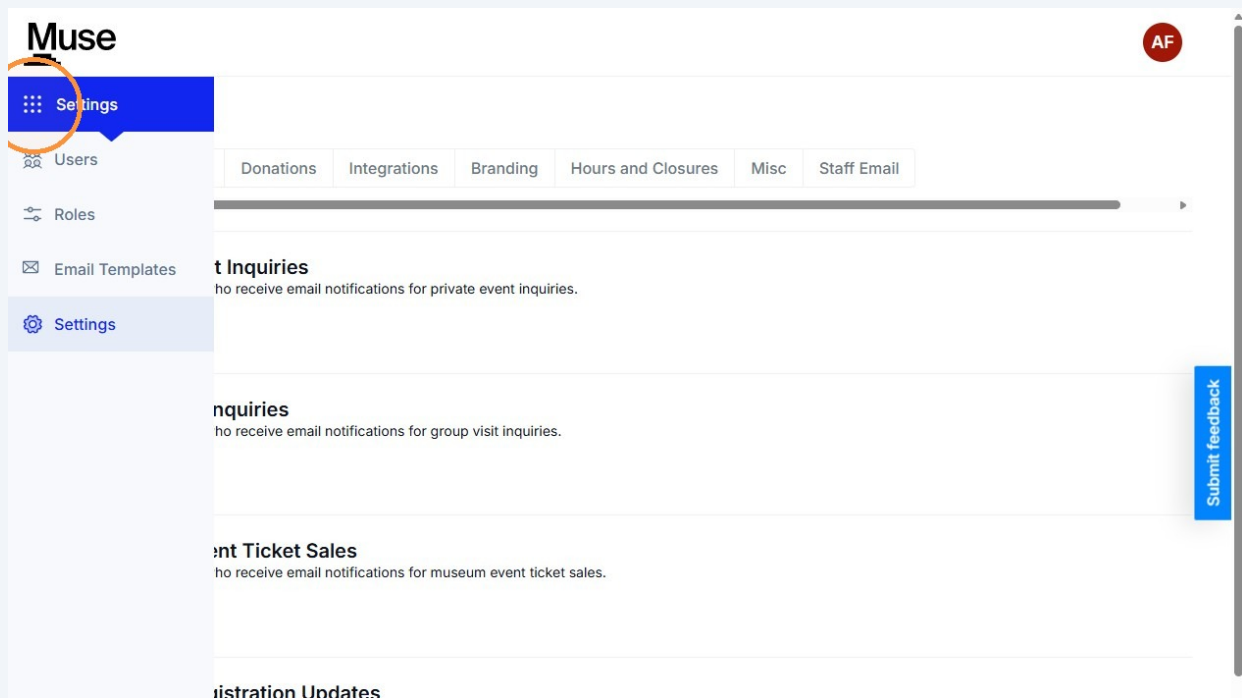


How to Create Events

This guide shows how to set up event categories and fully configure an event so it appears correctly on your e-commerce site. It also covers preparing for ticket type creation.

System Navigation

- 1 Click the blue North Star icon.



2 Click "Ticketing"

The screenshot shows the Muse dashboard interface. On the left, there is a navigation menu with options: Settings, Users, Roles, Email Templates, and Settings (highlighted). A sub-menu is open for the highlighted Settings option, showing options: Fundraising, Ticketing (circled in orange), Operations, Reports, Accounting, and Settings. The main content area displays tabs for Integrations, Branding, Hours and Closures, Misc, and Staff Email. Below the tabs, there are sections for "Inquiries" (with a description: "to receive email notifications for group visit inquiries.") and "Event Ticket Sales" (with a description: "to receive email notifications for museum event ticket sales."). A "Submit feedback" button is visible on the right side.

