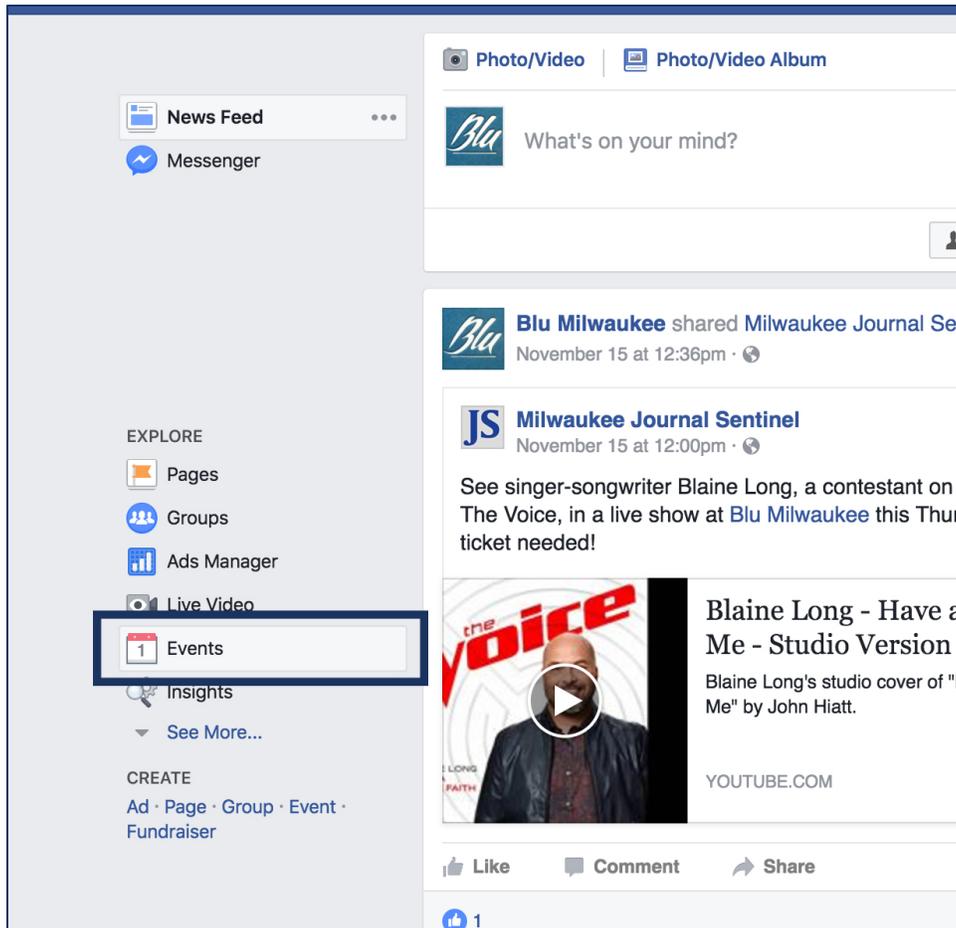


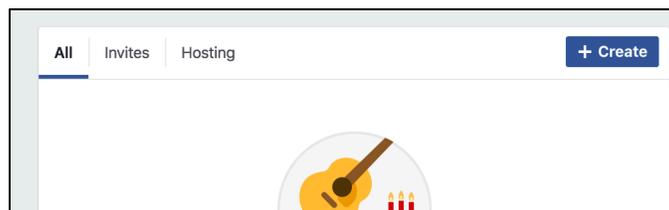
ADDING A BLUTENDER EVENT ON FACEBOOK

As Your Personal Account:

- 1) Once you are logged in and on your News Feed, select “Events” from the sidebar navigation. It may be listed under “Explore” as seen here, or “Favorites.”



- 2) Click the “Create” button towards the top of the page. This will lead you to a pop-up dialog box to create your event.



- 3) Fill out all the information needed for guests to be informed on your event. **We recommend you make this a public event for exposure to people you may not be friends with.**

Create Public Event

Event Host
Select the page or profile who will host this event

Basic Info
This info will also appear in News Feed and any ads created for this event

Event Photo

Event Name 26 / 64

Location Blu Milwaukee

Start 12/14/2016 5:00PM CST

End 12/14/2016 6:00PM CST

Details
Let people know what type of event you're hosting and what to expect

Description

Save the date! Enjoy some crafty drinks (made by yours truley) at the Blu Bar & Lounge on (date)! 10% of all drink proceeds and 100% of tips will go to (charity of choice)! Come say hi, hang out and support a great cause!

Cancel Create

Create Public Event

Event Name 26 / 64

Location Blu Milwaukee

Start 12/14/2016 5:00PM CST

End 12/14/2016 6:00PM CST

Details
Let people know what type of event you're hosting and what to expect

Description

Save the date! Enjoy some crafty drinks (made by yours truley) at the Blu Bar & Lounge on (date)! 10% of all drink proceeds and 100% of tips will go to (charity of choice)! Come say hi, hang out and support a great cause!

