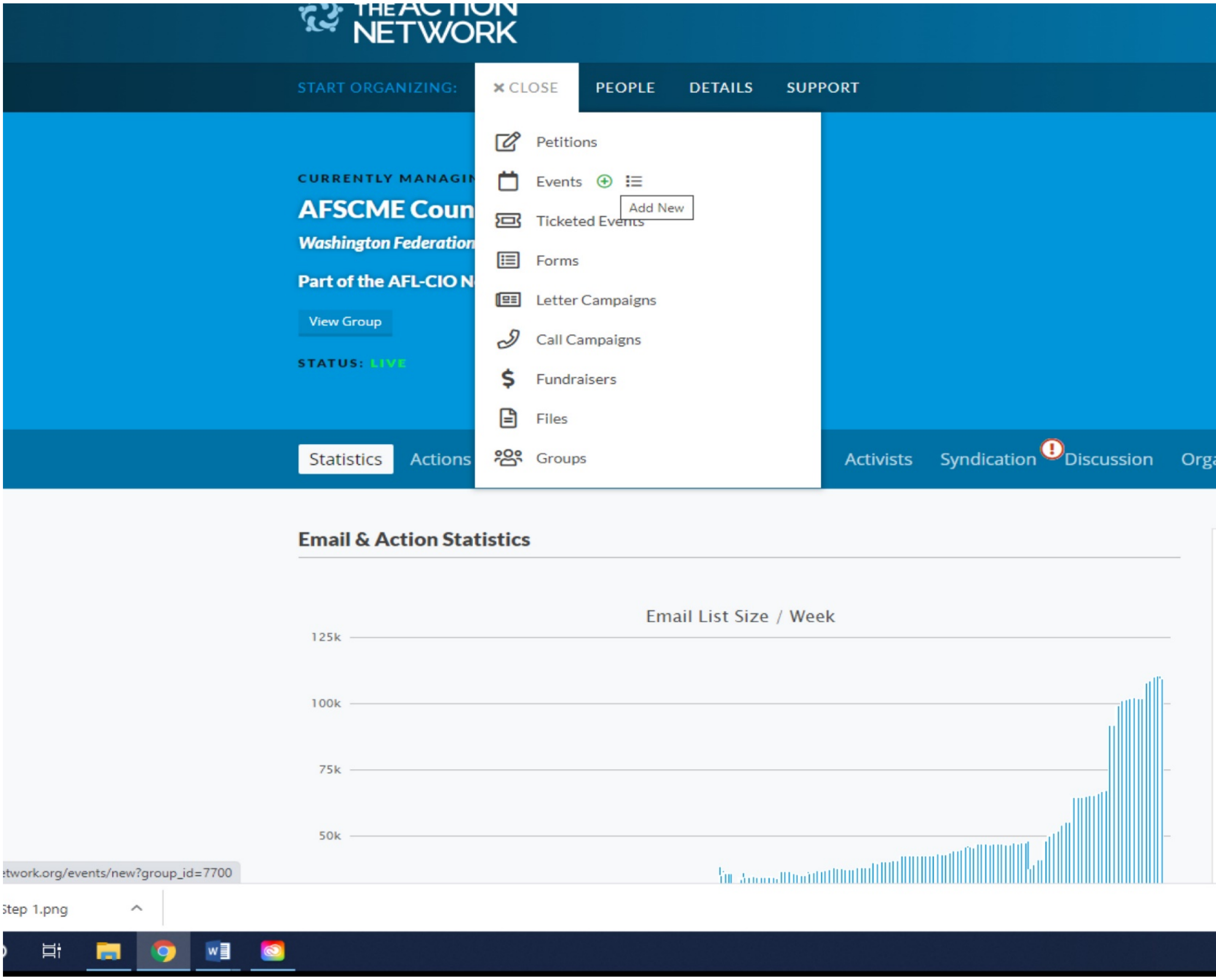
# Action Network Training – Creating an Event

## Step 1 – Create New Event




## Step 2 – Give Administrative Title

This is the title that WFSE staff will see.

It will allow you to find it amongst all the other events in Action Network. That is why we use a naming convention in this format: Initials_Creation Date_Event Description_Event Date

For example: PS 090920 People First Workshop 9/12

## Step 3 – Create the Title of Your Event

This is what the public will see when they register. When possible, include the event date in your title, like so: People First Workshop, 9/12

## Step 4 – Choose Start Date, Time, Location, and Contact Info

If the event has no physical location, like if it is a phone call, webinar, or Zoom meeting, choose This Event Has to Physical Location.