3 Click "Settings" in the Ticketing navigation menu.

The screenshot shows the Muse dashboard interface. On the left, there is a navigation menu with options: Ticketing, Dashboard, Ticket Types, Memberships, Events, Reports, and Settings (circled in orange). The main content area displays the "Dashboard" section with a "Create a ticket type" button and a "Create a membership benefit" button. Below these buttons, there are three cards: "Revenue" (showing 5.50), "Tickets sold" (showing 4), and "Events reached capacity" (showing 0). A table below the cards lists events with columns: Date and Time, Venue, Capacity, Sold, % of Spots Sold, and Status. The table contains two rows of data.

	Date and Time	Venue	Capacity	Sold	% of Spots Sold	Status
5K	Jun 27, 2026 at 6:00am	N/A	550	13	2%	Upcoming
	Jun 27, 2026 at 7:00pm	Main Exhibition Hall	300	21	7%	Upcoming

Event Category Setup

4 Select the 'Event Categories' tab.

Muse AF

Ticketing Settings

Visitor Types | Member Mapping | Free Entry | Discount Codes | Gift Cards | Programs | **Event Categories**

Check-In Locations | General Settings

[Add type](#)

Name	Visitor Count	Reporting Rollup	Status	
Adult	1	Adult	Active	⋮
Child (Under 13)	1	Child (Under 13)	Active	⋮
Comp Gala Ticket	1	Adult	Active	⋮
Family	4	Adult	Active	⋮
Field Trip - Chaperone	1	Adult	Active	⋮
Field Trip - Non-Student Child	1	Field Trip - Non-Student Child	Active	⋮
Field Trip - Student	1	Student	Active	⋮
Field Trip - Teacher	1	Field Trip - Teacher	Active	⋮

[Submit feedback](#)

5 Click the blue 'Add Event Category' button.

Muse AF

Ticketing Settings

Visitor Types | Member Mapping | Free Entry | Discount Codes | Gift Cards | Programs | **Event Categories**

Check-In Locations | General Settings

[Add Event Category](#)

Name	
Annual Gala	⋮
Artist Meet & Greet	⋮
Birthday Party	⋮
First Friday Cocktails	⋮
Holiday Extravaganza	⋮
IMAX	⋮
Member-Only Event	⋮
One Day Event	⋮

[Submit feedback](#)

6

Type an Event Category name in the corresponding field and click 'Save' when finished.

The screenshot displays the 'Muse' application interface. The main header shows the 'Muse' logo and a user profile icon labeled 'AF'. The left sidebar contains navigation icons for various settings. The main content area is titled 'Ticketing Settings' and includes tabs for 'Visitor Types', 'Member', 'Check-In Locations', 'Programs', and 'Event Categories'. A modal window titled 'Add Event Category' is open, featuring a text input field for 'Name' which is highlighted with an orange circle. Below the input field are 'Cancel' and 'Save' buttons. In the background, a table lists event categories such as 'Annual Gala', 'Artist Meet & Greet', 'Birthday Party', 'First Friday Cocktails', 'Holiday Extravaganza', 'IMAX', and 'Member-Only Event'. A blue 'Submit feedback' button is visible on the right side of the table.

Event Creation

7

When you've finished saving your Event Categories, navigate to the 'Events' section in the Ticketing navigation menu.

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 AF

Settings

Dashboard | Ticket Types | Memberships | **Events** | Reports | Settings

Member Mapping | Free Entry | Discount Codes | Gift Cards | Programs | Event Categories

General Settings

Add Event Category

Name	Description	Category	Date and Time	Tickets Sold	Status
Cheetah Chase 5K	Get Ready to Join the Chase! Join us for the 2026 Cheetah Chase 5K - a race like no other! Where else can you tackle tight turns, scenic trails, and breathtaking savanna views, all while spotting giraffes, zebras, and cheetahs along the way? The Cheetah Chase 5K is more than a race—it's an adventure through one of Michigan's most beautiful and unique running courses. Sign Up Today!	One Day Event	Jun 27, 2026 6:00am - 12:00pm	13/550	Upcoming
Annual Gala	Come join us to recognize the great work of our team and the contributions from our patrons, members, and donors!	Annual Gala	Jun 27, 2026 7:00pm - 11:00pm	21/300	Upcoming
Trunk or Treat	Come join us as a sponsor for our	Annual Gala	Oct 20, 2026	1/50	Draft

