

BRIGHTON FRINGE.

HOW TO REGISTER A DIGITAL EVENT FOR
BRIGHTON FRINGE 2023



DIGITAL EVENTS

Recommended Platforms

We recommend using Vimeo or YouTube for presenting work online. What we need from you is an embed code. You can usually find these in the 'share' section of platforms. If you'd like advanced privacy settings on your embedded video, you'll need to get a paid subscription for Vimeo.

NOTE: Please only use embed codes to share your event with us, not links. If you're using Vimeo, the video/stream you share with us will need to not be password protected. The video will embed in our website on your What's On page and only accessible to ticket purchasers who can purchase tickets through our website.

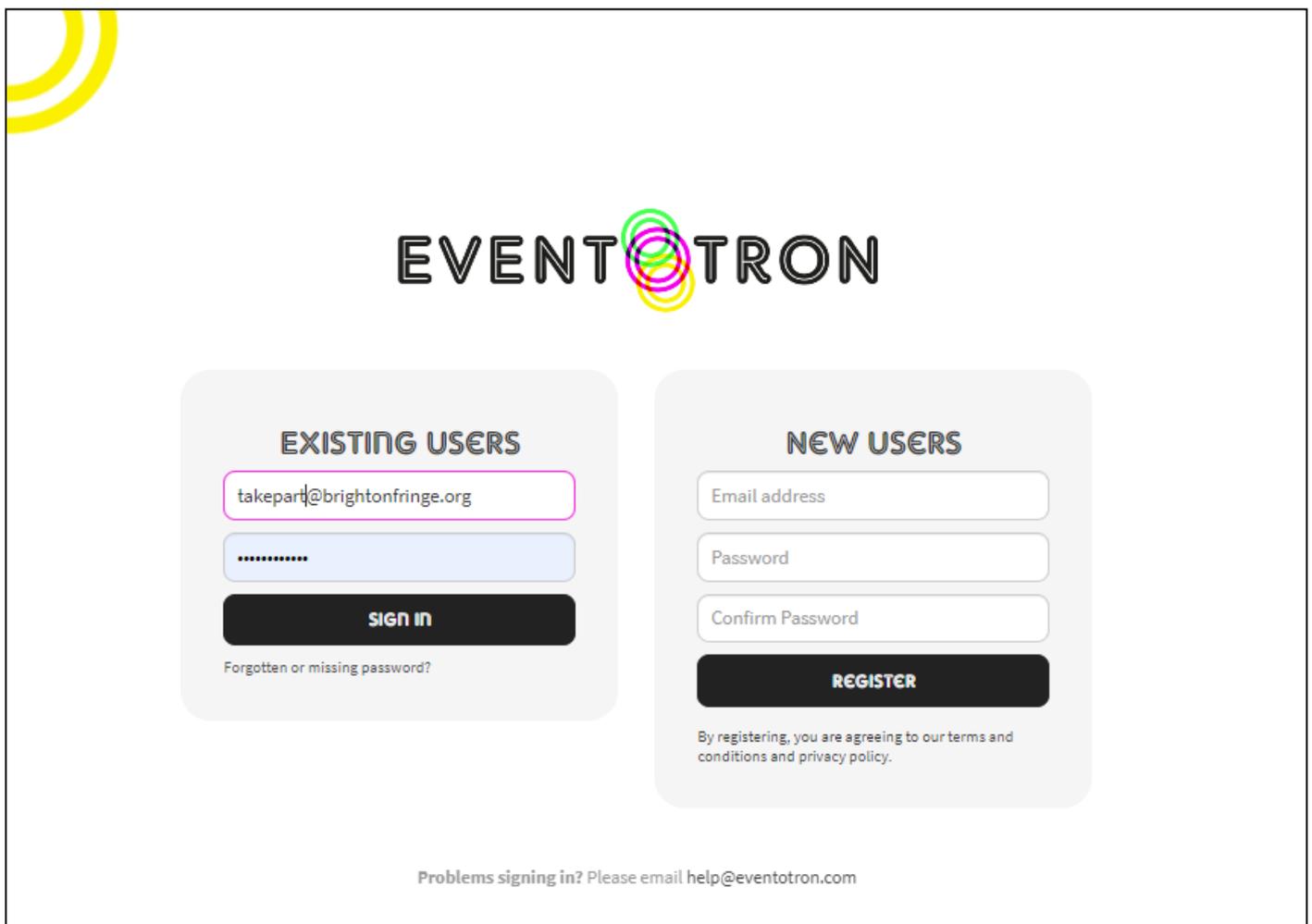
Getting Started

Everything you need to know about registering a digital event to be part of Brighton Fringe 2023 can be found in this guide.