Keywords

Milwaukee, Wisconsin The Pfister Hotel Drinks

Options
Choose who can edit and post in your event

Posting

Anyone can post

Anyone can post, but a host must approve the post

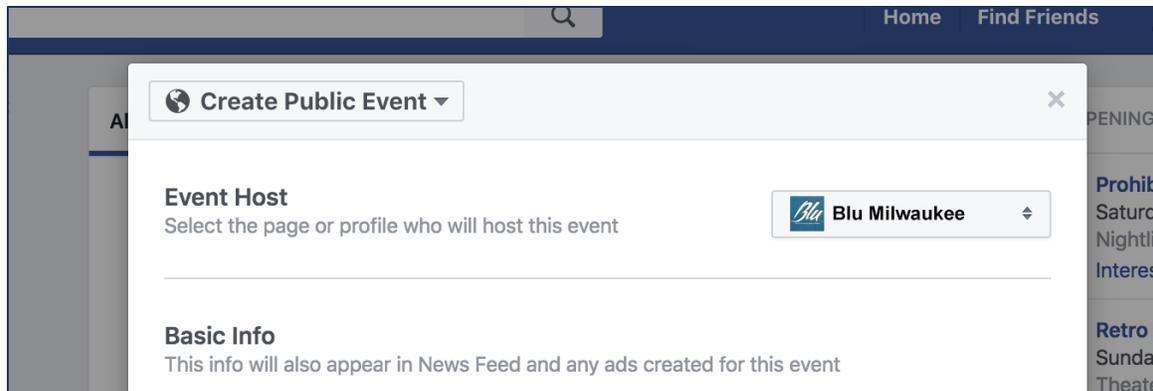
Cancel Create

- 4) Enter your keywords. Use ones that describe your event so that it can be recommended to people who would be interested in attending. Use location, topic, or add your charity choice.
- 5) When finished, click the “Create” button. Your event is now live!



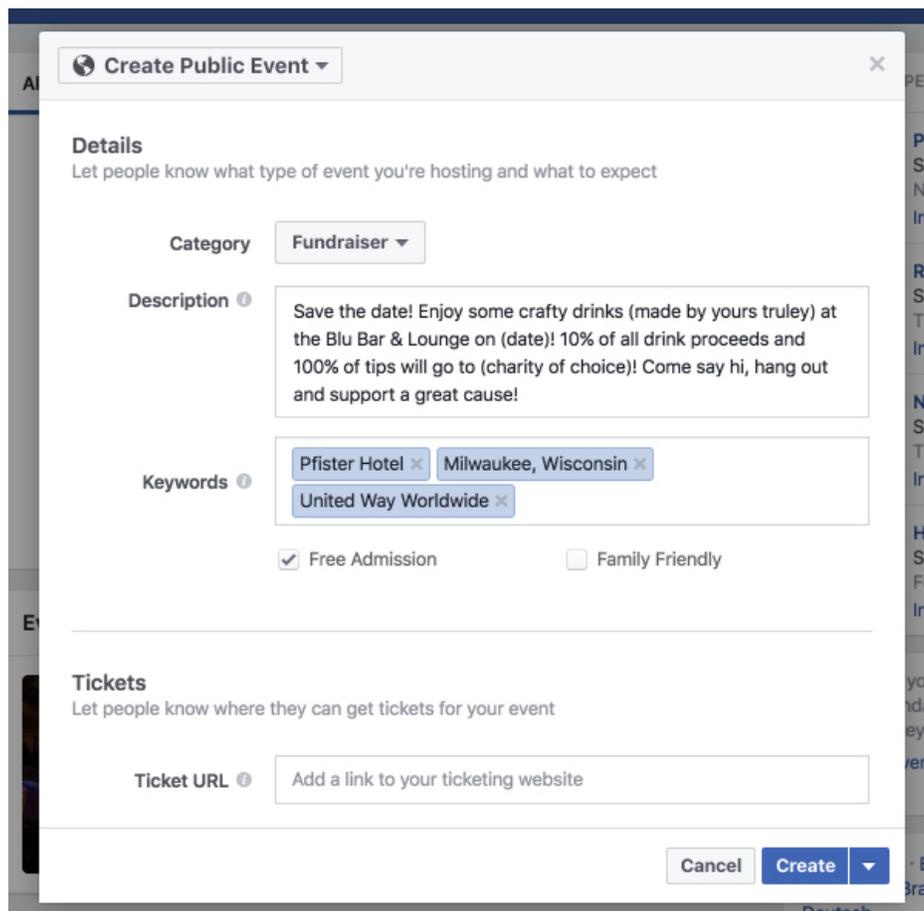
As Your Business Page:

The setup is essentially the same, but you have a few new options. Be sure to select your business page as the event host. You also have the option of adding your event to a category and adding admission information. Save your event by clicking the “Create” button and you’re all set!



The screenshot shows the 'Create Public Event' dialog box with the following sections:

- Create Public Event** (with a close button)
- Event Host**: Select the page or profile who will host this event. A dropdown menu shows 'Blu Milwaukee'.
- Basic Info**: This info will also appear in News Feed and any ads created for this event.



The screenshot shows the 'Create Public Event' dialog box with the following sections:

- Create Public Event** (with a close button)
- Details**: Let people know what type of event you're hosting and what to expect.
 - Category**: Fundraiser
 - Description**: Save the date! Enjoy some crafty drinks (made by yours truely) at the Blu Bar & Lounge on (date)! 10% of all drink proceeds and 100% of tips will go to (charity of choice)! Come say hi, hang out and support a great cause!
 - Keywords**: Pfister Hotel, Milwaukee, Wisconsin, United Way Worldwide
 - Free Admission Family Friendly
- Tickets**: Let people know where they can get tickets for your event.
 - Ticket URL**: Add a link to your ticketing website
- Buttons**: Cancel, Create (with a dropdown arrow)

