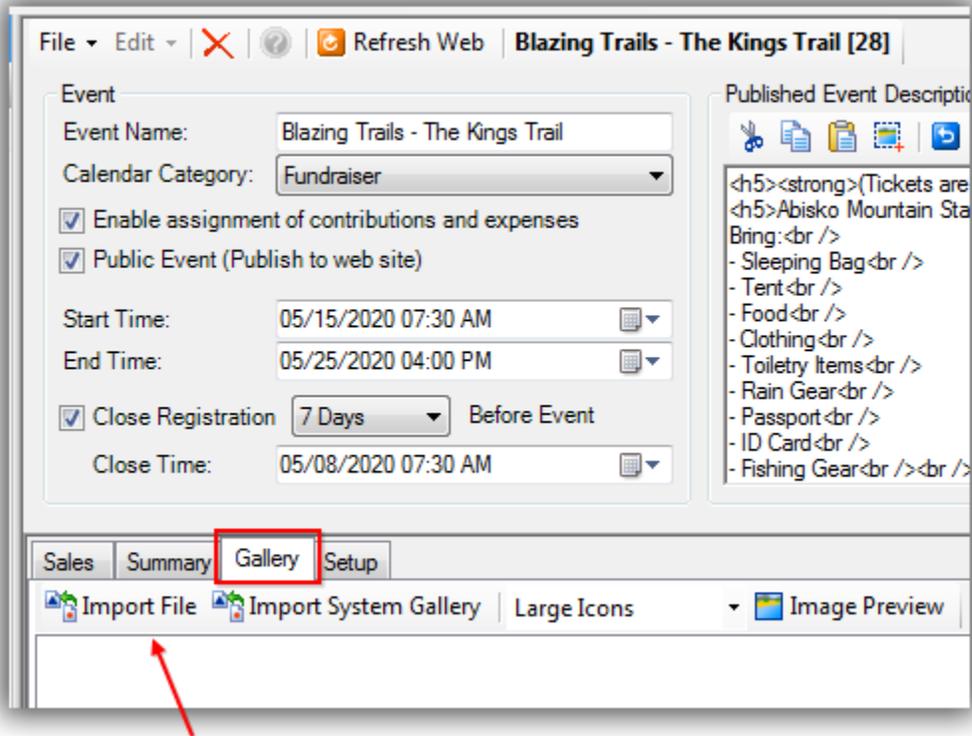
- Set a **Fundraising Goal**
- Set **Estimated Contributions**
- Set **Estimated Costs**

The last tab under setup is the **Legacy Settings** tab which you can **disregard**. These were settings that were configurable in the last event system and are no longer supported – eventually these components will be removed or replaced completely.