If there is any information that our manual writers have missed out, or for extra advice and support, please contact Participant Services at takepart@brightonfringe.org or on **01273 764907**.

To start creating your event, log in to Eventotron (the online registration site we use) at: www.eventotron.com

If you do not yet have log in details, use the '**New Users**' section on the right-hand side to get started.



The screenshot shows the Eventotron website's login and registration page. At the top center is the 'EVENTOTRON' logo, where the 'O' is a colorful swirl. Below the logo are two main sections: 'EXISTING USERS' and 'NEW USERS'. The 'EXISTING USERS' section has a text input field containing 'takepart@brightonfringe.org', a password input field with dots, a black 'SIGN IN' button, and a link for 'Forgotten or missing password?'. The 'NEW USERS' section has three text input fields for 'Email address', 'Password', and 'Confirm Password', a black 'REGISTER' button, and a small disclaimer: 'By registering, you are agreeing to our terms and conditions and privacy policy.' At the bottom center, there is a link: 'Problems signing in? Please email help@eventotron.com'.

If you forget your password at any point, click on '**Forgotten or missing password?**' under the **Existing Users** sign in box and a new one will be sent to you. Make sure you check your junk folder, as sometimes this is where the password reset emails end up.

Adding an event to Brighton Fringe 2023

The screenshot shows the Eventotron website interface. At the top, there is a navigation bar with a logo 'E' and three menu items: 'EVENTS', 'VENUES', and 'FESTIVALS & SEASONS'. The 'FESTIVALS & SEASONS' item is circled in red. Below the navigation bar, there is a main content area with a purple background. On the left, there is a logo for 'BRIGHTON FRINGE'. To the right of the logo, the text reads: 'Brighton Fringe 2022', '6 May 2022 - 5 Jun 2022', and a paragraph of text describing the festival. Below this, there is a paragraph about the festival's open-access nature and a paragraph about registration. At the bottom of the purple section, there is a button labeled 'Apply', which is also circled in red. Below the purple section, there is a white section with a black logo for 'TASTING' and text for 'Tasting Australia 2022 presented by RAA Travel', '29 Apr 2022 - 8 May 2022', and a paragraph of text. To the right of this section is a blue button labeled 'Apply'. In the bottom right corner, there is a pink button labeled 'Help' with a question mark icon.

Once logged in, click on Festivals & Seasons on the top banner to view the list of festivals in Eventotron. Scroll to find Brighton Fringe 2023 on the list and then click 'Apply'.

You'll then be given the option to either; create a new event registration, or add an existing Eventotron registration from a previous/other festival. If you're creating a new registration, enter your title and click 'Next'. If you're adding an existing registration, select the relevant event from the drop-down list and click 'next'.

The screenshot shows a registration form with two radio buttons: 'My event is already in Eventotron' (unselected) and 'I'm creating a new event' (selected). Below the radio buttons is a text input field with the placeholder text 'Enter a name for your new event'. At the bottom left of the form is a blue button labeled 'Next'.

Home Page

EVENT: George Test

Public Private

Touring & Promotion Brighton Fringe 2023 Brighton Fringe 2022 Brighton Fringe 2021 Brighton Fringe 2020 Brighton Fringe 2019 + Add a festival

BRIGHTON FRINGE.
5 MAY - 4 JUNE 2023

70%

Documents

- STEP 1: Event Overview
- STEP 2: Apply to Venue
- STEP 3: About my company
- STEP 4: About my event
- STEP 5: Box Office
- STEP 6: Web & App Listing
- Step 7: Arts Industry & Press
- STEP 8: Public Liability Insurance
- STEP 9: Music Usage
- STEP 10: Participant Passes

BRIGHTON FRINGE.