Submit feedback

8

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

Muse AF

Events

Events | Exhibitions | Packages | Experiences | Programs

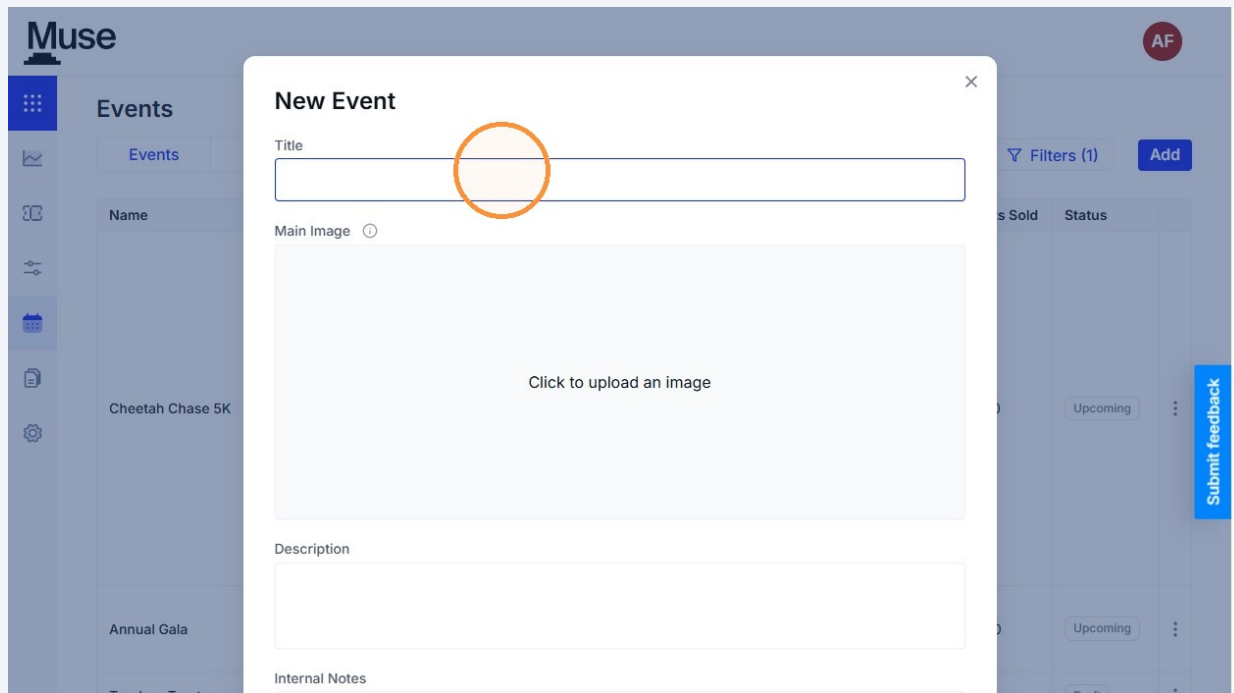
Filters (1) Add

Name	Description	Category	Date and Time	Tickets Sold	Status
Cheetah Chase 5K	Get Ready to Join the Chase! Join us for the 2026 Cheetah Chase 5K - a race like no other! Where else can you tackle tight turns, scenic trails, and breathtaking savanna views, all while spotting giraffes, zebras, and cheetahs along the way? The Cheetah Chase 5K is more than a race—it's an adventure through one of Michigan's most beautiful and unique running courses. Sign Up Today!	One Day Event	Jun 27, 2026 6:00am - 12:00pm	13/550	Upcoming
Annual Gala	Come join us to recognize the great work of our team and the contributions from our patrons, members, and donors!	Annual Gala	Jun 27, 2026 7:00pm - 11:00pm	21/300	Upcoming
Trunk or Treat	Come join us as a sponsor for our	Annual Gala	Oct 20, 2026	1/50	Draft