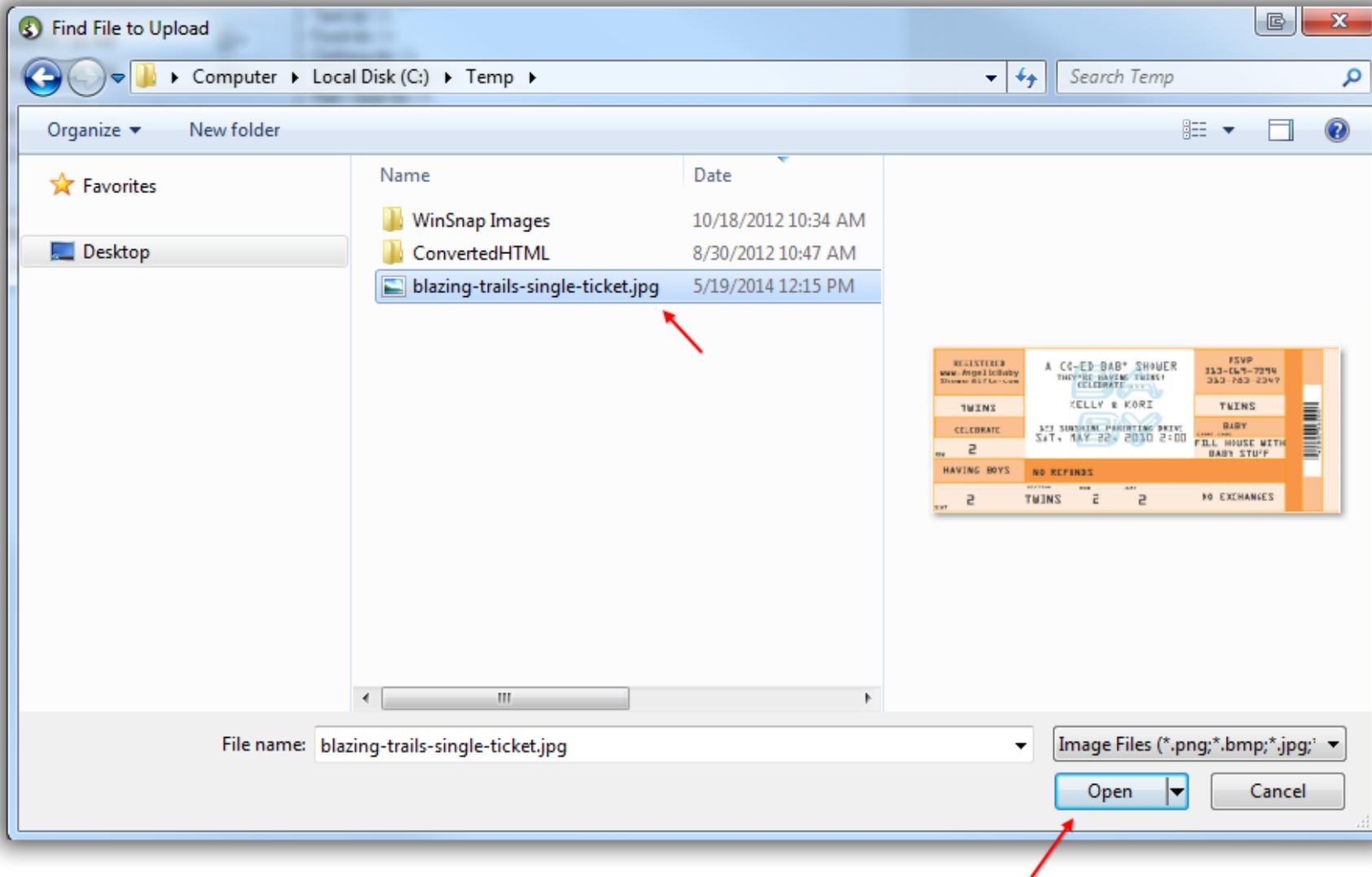


You now have the option to store images, documents, and spreadsheets etc. inside the event **Gallery**.

Navigate to the **Gallery** tab and click the **[Import File]** button (*If it's a file you want to reuse or have used previously you could instead click on the **[Import System Gallery]** button*).