5 MAY - 4 JUNE 2023

Introduction Updates

Welcome to your Brighton Fringe 2023 registration! You'll need to work through the sections on the left in numerical order to register your event for Brighton Fringe. Once your progress bar reaches 100%, you'll be able to finalise and pay for your registration.

If you'd like to find out more information on taking part in Brighton Fringe we recommend checking out the [participant area](#) of the Brighton Fringe website. It's packed with pages of useful articles and resources.

The 'Documents' section underneath your progress bar is where you can find all of the guides and information that will help you along the way including our How to Register Your Event guide.

To stay up-to-date with all Fringe news, deadlines, opportunities and more, make sure you get connected to our social links below.

- Brighton Fringe Venues and Participants Networking Group
- Join the participant mailing list
- Brighton Fringe Twitter
- Brighton Fringe Instagram

PLEASE NOTE: Brighton Fringe will not be producing a brochure or daily diary for the 2023 season. You can read more about this decision on our website here.

DATES & DEADLINES:

Early Bird Registration Deadline: Friday 25 November 2022, 5pm

Advertisements:



The Doll Who Came to Tea
Join Alice at the Camden Peoples Theatre for 4 nights next week, from 10th - 13th August - 9pm.



Geoff Robb: The Music of Trees

Help

You will be taken to your event registration home page, which looks like this. On the left-hand side, there are different sections of the form which you need to complete. There is also a handy percentage bar so you can see your progress as you complete the sections. In this guide, we'll be working through this list from the top, and we recommend you do the same.

Documents

This area contains useful guides including this guide, our Participant Information Pack and Participant Terms and Conditions. We'd recommend you read through them **all** before registering your event.

Start Here: Event Overview

Select the main admin contact for the event and specify what type of digital event it's going to be.

Touring & Promotion Brighton Fringe 2023 Brighton Fringe 2022 Brighton Fringe 2021 Brighton Fringe 2020 Brighton Fringe 2019 + Add a festival

BRIGHTON FRINGE.
5 MAY - 4 JUNE 2023

70%

Documents

- STEP 1: Event Overview
- STEP 2: Apply to Venue
- STEP 3: About my company
- STEP 4: About my event
- STEP 5: Box Office
- STEP 6: Web & App Listing
- Step 7: Arts Industry & Press
- STEP 8: Public Liability Insurance
- STEP 9: Music Usage
- STEP 10: Participant Passes
- STEP 11: Settlement Bank Details
- STEP 11: Settlement

STEP 1: Event Overview

Main Admin Contact

BF Test

This will be the key contact person for your event. You can add a secondary and marketing contact later on.

Digital or In Person event

Pre-Recorded

You can present an event in 1 of 4 ways for Brighton Fringe 2022:

- In Person** - Your event is happening with a physical, in person audience in either a physical venue or open air space.
- In Person Event with Live Streaming** - Your event is happening live but you'd also like people to be able to watch from home. You can choose this option to sell ticket to both the in person event and the live stream.
- Live Streamed** - Your event is happening live, and people are watching a stream of it in real time! You will need to set a show time and dates as with a live event, and people will need to tune in to watch then.
- Pre-recorded** - Your event has been recorded and edited in advance! If you go for this option, your event will be available for ticket buyers to watch all month, at any time of day.

To proceed with your application, you will need to be linked with a venue.

If you'd like to take part in Brighton Fringe as a part of an Independent Digital Venue (e.g. C ARTS), you'll need to apply to that venue through the Apply to Venue section in Step 2. These venues might provide additional support in producing your event and you will need to provide information to be programmed by these venues, as with a physical venue.

If you're producing your own event and don't need a Digital Venue, you can link up with one of the Brighton Fringe venues via our Digital Venue Assignment below.

Advertisements:

- Shells of Honey** by The Dolls (20-24th Aug 2022) - Camden Peoples Theatre
- Dhuka of Poetry** by Mr Sudi - spoken word artist born in Somalia and raised in Mecca, Saudi Arabia. He shares a...
- A Good Gingers Nut** - Nobody Loves You and You Don't Deserve to Exist
- Manchester Feature Film: 'Nobody Loves You and You Don't Deserve to Exist'**

Help

Brighton Fringe Virtual Venues

To proceed with your application, you will need to be linked with a venue. If you'd like to take part in Brighton Fringe as a part of an Independent Digital Venue (e.g. C Venues), you'll need to apply to that

venue through the Apply to Venue section in Step 2. These venues might provide additional support in producing your event and you will need to provide information to be programmed by these venues, as with a physical venue.

