

Creating Discounts

Creating discounts is a great way to drive up ticket sales in the run up to your event.

- 1 Log into your Eventmaster account [HERE](#)
- 2 Click on **Welcome > Manage Events**. Edit the event you wish to add the discount code to by clicking on **Advanced**

The screenshot shows the Eventmaster dashboard. The top navigation bar includes the Eventmaster logo, a user profile dropdown for 'Welcome, Heather', and a 'Services' dropdown. Below this is a secondary navigation bar with 'My Events', 'Orders', 'Dictionaries', and 'Reports'. The 'My Events' menu is expanded, showing 'Live' (1), 'Drafts' (0), and 'Archived'. The main content area displays a table of events under the 'Live' section. The table has columns for 'Created', 'Name', and 'Actions'. One event is listed: '18.10.2022' for 'Sonia O'Sullivan Cobh 10 Mile Race 2023'. The 'Actions' column for this event includes links for 'View', 'Dates', 'Tickets', 'Design', and 'Advanced'. An orange arrow points to the 'Advanced' link.

- 3 In the Advanced section, select **Price Discounts** on the Left side menu and then **Add Event Price Discount**.

The screenshot shows the 'Advanced' settings page for the event 'Sonia O'Sullivan Cobh 10 Mile Race 2023'. The breadcrumb trail at the top indicates the path: 1. Details > 2. Dates > 3. Tickets > 4. Design > 5. Advanced. The left sidebar menu includes 'Order Form', 'Tickets Settings', 'Mobile Integration', 'Social integration', 'Ticket Numbering', 'Notifications', 'Additional Purchases', 'Access Codes', 'Price Discounts', and 'Actions'. The 'Price Discounts' menu item is highlighted. The main content area is titled 'Price Discounts' and contains two buttons: 'ADD EVENT PRICE DISCOUNT' and 'ADD EVENT GROUP DISCOUNT'. An orange arrow points to the 'ADD EVENT PRICE DISCOUNT' button.

4 Non Unique Discount Codes

These are generic codes that allow multiple people to get a discount on their ticket purchases using the same code.

Event Price Discount Details

Name

Enabled for selected Ticket Types

Deposit Ticket

Fully Paid Ticket

Description

File Edit Insert View Format Tools

← → B I [bulleted list] [numbered list] [link] [image]

A A

Words: 0

Start date

End date

Is Percentage used

Discount percent

Type

Nonunique Code

Nonunique Quantity

Max quantity per order

Free Postage

The name of your discount is only visible is how it will appear to you and your team in the list of discounts. It is not publicly visible.

If left unticked, people will be able to use the discount code on all ticket types.

Here you can set when you would like the discount code to be active. These will start/end at midnight on your specified dates.

Tick this box, if you would like to offer a percentage discount. I.e 20% off instead of €5 off. If left unticked you will be asked to enter in a monetary amount. I.e 5 (no need to use the € symbol)

Select Nonunique discount if you would like lots to people to be able to enter the same generic code.

How many people (maximum) would you like to be able to use the code.

How many tickets in the order should the discount code be applied to. I.e. If an adult books themselves and two children into an event. - will the discount be applied to all three tickets in the order or just one ticket?

If postage is enabled on your event, you have the option to mark this as free as part of a discount also.



Please Note:

Discounts only apply to tickets and not additional purchases.

- 5 After you save your discount code, this will bring you back to your discount code list where your new code has been added. You will need to save this change in the top menu bar also.

Eventmaster. DRAFT Welcome, Leanne Services

1. Details 2. Dates 3. Tickets 4. Design 5. Advanced* Save Publish Event Close

Order Form* Tickets Settings Mobile Integration Social Integration Membership Integration AAI Integration

Price Discounts

Name	Discount type	Start date	End date	Active	Quantity	Used	Actions
New Year Special Offer	Nonunique	07.12.2022	28.12.2022		200		Edit

ADD EVENT PRICE DISCOUNT

- 6 When the changes are saved and the Start Date has passed, a green tick will appear next to your discount code to show it is active as well as how many of the codes have been used.

Price Discounts

Name	Discount type	Start date	End date	Active	Quantity	Used	Actions
New Year Special Offer	Nonunique	07.12.2022	28.12.2022	✓	200	0	Edit Delete

ADD EVENT PRICE DISCOUNT

- 7 If you want to extend the dates of the code or make any other changes simply click on the edit button.

- 8 Unique Discount Codes are set up in the same way except for one extra step. These are used if you are distributing codes to a group of particular people. Please see the next page for instructions on how to create Unique Discount codes.

