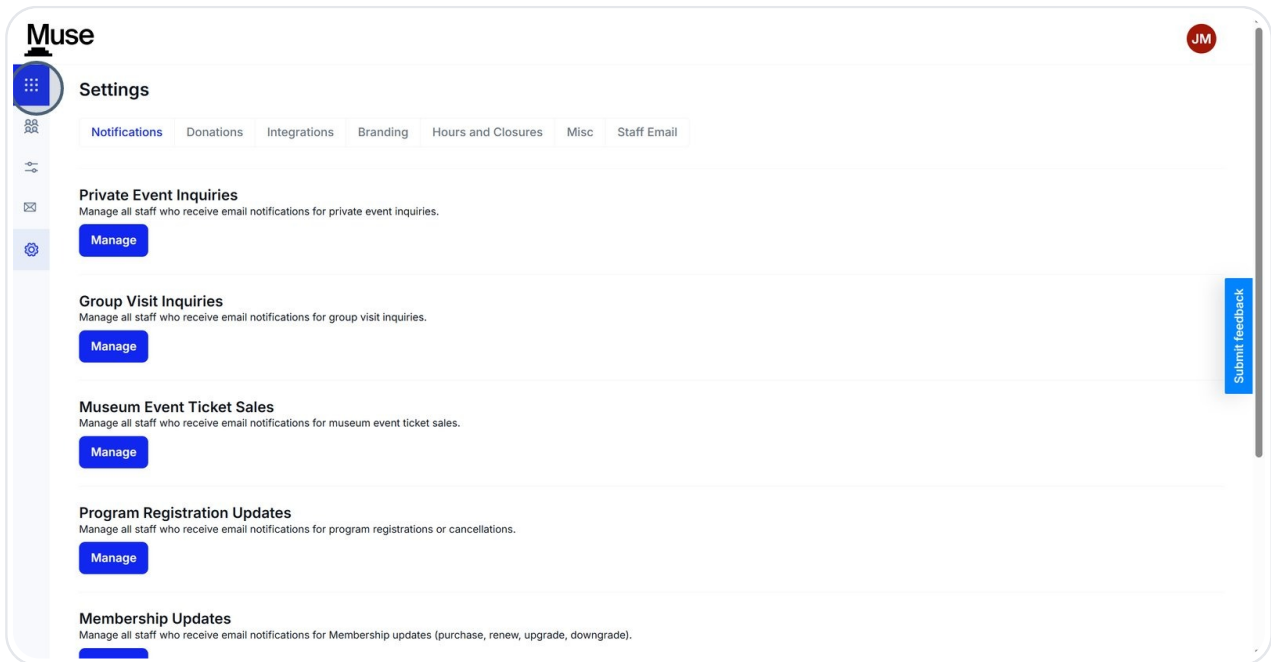


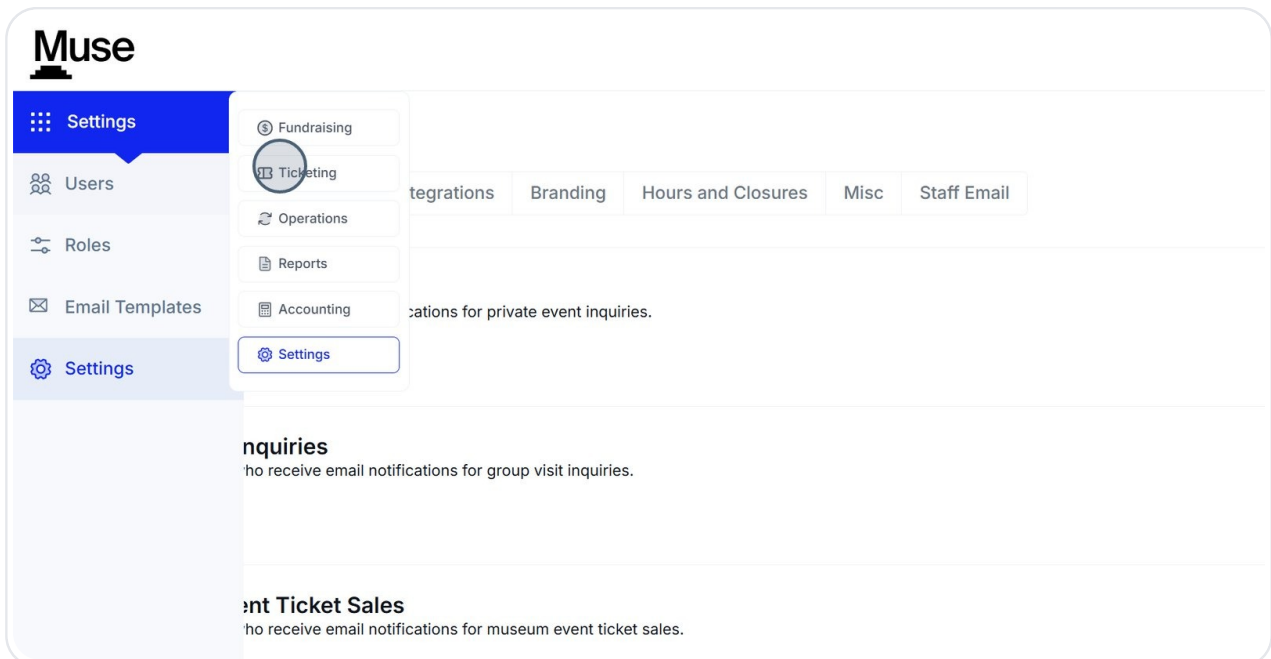


How to Create Events

1. Click the blue North Star icon.



2. Go to Ticketing.



3. Click "Events" in the Ticketing navigation menu.

Muse

Ticketing

Dashboard

Event

Create a ticket type

Create a membership benefit

Ticket Types

7 Days

30 Days

Memberships

Events

Programs

Reports

Settings

Revenue

00.00

Tickets sold

20

Events reached capacity

0

75%+ capacity, whether past, current, or upcoming

	Date and Time	Venue	Capacity	Sold	% of Spots Sold	Status
ktacular	Oct 31, 2026 at 8:00pm	N/A	250	1	0%	Upcoming
	Dec 18, 2026 at 7:00pm	Main Exhibition Hall	300	44	15%	Upcoming

Submit feedback

4. Tap the Events tab to see your list of events. Events are special activities that are a single occurrence and are built around a fundraising activity or campaign, such as Galas, or Fundraising Events.

Muse

Experiences

Events

Exhibitions

Packages

Experiences

Filter

Add

Name	Enrollment Type	Start Date	End Date	# of Published Variants	Status