When choosing the date and time, you have to click on the day, the hour, and then the quarter hour you want for it to register.

For Host Contact Info, you can put the person you want to receive communications about the event if there are questions. Make sure to put the person's email address here.

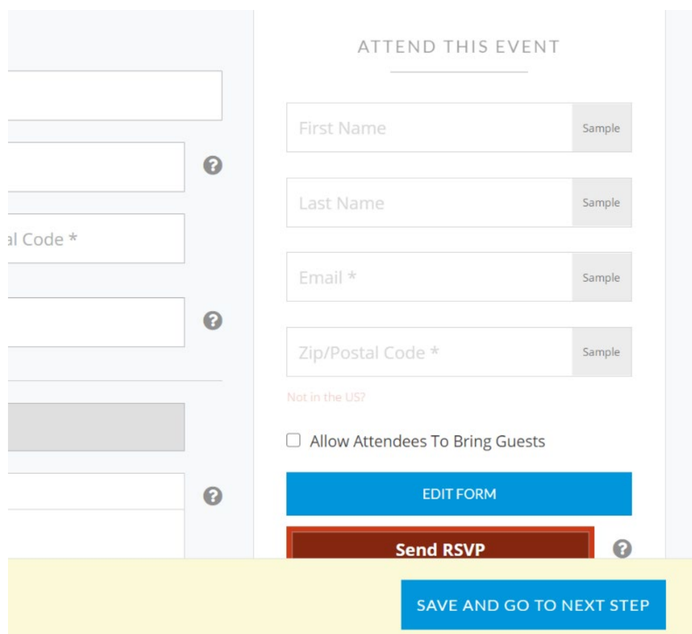
## Step 5 – Create an Event Description

Describe why the reader should join the event and what they will learn. Keep it short! One or two sentences is fine.

## Step 6 – Edit the Form

**ALSO USE STEP 6 FOR:**

**FORMS**



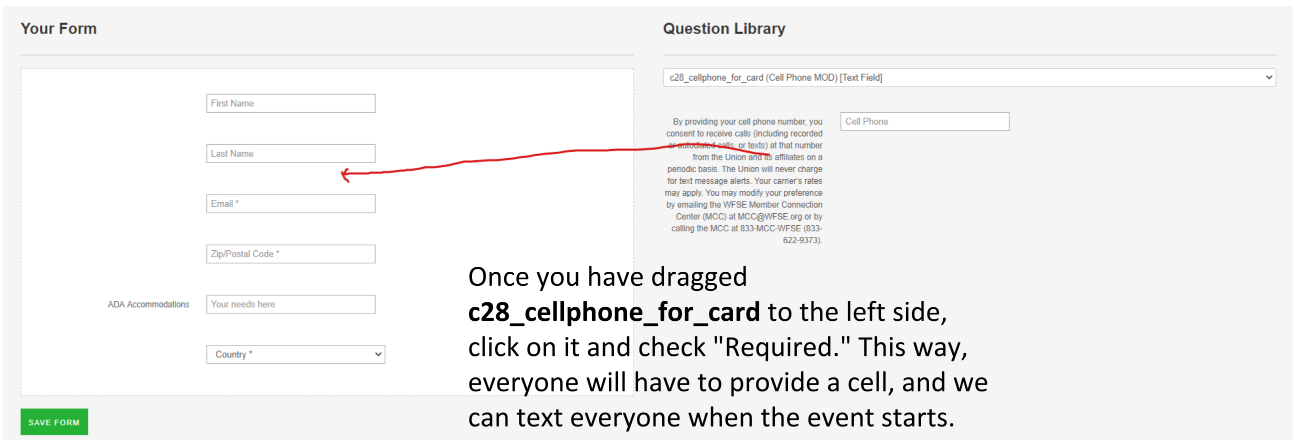

The form is the information you want to collect in order for a person to be able to register to attend your event. Click EDIT FORM.

The form builder works as a drag-and-drop. You can select anything from the list underneath Question Library, and then drag it over to the left side, where it says Your Form. This will add that item to your form.