Submit feedback

9

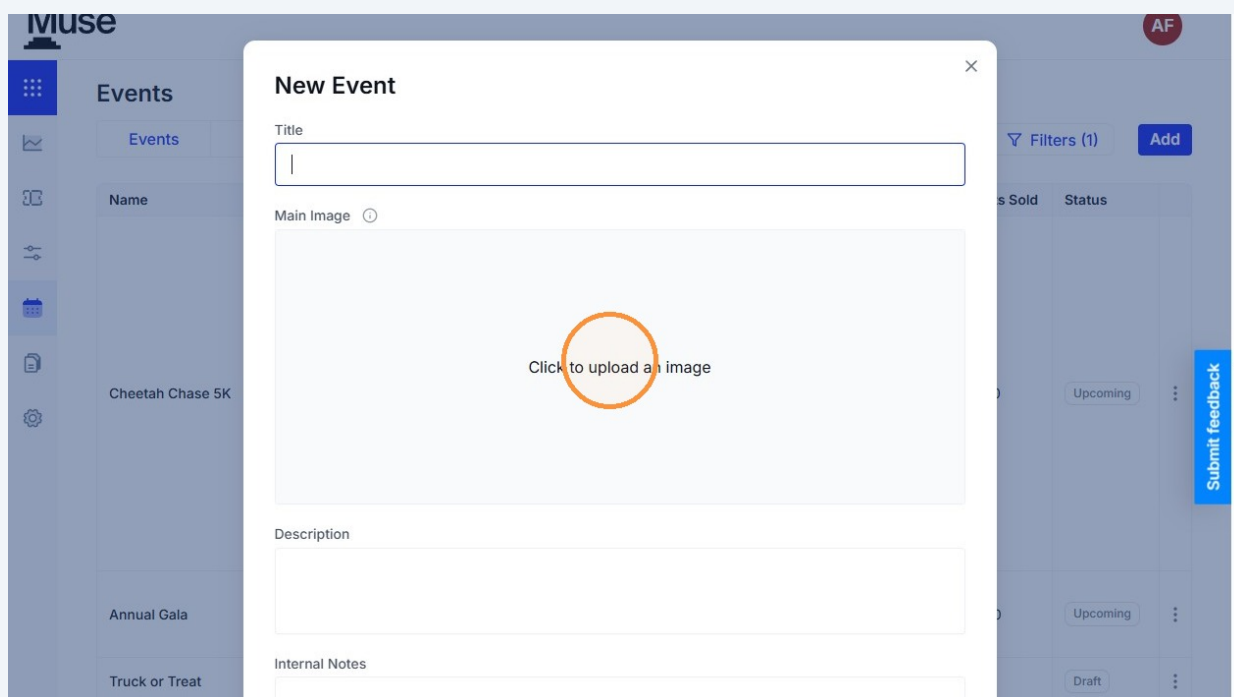
In the following pop-up window, add your event name in the 'Title' field. This will show on your e-commerce page.



The screenshot shows the 'New Event' pop-up window in the Muse app. The window has a title bar with a close button (X). Below the title bar, there are four input fields: 'Title', 'Main Image', 'Description', and 'Internal Notes'. The 'Title' field is highlighted with an orange circle. The 'Main Image' field has a placeholder text 'Click to upload an image'. The 'Description' and 'Internal Notes' fields are empty. The background shows the 'Events' list in the Muse app, with a 'Submit feedback' button on the right.

10

Upload an image for the event in the 'Main Image' section. This will appear on your e-commerce site when selling these tickets.



The screenshot shows the 'New Event' pop-up window in the Muse app. The window has a title bar with a close button (X). Below the title bar, there are four input fields: 'Title', 'Main Image', 'Description', and 'Internal Notes'. The 'Main Image' field is highlighted with an orange circle. The 'Main Image' field has a placeholder text 'Click to upload an image'. The 'Description' and 'Internal Notes' fields are empty. The background shows the 'Events' list in the Muse app, with a 'Submit feedback' button on the right.