Sea Turtles Experience	Single Session	Mar 16, 2026	Ongoing	1	Ongoing
Zoo Tour	Single Session	Mar 2, 2026	Aug 3, 2026	1	Completed
Penguin Encounter	Single Session	Mar 12, 2026	Dec 31, 2026	1	Ongoing
Motion Simulator	Single Session	Mar 2, 2026	Jul 31, 2026	1	Completed
IMAX	Single Session	Mar 2, 2026	Dec 31, 2026	1	Canceled
History of The Muse Collective Short Film	Single Session	Feb 1, 2026	Dec 31, 2026	1	Ongoing
Guided Tours	Single Session	Feb 28, 2026	Dec 31, 2026	1	Ongoing

Submit feedback

5. Use Filters to quickly find and focus on the events that matter most to you.

JM

iences

Filters (1)

Add

	Category	Date and Time	Tickets Sold	Status	
t our annual Halloween event. Costumes strongly encouraged!	Holiday Events	Oct 31, 2026 8:00pm - 10:00pm	1/250	Upcoming	⋮
eat work of our team and the contributions from our patrons,	Annual Gala	Dec 18, 2026 7:00pm - 7:00pm	44/300	Upcoming	⋮

Submit feedback

6. Enter keywords to instantly search for specific events by name or description.

JM

iences

Filters (1)