The two items below should be added to just about every event.

- C28_cellphone_for_card
- ADA Accommodations

To add them, click the drop down list underneath Question Library and type C28_cellphone_for_card. Click Enter. Drag the box where it says C28_cellphone_for_card underneath Question Library over to Your Form.




Drag ADA Accommodations and any other information you want to collect on your form.

**NOTE on Local #:** If you want to collect what Local they are a member of, please use: c28_intake_local (Member Local) [Dropdown Menu]. Using the other field called Local # will cause some members to enter their phone number, which then overwrites their Local # data and means we cannot reach them.

Click Save Form.

## Step 7 – Edit Thank You Page

This is the page someone who registers sees right after they fill out your form.

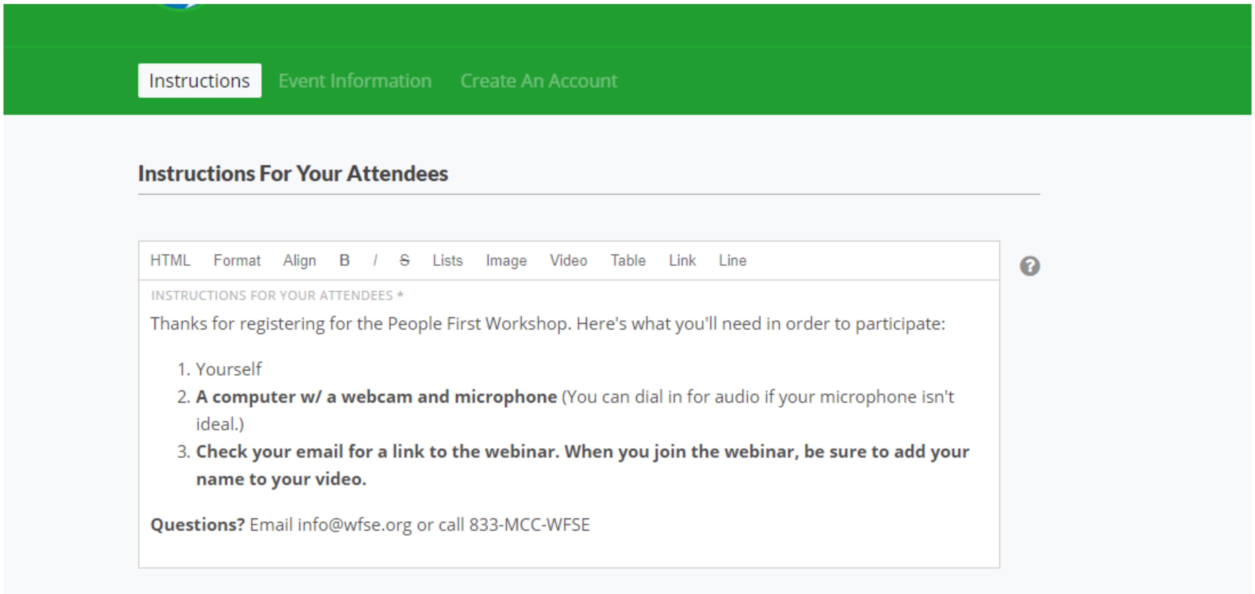
Click “Remove Sharing Options”

Next, edit where it says Thanks for your support. If we were raising money, that would make sense. What you write here depends on what the event is. Thanks for registering! always works.

Next, give your attendees instructions about what to expect next.

If it is a Zoom event, always tell them to check their email for the Zoom link.

Below are the instructions we’ve been giving for the People First Workshops.