11

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

The screenshot shows a mobile app interface for creating an event. On the left is a sidebar with icons for a calendar, a list, a document, and a settings gear. The main content area has a top section for 'Main Image' with a placeholder that says 'Click to upload an image'. Below this is the 'Description' field, which is highlighted with an orange circle. Underneath the description are fields for 'Internal Notes' and 'Category'. On the right side, there is a table with columns 'Sold' and 'Status'. The table has three rows: 'Upcoming', 'Upcoming', and 'Draft'. A blue 'Submit feedback' button is located at the bottom right of the screen.

12

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

This screenshot shows the same event creation form as the previous one, but with more fields visible. The 'Internal Notes' field is highlighted with an orange circle. Below it are fields for 'Category', 'Members Only?' (set to 'No'), 'Start Date & Time' (6/17/2026 at 12:00 AM), and 'End Date & Time'. The right sidebar table and the 'Submit feedback' button are also visible.

13

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.

The screenshot shows a web interface for creating an event. On the left is a sidebar with icons for various functions. The main content area has a form with the following fields: 'Description' (text area), 'Internal Notes' (text area), 'Category' (dropdown menu, highlighted with an orange circle), 'Members Only?' (dropdown menu with 'No' selected), 'Start Date & Time' (date and time pickers for 6/17/2026 at 12:00 AM), 'End Date & Time' (date and time pickers for 6/17/2026 at 12:00 AM), and 'Registration Deadline' (date and time pickers for 6/17/2026 at 12:00 AM). On the right side of the form, there are buttons for 'Upcoming' and 'Draft', and a vertical blue button labeled 'Submit feedback'.

14

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.

This screenshot is identical to the one above, but the 'Members Only?' dropdown menu is open, showing two options: 'No' and 'Yes'. The 'Yes' option is highlighted with a dark background, indicating it is the selected choice. The orange circle still highlights the dropdown menu itself.

15

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

Annual Gala

Truck or Treat

Internal Notes

Category

Members Only?

No

Start Date & Time

6/17/2026 12:00 AM

End Date & Time

6/17/2026 12:00 AM

Registration Deadline

6/17/2026 12:00 AM

Location

123 Encinitas Blvd, Encinitas, CA 92024, USA

Submit feedback

16

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

Members Only?

No

Start Date & Time

6/17/2026 12:00 AM

End Date & Time

6/17/2026 12:00 AM

Registration Deadline

6/17/2026 12:00 AM

Location

123 Encinitas Blvd, Encinitas, CA 92024, USA

Specific Building or Area Name (Optional)