Add

Keyword

Search by keyword

Category

Select from

Status

Select from

Start Date

8/31/2026

End Date

	Category	Date and Time
t our annual Halloween event. Costumes strongly encouraged!	Holiday Events	Oct 31, 2026 8:00pm - 10:00pm
eat work of our team and the contributions from our patrons,	Annual Gala	Dec 18, 2026 7:00pm - 7:00pm

Submit feedback

7. Narrow down results by selecting an event Category.

ences

Filters (1)

Add

	Category	Date and Time
t our annual Halloween event. Costumes strongly encouraged!	Holiday Events	Oct 31, 2026 8:00pm - 10:00pm
eat work of our team and the contributions from our patrons,	Annual Gala	Dec 18, 2026 7:00pm - 7:00pm

Keyword

Search by keyword

Category

Select from

Status

Select from

Start Date

8/31/2026

End Date

8/31/2026

Submit feedback

8. Filter by Status to display draft, active or archived events relevant to your tasks.

ences

Filters (1)

Add

	Category	Date and Time
t our annual Halloween event. Costumes strongly encouraged!	Holiday Events	Oct 31, 2026 8:00pm - 10:00pm
eat work of our team and the contributions from our patrons,	Annual Gala	Dec 18, 2026 7:00pm - 7:00pm

Keyword

Search by keyword

Category

Select from

Status

Select from

Start Date

8/31/2026

End Date

8/31/2026

Clear

Update

Submit feedback

9. Set a Start and/or End Date to filter events and plan with precision.

. our annual Halloween event. Costumes strongly encouraged!	Holiday Events	Oct 31, 2026 8:00pm - 10:00pm
eat work of our team and the contributions from our patrons,	Annual Gala	Dec 18, 2026 7:00pm - 7:00pm

Search by keyword

Category
Select from

Status
Select from

Start Date
8/31/2026

End Date
8/31/2026

ClearUpdate

Submit feedback

10. Click Update to apply your chosen filters.

eat work of our team and the contributions from our patrons,	Annual Gala	Dec 18, 2026 7:00pm - 7:00pm
--	-------------	---------------------------------

Category
Select from

Status
Select from

Start Date
8/31/2026

End Date
8/31/2026

ClearUpdate

Submit feedback

11. Click the blue 'Add' button to create new event.

JM

iences

Filters (1)Add

	Category	Date and Time	Tickets Sold	Status	
t our annual Halloween event. Costumes strongly encouraged!	Holiday Events	Oct 31, 2026 8:00pm - 10:00pm	1/250	Upcoming	⋮
eat work of our team and the contributions from our patrons,	Annual Gala	Dec 18, 2026 7:00pm - 7:00pm	44/300	Upcoming	⋮