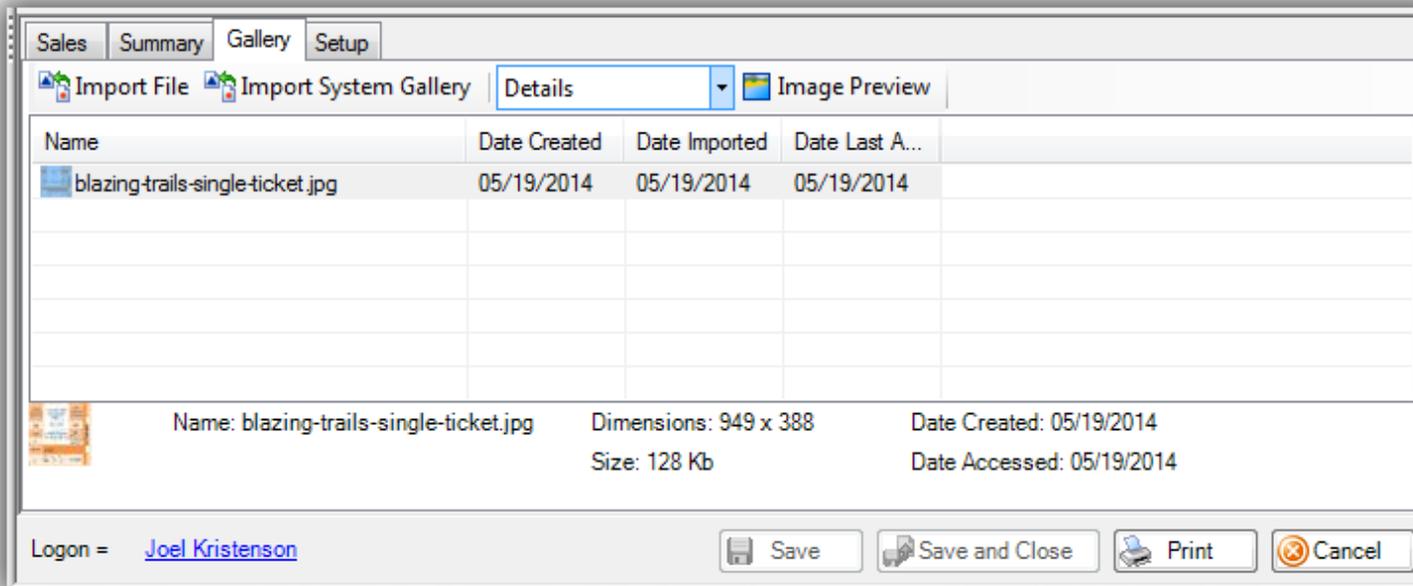


Locate the file on your local machine, click on it and click **[Open]**. *In my example it was a picture of the ticket we will be shipping out for the event.*



After you upload the file(s) you can view details within the grid.

## Gallery Details



Your event should now be complete. You can always open the event back up and make changes which will take effect online as soon as you resave.

You can view and link to your event directory from your web services **Application Menu** (covered extensively in section #3):

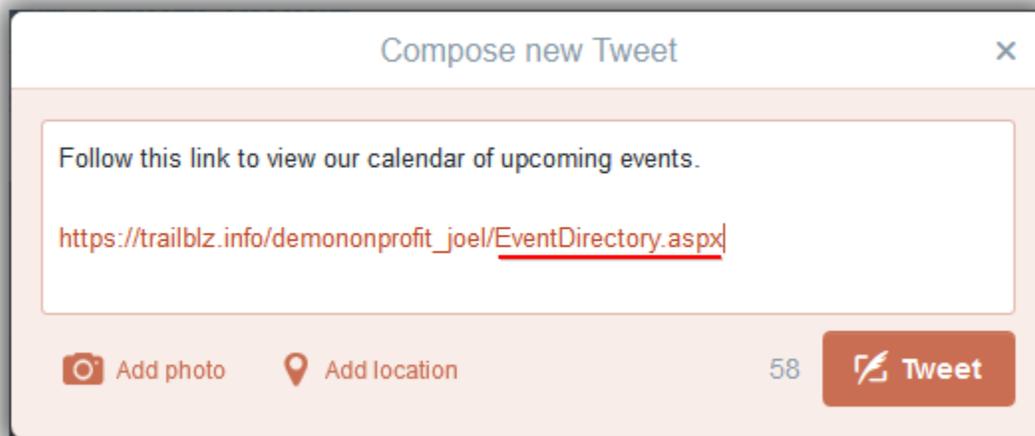
<https://www.trailblzinfo/YourDatabaseName/eventdirectory.aspx>

## #3 Linking to your Events Calendar and to a Specific Event

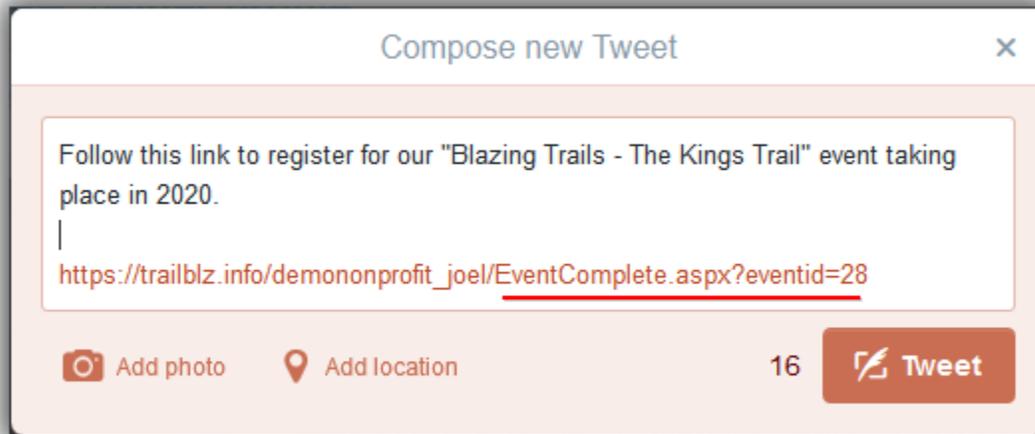
A couple of examples for linking to your event would be a **Twitter** post, **Facebook** post, a button on your **website**, and a hyperlink within a mass email campaign.