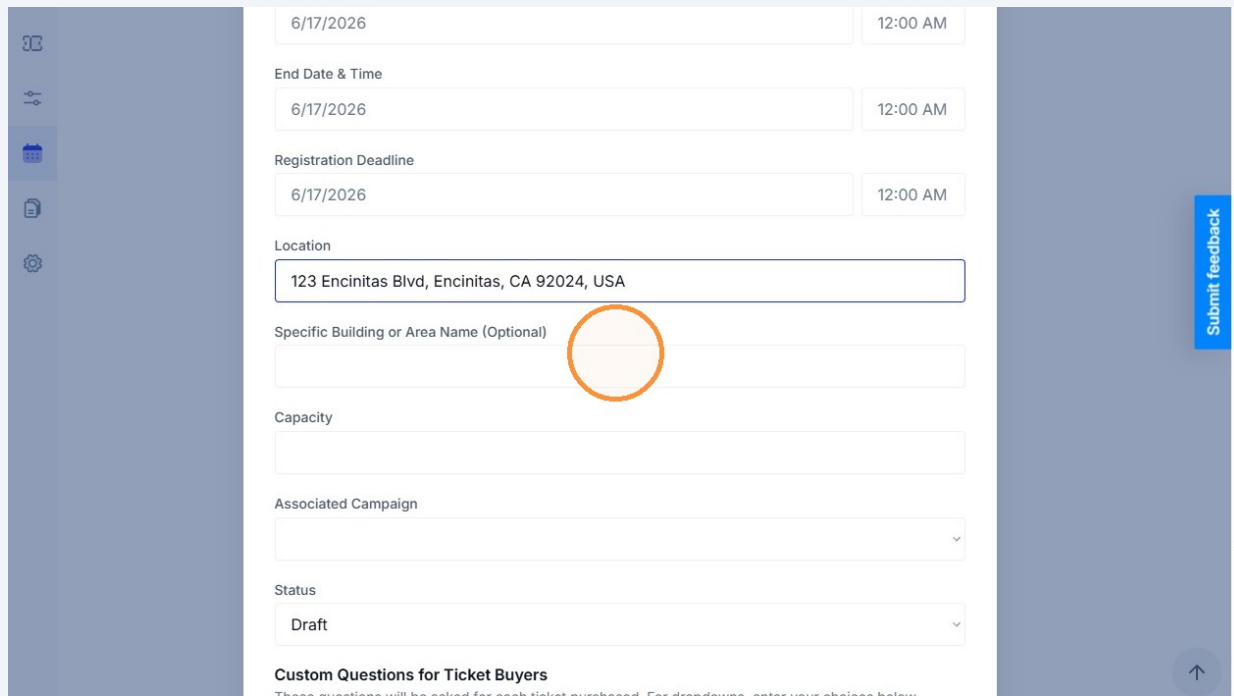
Capacity

Associated Campaign

Submit feedback

17

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



6/17/2026 12:00 AM

End Date & Time

6/17/2026 12:00 AM

Registration Deadline

6/17/2026 12:00 AM

Location

123 Encinitas Blvd, Encinitas, CA 92024, USA

Specific Building or Area Name (Optional)