Submit feedback

12. In the following pop-up window, add your event name in the 'Title' field. This will show on your e-commerce page.

Muse

Events

Exhibitions

Packages

Name

Description

Halloween Spooktacular

Have a frightening

Annual Gala

Come join us to re

members, and do

New Event

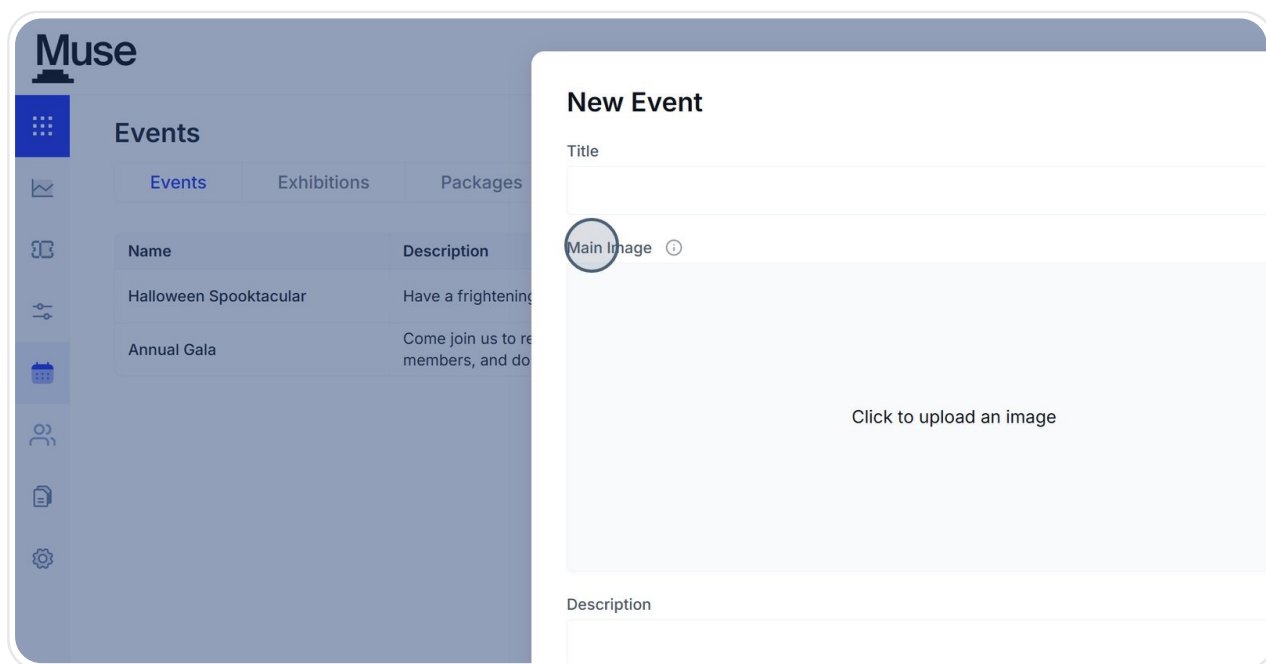
Title

Main Image ⓘ

Click to upload an image

Description

13. Upload an image for the event in the 'Main Image' section. This will appear on your e-commerce site when selling these tickets. The recommended image size is 2000px by 600px.



The screenshot shows the 'Muse' dashboard on the left with a sidebar containing icons for various functions. The main area is titled 'Events' and has tabs for 'Events', 'Exhibitions', and 'Packages'. Below these tabs is a table with two rows: 'Halloween Spooktacular' and 'Annual Gala'. The 'Annual Gala' row is selected. On the right, the 'New Event' form is displayed. It has a 'Title' field, a 'Main Image' field (circled in blue) with a help icon, and a 'Description' field. The 'Main Image' field contains the text 'Click to upload an image'.

Name	Description
Halloween Spooktacular	Have a frightening
Annual Gala	Come join us to re members, and do