In my example I chose to link to the location of the event on Trail Blazer's domain vs. inserting an iFrame into an existing website. [This article](#) & [this video](#) will teach you how to use our iFrame Wizard if you would rather insert the event calendar itself into your website.

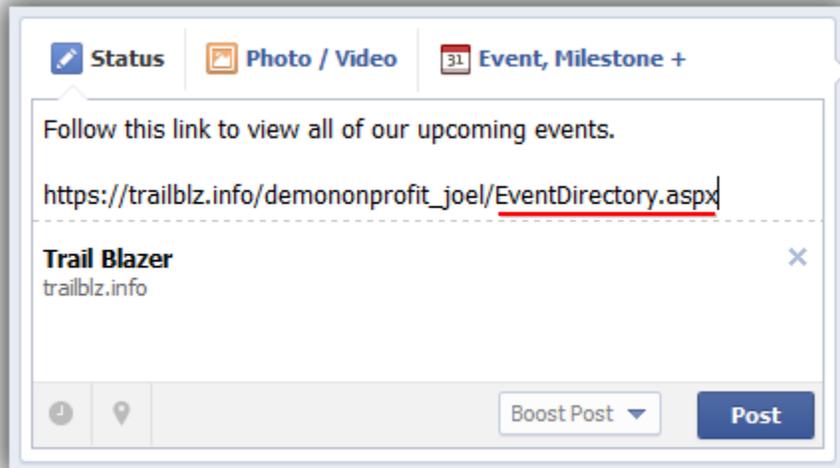
Sample Tweet to Events Calendar



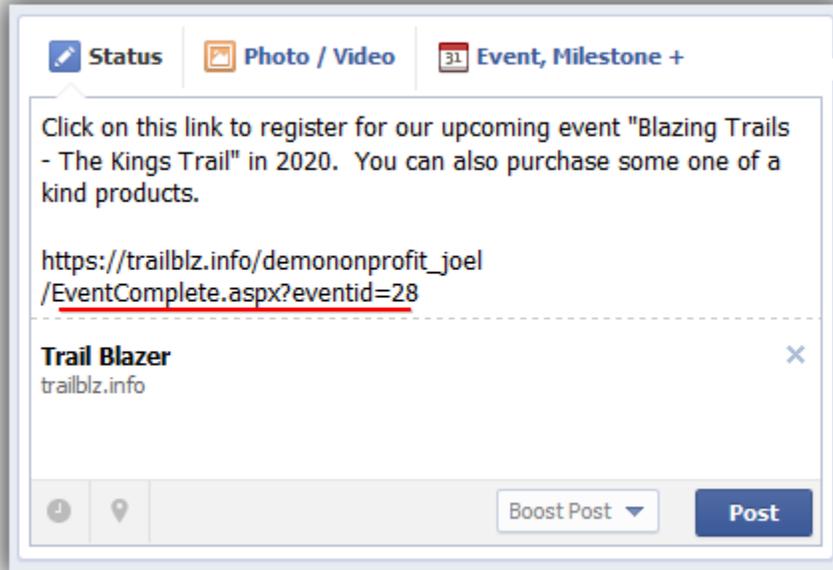
Sample Tweet to a Specific Event



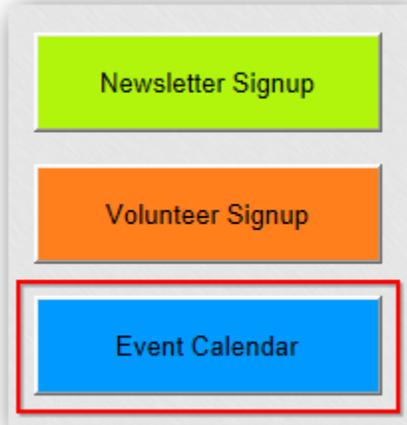
Sample Facebook Post to Event Calendar



Sample Facebook Post to a Specific Event



Sample Button on Website to Events [Calendar](#)