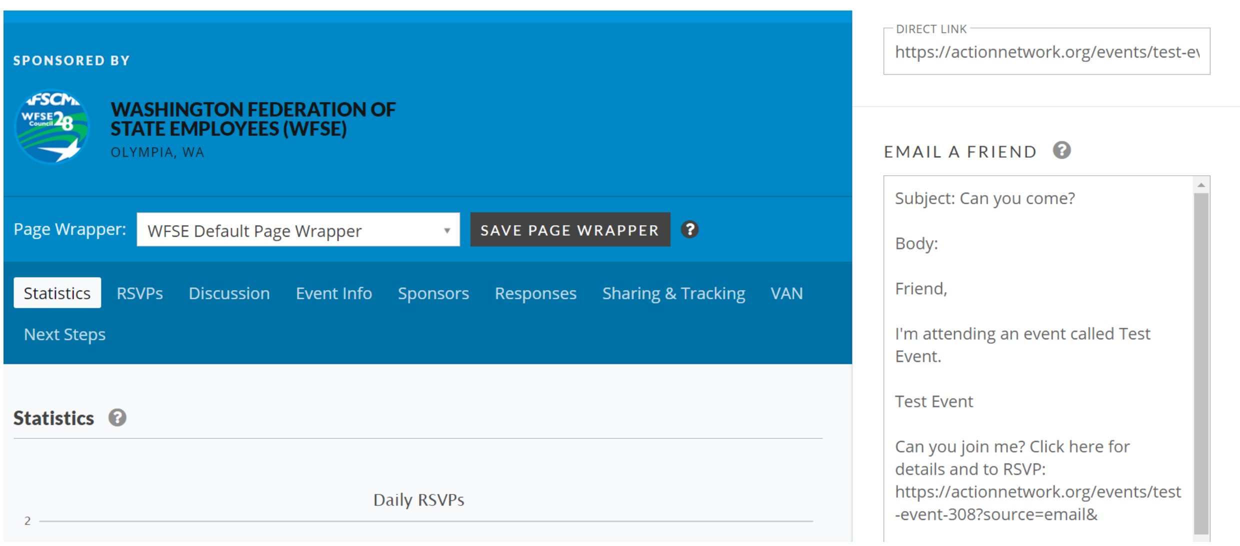



Click Save & Publish.

Your event is now live, but it hasn't been sent to anyone. You need to send people the link to the event for them to register. Which brings us to the next step.

## Step 8 – Edit RSVPs, Discussion, Responses, Sharing & Tracking, and VAN tabs.

Before we share the event link with anyone, we need to scroll down and edit the following tabs for your event: RSVPs, Responses, Sharing & Tracking and VAN.




**RSVPS** – This shows you a list of who has registered for the event. This is also the tab where you will run a report of the event by clicking Generate New Report. A list of registrants will be emailed to you. For the moment, you don't have to do anything here.

**Discussion** – I always disable the discussion board. You can keep it open but be sure to monitor it as your event nears. This can be a handy place for people to ask questions, but won't be necessary if you've given them a Host/email address to ask questions in Step 4.

**Responses** – This is where you edit the emails that Action Network automatically sends to those who register right after they register and 24 hours before the event starts. In the Zoom world, both of these emails should include the Zoom link.

1. Edit From – This is what registrants will see as the sender of the email. Generally we put AFSCME Council 28/WFSE, but you can put anything you want. If you used a host in Step 4, you can put that name here.
2. Edit Reply To – Put down an email address that you know is being monitored. You can put your own down if you want to receive emails if someone replies to these emails.
3. Edit Body of Email – You can keep this as-is, but make sure to add the Zoom link if your event is taking place via Zoom. This will ensure that they get the link right when they register and 24 hours before your event starts.
4. Want notifications? If so, click the box at the bottom where it says Send an email notification when someone RSVPs. You can put as many email addresses in here as you want, separated by commas. Usually, you do not need notifications on. Simply check the RSVPs tab to see who has registered.
5. Click Save Responses.

**Sharing & Tracking** – These are the settings that determine what the message says when people share your event on social media or via email.

1. Facebook – Edit description. Do not include the date of the event if it is something you are going to duplicate for future events, because then you will have to edit the Facebook description each time. Simply describe the event in a sentence.
2. Twitter – Delete "@theactionnet" and replace with "the". You can add more detail if you want.
3. Email – Edit the subject line and the body of the email if you like.
4. Click Save Responses.

**VAN –** Enter your VAN Event ID

## Step 9 – Share Your Event!

You're all done! Scroll to the top and hit View Event to see what your event looks like, and to get the link you will share on social media, email, text message, etc.

## Step 10 – Need to Find Your Event?

You can go to Action Network, click Actions, click the list of events, and enter your initials to find your event.

OR you can also go to the live event page and type /manage at the end of the URL. This will bring up the page for you to manage that event, and is often more convenient than finding it in Action Network.

## Step 13 – Questions?

Check out the Event how-to guide and video tutorial from Action Network or reach out to the Communications Department at Comms@wfse.org.

We are here to help!