9 To set up Unique Discount Codes, follow the same guide from step 4 except for the **Type** Section. Here you should select - **Unique Discount**.

Start date

End date

Is Percentage used

Discount percent

Type

Max quantity per order

Free Postage

UPLOAD **DOWNLOAD**

Save event in order to enable adding unique event discount codes

SAVE **CANCEL**

10 After clicking save in the step above you will need to Save on the top level event menu also.

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DRAFT

1. Details 2. Dates 3. Tickets 4. Design 5. Advanced* **Save** **Publish Event** **Close**

Order Form* Tickets Settings Mobile Integration Social integration Membership Integration AAI Integration Ticket Numbering

Price Discounts

Name	Discount type	Start date	End date	Active	Quantity	Used	Actions
New Year Special Offer	Nonunique	07.12.2022	28.12.2022	<input checked="" type="checkbox"/>	200	0	Edit Delete
Staff Passes	Unique	14.12.2022	31.12.2022				Edit

ADD EVENT PRICE DISCOUNT

- 11 Once the event is saved you will see there is a zero quantity of codes for your new Unique discount. You will need to click on **Edit** to go in and add the codes.

Price Discounts

Name	Discount type	Start date	End date	Active	Quantity	Used	Actions
New Year Special Offer	Nonunique	07.12.2022	28.12.2022	<input checked="" type="checkbox"/>	200	0	Edit Delete
Staff Passes	Unique	14.12.2022	31.12.2022	<input checked="" type="checkbox"/>	0	0	Edit Delete



ADD EVENT PRICE DISCOUNT

- 12 You will now see the option to upload your codes. To do this, create an excel file with the header 'codes' in column A and click upload. There should be no other data in the excel file.

Type: Unique Discount

Max quantity per order: 1

Free Postage:

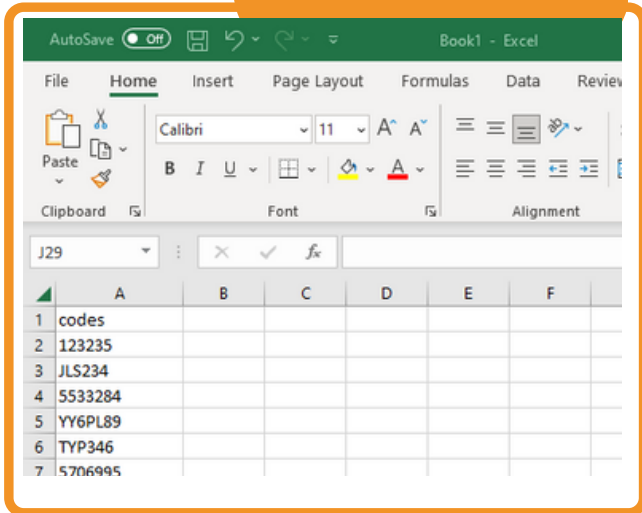
Codes: 0 Used: 0 Available: 0

UPLOAD **DOWNLOAD**

To be uploaded column with codes in excel file should have header 'codes'

SAVE **CANCEL**

Excel File Example



Please note that codes are case sensitive for letters and should not include any symbols.

- 13** Now you will see the quantity of codes uploaded from your excel file. You can also download this file at any time to check which codes have been used. Click on **Save** to continue.

Codes: 34 Used: 0 Available: 34

UPLOAD

DOWNLOAD

To be uploaded column with codes in excel file should have header 'codes'

SAVE

CANCEL

- 14** You will also need to **Save** your changes at the event level.

Eventmaster. Debs Ireland - Limerick Debs 2023 DRAFT Welcome, Leanne Services

1. Details > 2. Dates > 3. Tickets > 4. Design > 5. Advanced* Save Publish Event Close

Order Form*
 Tickets Settings
 Mobile Integration
 Social integration
 Membership Integration
 AAI Integration
 Ticket Numbering

Price Discounts

Name	Discount type	Start date	End date	Active	Quantity	Used	Actions
New Year Special Offer	Nonunique	07.12.2022	28.12.2022	✓	200	0	Edit Delete
Staff Passes	Unique	14.12.2022	31.12.2022	✓	34	0	Edit Delete

ADD EVENT PRICE DISCOUNT

You can keep track of which codes have been used by downloading the Booking Report for your event also.

If you have price tranches enabled or if you would like to create a set price ticket that should not be visible to the public, Please contact a member of our team to assist you.