Code to make this happen:

```
<!--EVENT CALENDAR BUTTON START-->
```

```
<p>
```

```
  <a href="https://trailblz.info/kristensonjoel/EventDirectory.aspx">
```

```
    <button type="button" style="background-color:#009AFF;height:50px;width:175px;" alt="Event Calendar" title="Event Calendar" >
```

```
      Event Calendar
```

```
    </button>
```

```
  </a>
```

```
</p>
```

```
<!--EVENT CALENDAR BUTTON END-->
```

*Sample* Button on Website to Specific Event



Code to make this happen:

```
<!--DIRECT EVENT BUTTON START-->
```

```
<p>
```

```
  <a href="https://trailblz.info/demononprofit_joel/EventComplete.aspx?eventid=28">
```

```
    <button type="button" style="background-color:black;height:100px;width:250px;color:white;font-size:18px;font-family:calibri;" alt="Event
```

```
Calendar" title="Blazing Trails – The Kings Trail" ><span style="font-size:30px;color:orange;"><u>The Kings Trail</u></span><br />10 Spots Available<br /> Click  
Here to Register!</button>
```

```
  </a>
```

```
</p>
```

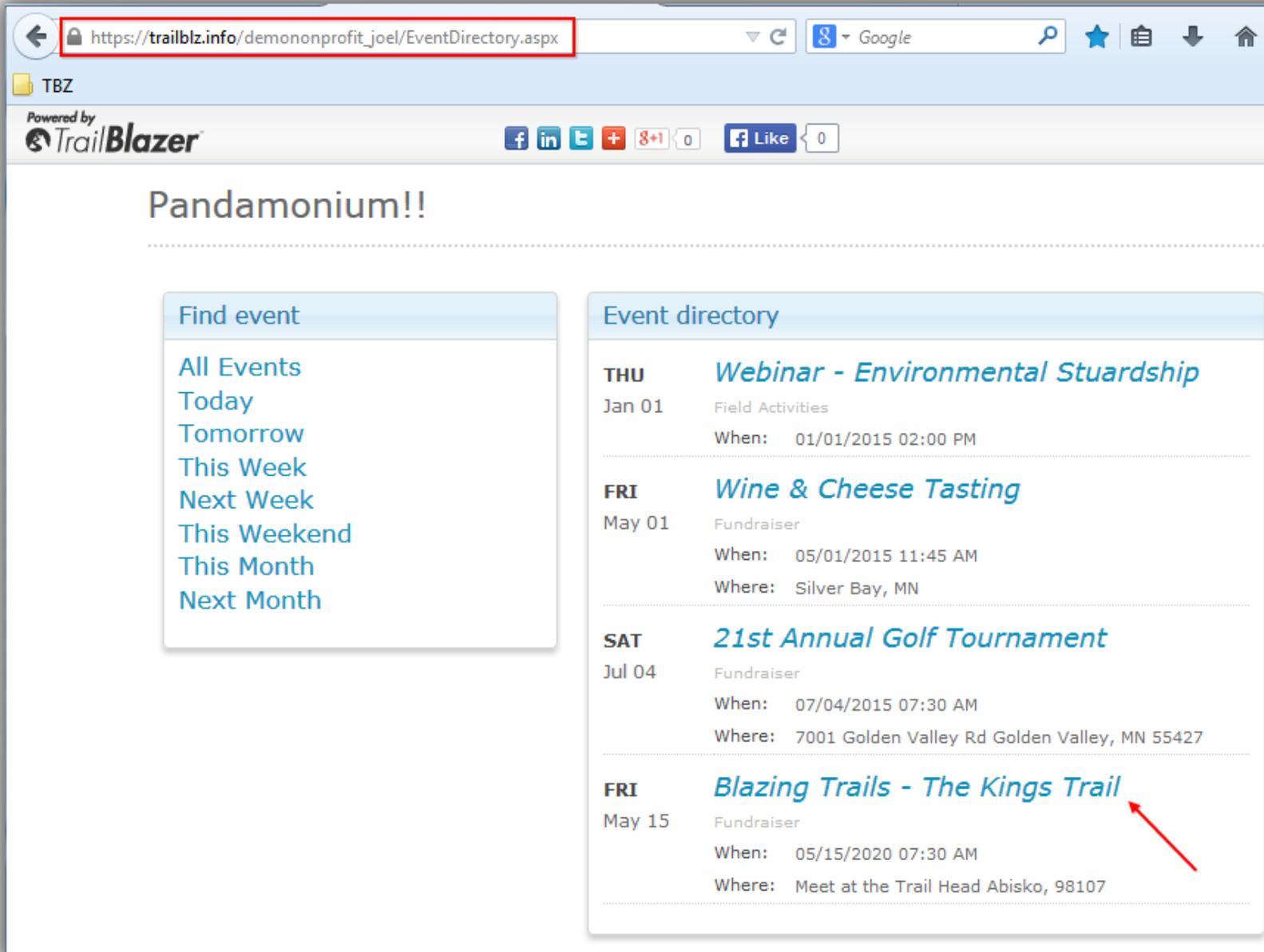
```
<!--DIRECT EVENT BUTTON END-->
```