If you're producing your own event and don't need a Digital Venue, you can link up with one of the Brighton Fringe venues via our Digital Venue Assignment below. You can do this through the **STEP 1: Event Overview** section. When you click the 'Virtual Venue Assignment' tick box you'll automatically be linked to our virtual venue.

Digital or In Person event

Pre-Recorded

You can present in 1 of 4 ways for Brighton Fringe 2021:

In Person – Your event is happening with a physical, in person audience in either a physical venue or open air space.

In Person Event with Live Streamed – Your event is happening live but you'd also like people to be able to watch from home. You can choose this option to sell ticket to both the live event and the live stream.

Live Streamed – Your event is happening live, and people are watching a stream of it in real time! You will need to set a show time and dates as with a live event, and people will need to tune in to watch then.

Pre-recorded – Your event has been recorded and edited in advance! If you go for this option, your event will be available for ticket buyers to watch all month, at any time of day.



Virtual Venue Assignment - pre-recorded

To proceed with your application, you will need to be linked with a venue. We've set up Virtual Venues for digital events to use. If you'd like to be linked with one of these, please tick here.

Dates, Times & Prices

In the dates, time and prices section, click ADD ARCHIVE AVAILABILITY and complete the details in the pop-up menu.

NOTE: Please don't edit the dates of availability. Pre-recorded digital events will be available on demand for the duration of the Fringe. Once a customer has bought access to the content, they will be able to view this anytime during 5 May – 4 June 2023.

This section is also where you're able to enter the embed code for your digital work.

Sun 9th May
ARCHIVE

Available all day 60 mins

Additional Concessions
None

Special Tickets
None



TIP: If you have finalised your registration but not included your embed link, you can log in to Eventotron and add this yourself in Dates, Times & Prices. Just click the red camera icon on the performance you'd like to edit, paste your link and save.

Stream Type:

Link / Embed Code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/vgnCoEpRouE" frameborder="0" allow="accelerometer; autoplay; clipboard.write;
```

NOTE: You cannot have daily varying prices for pre-recorded digital events. For example, you cannot put that Tuesdays will be £5 and Wednesdays £6. When people buy access to your event it'll be for all dates selected. If you add this wrongly at this stage we will contact you to amend before your event goes on sale.

CLOSE

SAVE CHANGES

NAME YOUR PRICE TICKETING: If you opt to use Name Your Price ticketing, you should set your 'full price' ticket to be the minimum price (this can be £0) that customers can pay for a ticket. The maximum will always be £20. Please do not add a concession price for your event

You can now continue with the rest of the event registration.

STEP 3: About my company	
STEP 4: About my event	
STEP 5: Box Office	
STEP 6: Web & App Listing	
STEP 7: Arts Industry & Press	
STEP 8: Public Liability Insurance	🔒
STEP 9: Music Usage	🔒
STEP 10: Participant Passes	
STEP 11: Settlement Bank Details	

About My Company

Here you can tell us more about your company, we use this information to make sure we're sending you relevant information (letters of invitation for international artists, applicable bursaries etc.)

About My Event

Here you can tell us more about your event. Information from this section pulls through to your brochure and web listings.

Box Office

Take your time to look through all of the options and decide what works best for you. Here you can also offer free tickets to accredited members of the Press and Arts Industry.

Web & App Listing

The information in this section will be used to create your event listings on the Brighton Fringe website and app.

We used to lock this bit after events finalised so you couldn't make any edits, but we've decided not to do that for 2023. You can now come back and make edits to your web and app listing at any time. For example, you might want to add fresh review quotes or if your event features a different line-up each week you might want to update your web copy each week. You will not be able to amend the title of your event. Please note: there will be no printed brochure for Brighton Fringe 2023.

Arts Industry & Press

Here you can specify whether you're interested in touring after Brighton Fringe, upload your touring pack, and register your interest in having a Fringe photographer attend your event.

Music

Fringe events wishing to digitally stream a ticketed event originating in the UK have to obtain an OLC licence. This includes DJs, classical and popular music as well as theatre and variety shows. You will need to get an OLC licence from PRS, and we will deduct PPL in line with the tariffs for in-person shows.

If you aren't using music, or you are but your event is free or donations, you can select the relevant answer and move onto the next section. If you are using live or recorded music and your event is charging entry, then you must complete the Music section.

We understand that not everyone knows what exact music they will be using at the point of registering, so you can come back to this section at any time, even after finalising your registration. We will need this information by the **5pm Tuesday 17 May 2023**.

Find out more about the PRS tariffs for Brighton Fringe 2022 [here](#). We don't have confirmed tariffs for 2023 yet, but we expect them to be very similar.

Participant Passes

Please add the names, roles and emails of the members of your company. These people will be able to collect participant passes from The Participant Hub during the Fringe and will also be able to access last-minute ticket discounts through our website, app and physical box office.

Settlement Bank Details

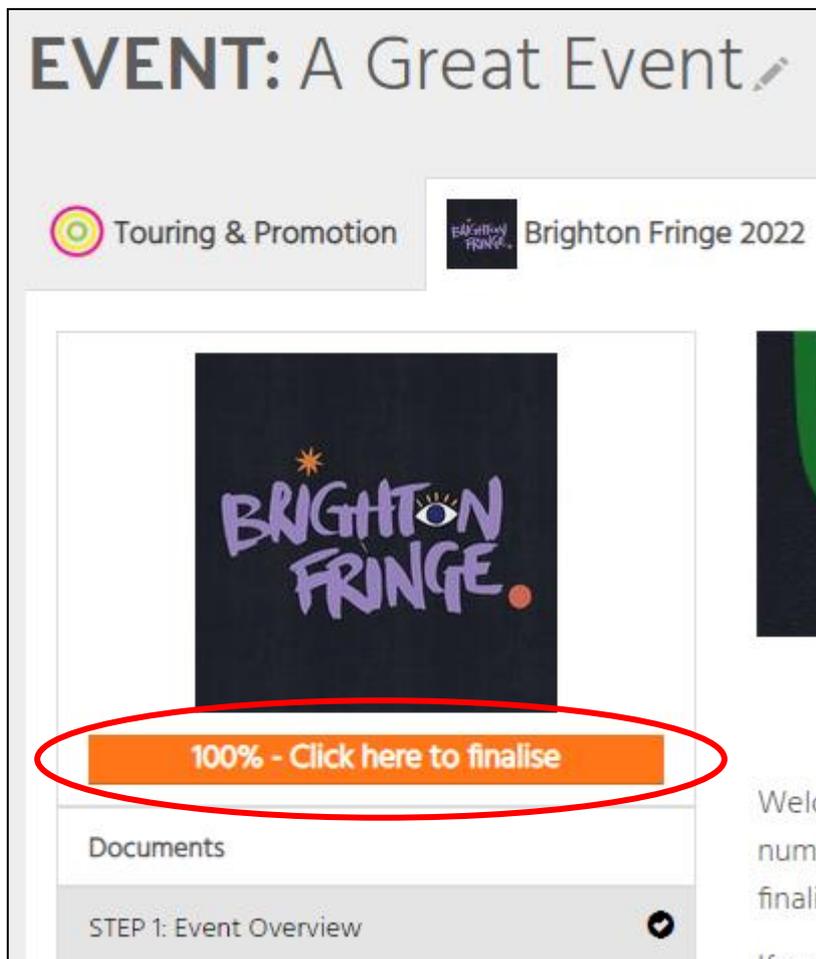
In this section it asks for the bank details of the bank account into which your box office settlement will be paid. It's important these are correct.

Advertising

Additional Advertising will be available to book soon. Once available, you'll be able to book additional advertising through a section of the registration.

Finalising your event

Once you have fully completed the registration form and the progress bar reaches 100%, you can now finalise your event. Click the orange progress bar and follow the pop-up instructions to finalise and pay for your registration.



Congratulations you have now registered your Brighton Fringe 2023 event!

If you have any questions at all about any sections of this guide, please contact the Participant Services team at: takepart@brightonfringe.org or call 01273 764907