Capacity

Associated Campaign

Status

Draft

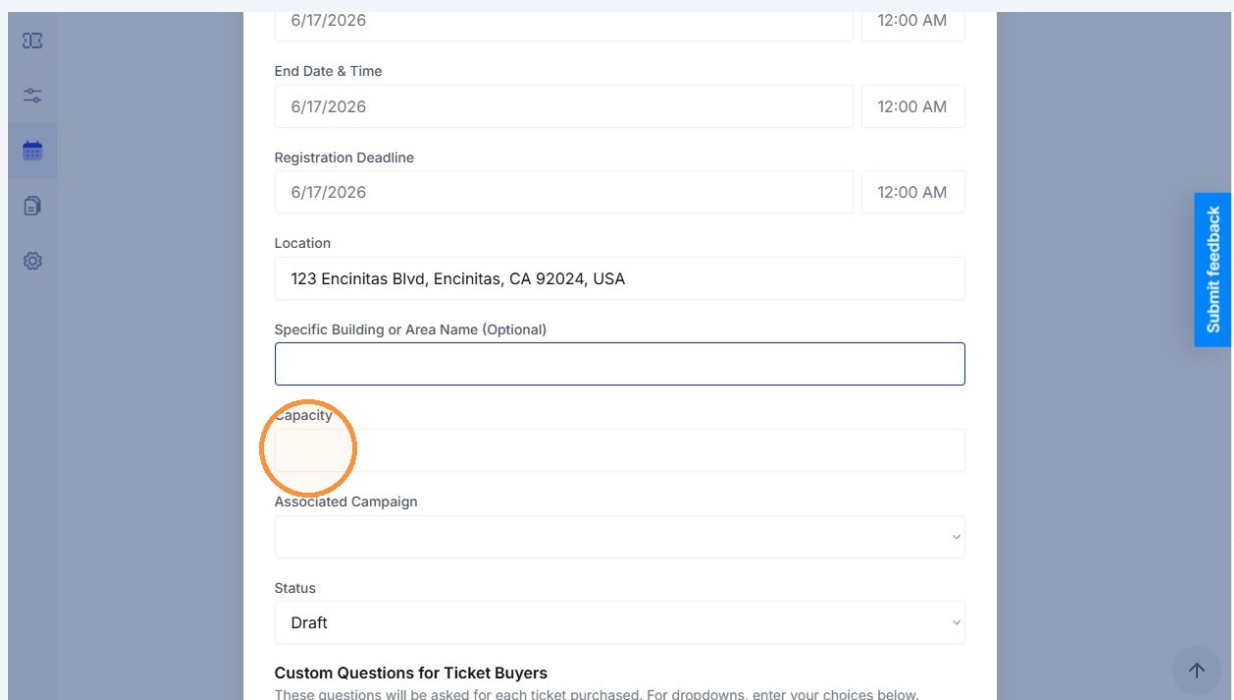
Custom Questions for Ticket Buyers

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

Submit feedback

18

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



6/17/2026 12:00 AM

End Date & Time

6/17/2026 12:00 AM

Registration Deadline

6/17/2026 12:00 AM

Location

123 Encinitas Blvd, Encinitas, CA 92024, USA

Specific Building or Area Name (Optional)