New Event

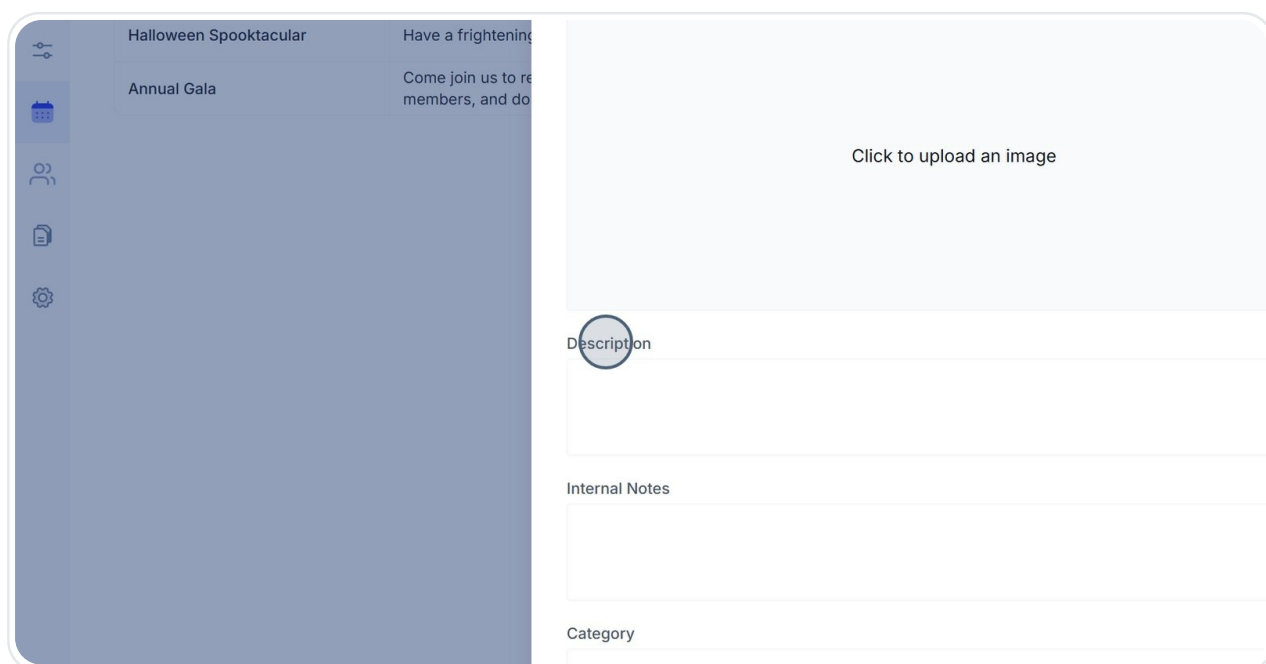
Title

Main Image ⓘ

Click to upload an image

Description

14. Add the details of your event to the 'Description' field. This is external-facing and will appear on the e-commerce site.



This screenshot shows the same 'Muse' dashboard and 'New Event' form as the previous one, but with the 'Description' field (circled in blue) now active. The 'Main Image' field still shows 'Click to upload an image'. Below the 'Description' field are fields for 'Internal Notes' and 'Category'.

Name	Description
Halloween Spooktacular	Have a frightening
Annual Gala	Come join us to re members, and do

Click to upload an image

Description

Internal Notes

Category

15. If you have any additional context about this event for your staff, include it in the 'Internal Notes' field.

Annual Gala

Come join us to re...

Click to upload an image

Description

Internal Notes

Category

16. Next, select the category for this event. You should see the list of Event Categories that you created in the selection dropdown. This data will be available to you as filter criteria in various reports.

Muse

Events

EventsExhibitionsPackages

Name	Description
Halloween Spooktacular	Have a frightening
Annual Gala	Come join us to re... members, and do

Internal Notes

Category

Members Only?
No

Start Date & Time
8/31/202612:

End Date & Time
8/31/202612:

17. If you wish to make the event visible to only members who are logged into your e-commerce site, specify that using the 'Members Only?' dropdown.

Events

EventsExhibitionsPackages

Name	Description
Halloween Spooktacular	Have a frightening
Annual Gala	Come join us to re members, and do

Internal Notes

Category

Members Only?
No

Start Date & Time
8/31/202612:0

End Date & Time
8/31/202612:0

Registration Deadline
8/31/202612:0

18. Next, specify your start date & time, end date & time, and registration deadline, which is the last day/time someone can register for this event.

Members Only?
No

Start Date & Time
8/31/202612:00 AM

End Date & Time
8/31/202612:00 AM

Registration Deadline
8/31/202612:00 AM

Location
123 Encinitas Blvd, Encinitas, CA 92024, USA

Specific Building or Area Name (Optional)

Capacity

Submit feedback

19. Enter the physical address as it would appear on Google Maps into the 'Location' field.

Registration Deadline

8/31/2026

12:00 AM

Location

123 Encinitas Blvd, Encinitas, CA 92024, USA

Specific Building or Area Name (Optional)

Capacity

Associated Campaign

Status

Draft

Custom Questions for Ticket Buyers

These questions will be asked for each ticket purchased. For dropdowns, enter your choices below.

Packages

Description

Have a frightening

Come join us to re

members, and do

End Time

, 2026

m - 10:00pm

3, 2026

m - 7:00pm

Ticke

1/250

44/30

20. If there's a specific building or area to gather at the event site, you can include those additional details in this optional field.