**Note:** There are of course many other ways to link to your event(s), one reason I would suggest linking to the location on Trail Blazer's domain is that the page is secured with an SSL certificate and displays it in the URL. If your website is not secured with an SSL cert and you choose to implant the even(s) as an iFrame, your registrants may be reluctant to fill out their credit card info.

## #4 Online Event Registration Process

This section will go through the full registration process as an event attendee. It details how this looks online and how receipts/auto-responder emails look to an event registrant.

Navigate to your event calendar <https://www.trailblz.info/YourDataBaseName/EventDirectory> and click on the name of event you want to register for. *In my example I signed up for the event I created in section #1 called “Blazing Trails – The Kings Trail”.*



https://trailblz.info/demononprofit\_joel/EventDirectory.aspx

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## Pandamonium!!

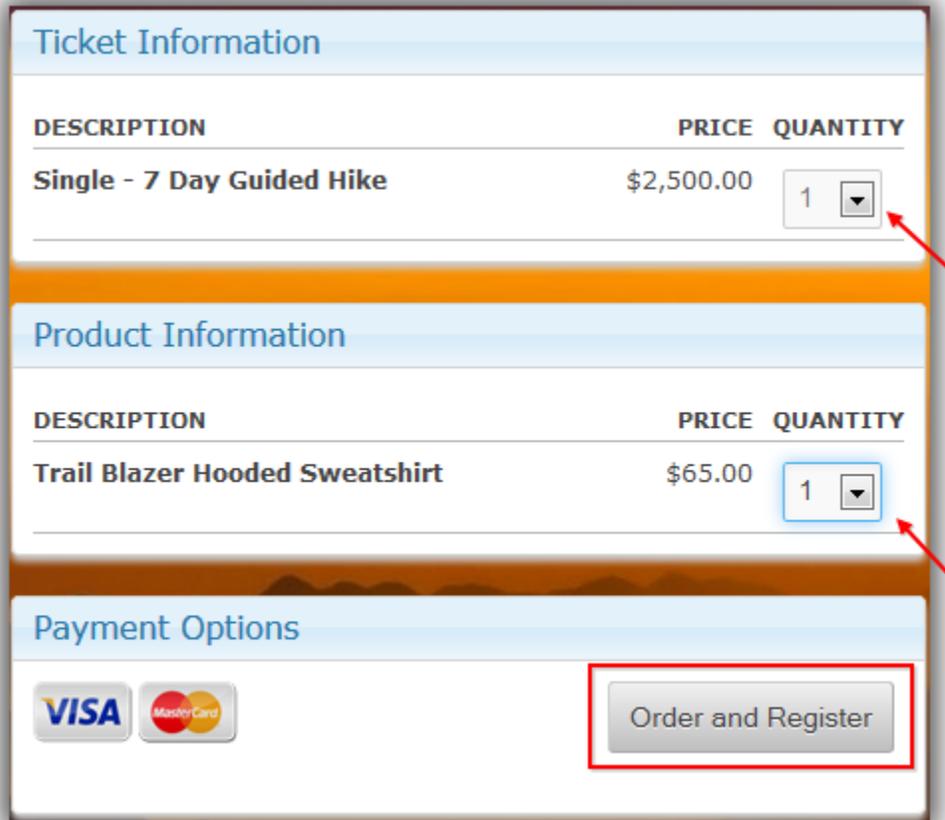
### Find event

- All Events
- Today
- Tomorrow
- This Week
- Next Week
- This Weekend
- This Month
- Next Month