Capacity

Associated Campaign

Status

Draft

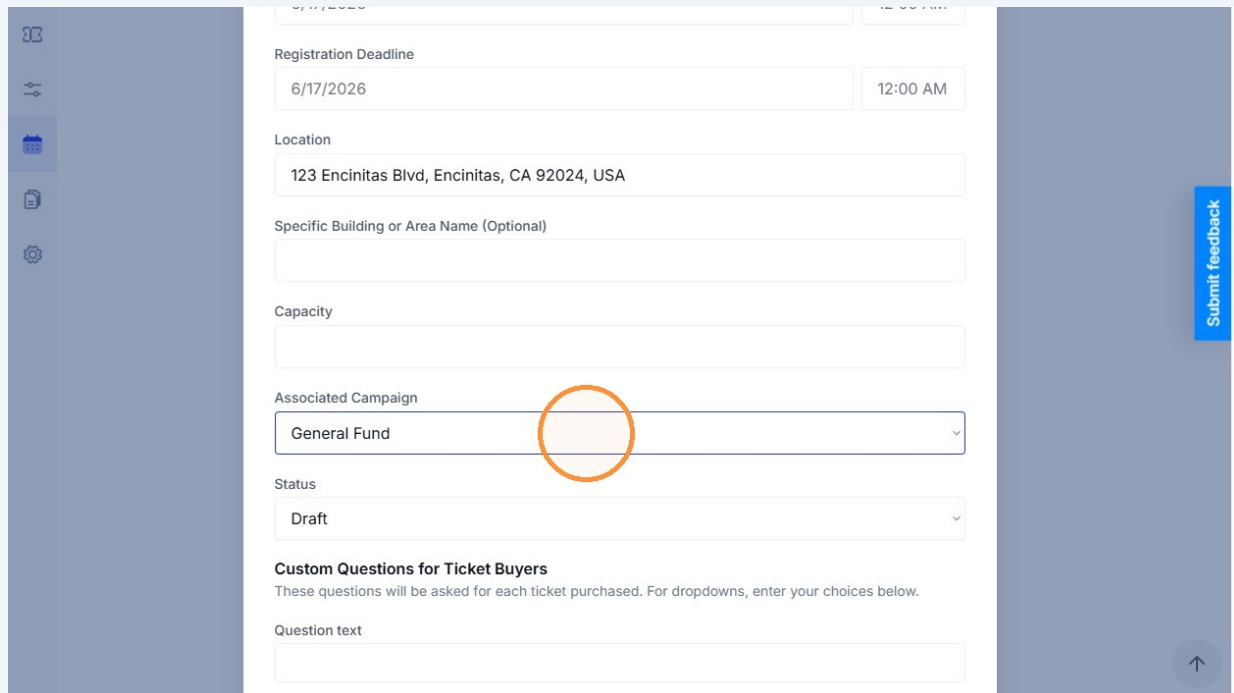
Custom Questions for Ticket Buyers

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

Submit feedback

19

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



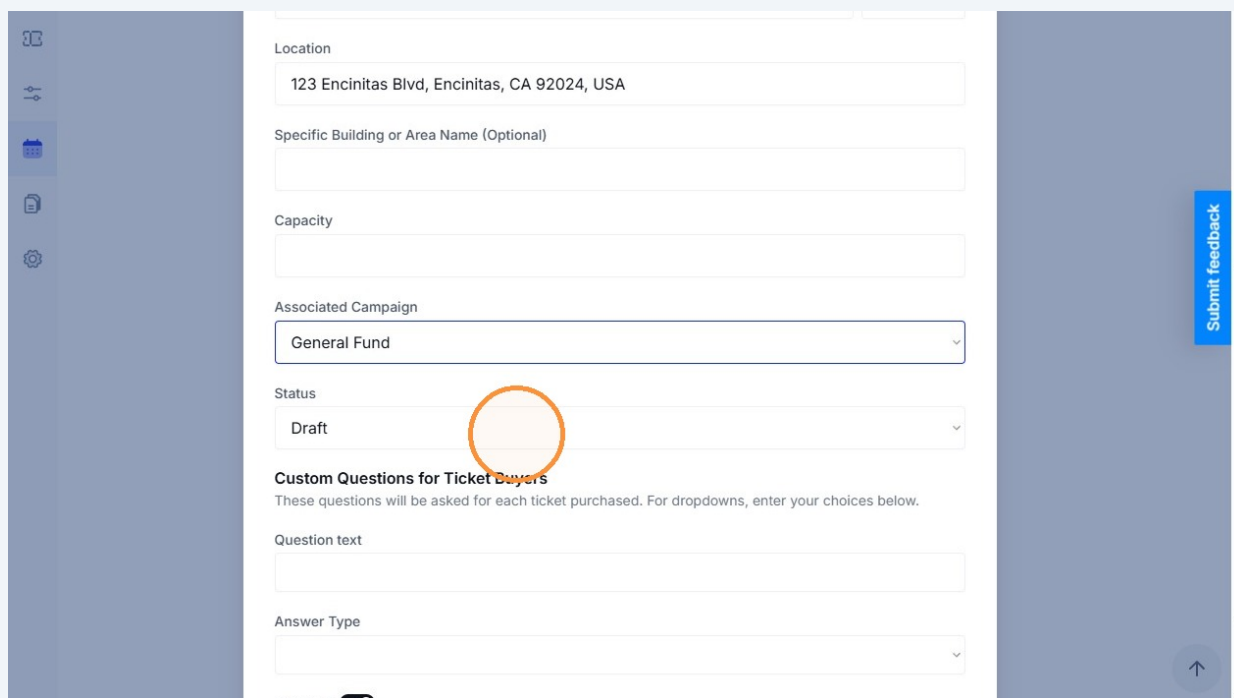
The screenshot shows a mobile application interface for event registration. On the left is a vertical sidebar with icons for a calendar, a list, a document, and a settings gear. The main content area contains the following fields:

- Registration Deadline:** A date field set to 6/17/2026 and a time field set to 12:00 AM.
- Location:** A text field containing "123 Encinitas Blvd, Encinitas, CA 92024, USA".
- Specific Building or Area Name (Optional):** An empty text field.
- Capacity:** An empty text field.
- Associated Campaign:** A dropdown menu with "General Fund" selected. This field is circled in orange.
- Status:** A dropdown menu with "Draft" selected.
- Custom Questions for Ticket Buyers:** A section header followed by the text "These questions will be asked for each ticket purchased. For dropdowns, enter your choices below." and a "Question text" input field.

On the right side of the form, there is a blue button labeled "Submit feedback" and a small upward-pointing arrow at the bottom.

20

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.



This screenshot is similar to the one above, showing the same event registration form. The fields are identical, but the "Associated Campaign" dropdown is now set to "General Fund". The "Status" dropdown menu, which currently shows "Draft", is circled in orange. The "Custom Questions for Ticket Buyers" section is also visible, including the "Question text" field and an "Answer Type" dropdown at the bottom.

21

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 'Create' button when finished.

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

Required ☒

Cancel Add Question

Cancel Create

Submit feedback



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