Muse

Events

Exhibitions

Packages

Name

Halloween Spooktacular

Annual Gala

Description

Have a frightening

Come join us to re

members, and do

Registration Deadline

8/31/2026

12:

Location

123 Encinitas Blvd, Encinitas, CA 92024, USA

Specific Building or Area Name (Optional)

Capacity

Associated Campaign

Status

Draft

Custom Questions for Ticket Buyers

These questions will be asked for each ticket purchased. For dropdowns, enter your choices b

21. Update the total number of tickets available for sale in the 'Capacity' field.

Events

EventsExhibitionsPackages

Name	Description
Halloween Spooktacular	Have a frightening
Annual Gala	Come join us to re members, and do

8/31/202612:

Location

123 Encinitas Blvd, Encinitas, CA 92024, USA

Specific Building or Area Name (Optional)

Capacity

Associated Campaign

Status

Draft

Custom Questions for Ticket Buyers

These questions will be asked for each ticket purchased. For dropdowns, enter your choices below.

Question text

22. If you wish for all donations for this event to link to a campaign, select your campaign of choice under 'Associated Campaign.'

Events

ExhibitionsPackages

Name	Description
Halloween Spooktacular	Have a frightening
Annual Gala	Come join us to re members, and do

123 Encinitas Blvd, Encinitas, CA 92024, USA

Specific Building or Area Name (Optional)

Capacity

Associated Campaign

General Fund

Status

Draft

Custom Questions for Ticket Buyers

These questions will be asked for each ticket purchased. For dropdowns, enter your choices below.

Question text

Answer Type

23. The 'Status' field allows you to make an event "Active" or available on the e-commerce page for sale, or "Draft" which means it's not publicly visible.

[illegible]

24. In the next section, you can create as many Custom Questions as you need for your events. These questions will be asked for each ticket purchased, and each registrant will be presented with the configured questions upon purchase. You can choose which questions are required. Click the 'Add Question' button when finished.

Events

EventsExhibitionsPackages

Name	Description
Halloween Spooktacular	Have a frightening
Annual Gala	Come join us to re

8/31/202612:00 AM

Location

123 Encinitas Blvd, Encinitas, CA 92024, USA

Specific Building or Area Name (Optional)

Capacity

Associated Campaign

General Fund

Status

Active

Custom Questions for Ticket Buyers

These questions will be asked for each ticket purchased. For dropdowns, enter your choices below.

Question text

Answer Type

Required

CancelAdd Question

Filters (1)

End Time	Tickets Sold	Status
8/31/2026 7:00pm - 10:00pm	1/250	Upcoming
9/1/2026 7:00pm - 7:00pm	44/300	Upcoming

25. Similarly, you can configure Staff-Only Fields to keep internal details organized and accessible for your team. Click 'Save Field' when finished.

The screenshot shows a configuration window for 'Staff-Only Fields'. On the left is a preview of an event titled 'Annual Gala' with the text 'Come join us to re... members, and do...'. The main area on the right is titled 'Staff-Only Fields' and includes a description: 'Never shown during checkout or in the portal. Staff fill these in on the Attendees screen, and they come through on the export.' Below this, there is a field configuration section. It starts with a 'Question type' dropdown menu. A 'Required' toggle switch is turned on. There are 'Cancel' and 'Add Question' buttons. The field being configured is 'Table Number', which is highlighted with a blue circle. To its right are buttons for 'On every event', an edit icon, and a delete icon. Below the field name is a 'Field name' input box containing 'e.g. Table number'. There is also an 'Available on every event at this museum' toggle switch. At the bottom of the configuration section are 'Discard Field' and 'Save field' buttons. At the very bottom of the window are 'Cancel' and 'Create' buttons.

26. Click the 'Create' button when you've completed configuration of your event.

This screenshot shows the same event configuration interface as the previous one, but with the 'Create' button at the bottom right highlighted with a blue circle. The 'Staff-Only Fields' configuration is visible on the left, showing the 'Table Number' field and the 'Save field' button. The right side of the screen shows a preview of the event page, including a 'Submit feedback' button on the right edge. The event details at the top of the preview include '7:00pm', '44/300', and 'Upcoming'.

27. After these steps are completed, view our [Ticket Types](#) article to learn how to create the registration options and prices for this event.

[illegible]