### Event directory

<b>THU</b> Jan 01	<b>Webinar - Environmental Stuardship</b> Field Activities When: 01/01/2015 02:00 PM
<b>FRI</b> May 01	<b>Wine &amp; Cheese Tasting</b> Fundraiser When: 05/01/2015 11:45 AM Where: Silver Bay, MN
<b>SAT</b> Jul 04	<b>21st Annual Golf Tournament</b> Fundraiser When: 07/04/2015 07:30 AM Where: 7001 Golden Valley Rd Golden Valley, MN 55427
<b>FRI</b> May 15	<b>Blazing Trails - The Kings Trail</b> Fundraiser When: 05/15/2020 07:30 AM Where: Meet at the Trail Head Abisko, 98107

Select the Ticket(s) and/or Product(s) you want to purchase and click **[Register]**. I selected a single ticket and 1 sweatshirt.



**Ticket Information**

DESCRIPTION	PRICE	QUANTITY
Single - 7 Day Guided Hike	\$2,500.00	1 <input type="button" value="v"/>

**Product Information**

DESCRIPTION	PRICE	QUANTITY
Trail Blazer Hooded Sweatshirt	\$65.00	1 <input type="button" value="v"/>

**Payment Options**

The next screen will give you an **Order Summary**. If a **promo code** was available this would be the area to redeem it. *In my example I redeemed the promo code created in section #1.*

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Share: [f](#) [in](#) [t](#) [+](#) [g+](#) [0](#) [f Like](#)

## Blazing Trails - The Kings Trail

Friday May 15, 2020 7:30 AM to 4:00 PM

Abisko Mountain Station  
Meet at the Trail Head Abisko, 98107

---

### Order Summary

DESCRIPTION	PRICE	QTY	TOTAL
SINGLE - 7 DAY GUIDED HIKE	\$2,500.00	1	\$2,500.00
TRAIL BLAZER HOODED SWEATSHIRT	\$65.00	1	\$65.00
Promotional Code: <input type="text" value="TBZ_2020"/> <input type="button" value="Apply"/>			(\$256.50)
			<b>TOTAL DUE \$2308.50</b>

Fill out your **Buyer Information** and the **Ticket Holder** info (*may be identical*).

**IMPORTANT:** If you're purchasing tickets for more than one person you will need to enter their email address if you want them to receive the auto-responder email with ticket information.

Image 1 of 3

Have you registered for a *Pandamonium!!* event before? [click here](#) to login.

## Registration Information

### Buyer Information

\* First Name

\* Last Name

Phone

\* Employer

\* Job Title

\* Email

Yes, I want to receive future email updates.

Comment

Image 2 of 3

## Single - 7 Day Guided Hike

### Ticket Information #1

\* First Name

\* Last Name

Address

City

State

Zip Code

Hiking Skill Level  Advanced

Beginner

Intermediate

Email

## Payment Options

### Disclaimer

**For the security conscious** - You may notice this page does not display the padlock or https in the address bar. However, the portion of the page above that captures your name and credit card information is connected by secure server to our database provider (Trail Blazer). **Their server IS securing your credit card**

Image 3 of 3

## Billing Information

\* Address   
  
\* City   
\* State  ▼  
\* Zip Code

## Payment Information

Payment Type  ▼  
Name on Card *Joel Kristenson*  
Card Number   
\* Expiration  ▼  ▼ CWV  ?

Please enter the code you see here



Complete Registration Order

Click [**Complete Registration**] to finish.

The next screen will display your **Receipt**. If you entered a redirect page during the event creation it will display that link at the top of the receipt.

*The images below show my example.*

Image 1 of 2

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 **TrailBlazer**

## Pandamonium!!

Return to:



### Your Receipt

Joel Kristenson,

Thank you for your order. Below is your confirmation. Please keep a copy for your records.

Your Customer Number is: 12796  
Your Order Number is: 00000005  
Your Order Date is: Monday, May 19, 2014 2:21 PM

Your order for Blazing Trails - The Kings Trail is complete!

Friday, May 15, 2020 7:30 AM to 4:00 PM

Meet at the Trail Head  
Abisko, 98107

Ticket Summary  
Joel Kristenson

Type: Single - 7 Day Guided Hike

Image 2 of 2

Billing		Contact		
Joel Kristenson		Phone: (866) 909-8700		
620 Mendelssohn Ave N		Email: <a href="mailto:jkristenson@trailblz.com">jkristenson@trailblz.com</a>		
Suite 186				
Golden Valley MN 55427				
Item	Name	Unit	Qty	Total
22	Single - 7 Day Guided Hike	\$2,500.00	1	\$2,500.00
23	Trail Blazer Hooded Sweatshirt	\$65.00	1	\$65.00
				Subtotal \$2,565.00
				Discount (\$256.50)
				Order Total \$2,308.50

As the purchaser you will receive an auto email responder with this same **Receipt**. *The image below is an example of how that email looks.*

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

From: Demo Nonprofit Joel <support@trailblz.com>  
To: Joel Kristenson  
Cc:  
Subject: Order Confirmation for Blazing Trails - The Kings Trail

Sent: Mon 5/19/2014 2:21 PM

Joel Kristenson,

Thank you for your order. Below is your confirmation. Please keep a copy for your records.

Your Customer Number is: 12832  
Your Order Number is: 00000005  
Your Order Date is: Monday, May 19, 2014 2:21 PM

Your order for Blazing Trails - The Kings Trail is complete!

Friday, May 15, 2020 7:30 AM to 4:00 PM

Meet at the Trail Head  
Abisko, 98107

#### Ticket Summary

Joel Kristenson      **Type:** Single - 7 Day Guided Hike

#### Billing

Joel Kristenson  
620 Mendelssohn Ave N  
Suite 186  
Golden Valley MN 55427

#### Contact

**Phone:** (866) 909-8700  
**Email:** [jkristenson@trailblz.com](mailto:jkristenson@trailblz.com)

Item	Name	Unit	Qty	Total
22	Single - 7 Day Guided Hike	\$2,500.00	1	\$2,500.00
23	Trail Blazer Hooded Sweatshirt	\$65.00	1	\$65.00

**Subtotal** \$2,565.00  
**Discount** (\$256.50)  
**Order Total** \$2,308.50

You will also get an auto responder of the ticket(s). If you included a description it will display on this ticket.

From: Demo Nonprofit Joel <support@trailblz.com>		
To: Joel Kristenson		
Cc:		
Subject: Ticket Information for Blazing Trails - The Kings Trail		
Event	<b><u>Blazing Trails - The Kings Trail</u></b>	
Date+Time	Friday, May 15, 2020 7:30 AM to 4:00 PM	
Type	Single - 7 Day Guided Hike	
Location	Meet at the Trail Head Abisko, 98107	Payment Status
Order Info	Order # 5-28-12832 Ordered by Joel Kristenson on Monday, May 19, 2014 2:21 PM	Complete

You're now very knowledgeable on how the event setup and how the registration process works. Events [2014 Part II](#) covers the process of managing product/ticket sales and event attendees once the data has been collected into your database.



## Trail Blazer™

- YouTube Channel
- Knowledge Base Articles
- 3rd Party Resources

## #5 Related Resources

**Article:** [Events 2014 Part II](#)

**Article:** [Purchase Orders](#)

**Article:** [Display your Logo as a Redirect Link for an Event](#)

**Article:** [Add a Background Image to an Event](#)

**Article:** [Events 2013 | Coupon promo code error messages](#)

**Video:** [Events 2013](#)

**Article:** [Events 2013](#)

**Article:** [Web site signup < iFrame >](#)

**Article:** [Configure Website](#)

**Article:** [Setting the Time Zone in your Trail Blazer Database](#)

**Article:** [Link Contributions iFrames to a Specific Event](#)

**Article:** [Email Notification of Web Occurrences](#)

## **Trail Blazer Live Support**

☎ **Phone:** 1-866-909-8700

✉ **Email:** [support@trailblz.com](mailto:support@trailblz.com)

📘 **Facebook:** <https://www.facebook.com/pages/Trail-Blazer-Software/64872951180>

🐦 **Twitter:** <https://twitter.com/trailblazersoft>

\*As a policy we require that you have taken Trail Blazer's intro training class before calling or emailing tech support. [Click Here](#) to view our calendar for upcoming classes and events. After signing up you will receive instructions for how to log into the interactive online webinar.

*\*This service is included in your contract.*