

# HOW TO REGISTER YOUR BRIGHTON FRINGE EVENT

# **Getting Started**

Everything you need to know about registering a live event to be part of Brighton Fringe 2023 can be found in this guide. If you're registering a digital event as part of Brighton Fringe 2023, please refer to our other guide <u>here</u>.

If there is any information that our eagle-eyed 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: <u>www.eventotron.com</u>

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



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

YENUES FESTIVALS & SE	RSONS		θ 1
BRIGHTON FRINGE	Brighton Fringe 2022 6 May 2022 - 5 Jun 2020 Brighton Fringe is England's largest arts festival and one of the largest fringe festivals in the world. We set out to stimulate, educate and entertain a diverse range of people through a diverse range of art forms. And all this in an iconic cito with unique cultural heritage. We are committed to helping the arts flourish and are completely open-access, which means anyone can put on a Brighton Fringe event. No selection criteria are imposed on participants. This enables both new and established performers to try out new work and take risks. We also help artists develop professionally through our Fringe Academy workshops, mentoring and bursary programmes. Brighton Fringe 2022 will be open to both digital and in person events. See you soon! Event registration will open at midday on Tuesday 12 October 2021.	Арріу	
TASTING	Tasting Australia 2022 presented by RAA Travel 29 Apr 2022 - 8 May 2022 Tasting Australia presented by RAA Travel offers an abundance of culinary	Арріу	🧿 Help

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/another 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'.



## **Brighton Fringe 2023 Tab**

#### Home Page

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 whether it's going to be digital or in-person. After two questions, you only need to fill in the remaining fields below if you're applying to venues that've not already programmed or agreed to hire the space to you. The information you provide here will help a venue decide whether they would like to programme your show or not.

BRGHTON	STEP 1: Event Overview				
FRINGE.	Main Admin Contact				
5 MAY - 4 JUNE 2023	BF Test				
77%	This will be the key contact person for your event. You can add a secondary and marketing contact later on.				
Documents	Digital or In Person event 🚱 🥲				
STEP 1: Event Overview	In Person				
STEP 2: Apply to Venue	You can present an event in 1 of 4 ways for Brighton Fringe 2022:				
TEP 3: About my company	• In Person - Your event is happening with a physical, in person audience in either a physical venue or open air space.				
STEP 4: About my event	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				
TEP 5: Box Office	<ul> <li>Choose this option to sell ticket to both the in person event and the live stream.</li> <li>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</li> </ul>				
TEP 5B: Ticket Offers	with a live event, and people will need to tune in to watch then. <b>Pre-zerorded</b> – Your event has been renorded and edited in advance! If you on for this option, your event will be available for ticket buyers to				
TEP 6: Web & App Listing	watch all month, at any time of day.				
tep 7: Arts Industry & Press	0				
TEP 8: Public Liability Insurance	You only need to fill in the fields below if you're applying to venues who've not already programmed or agreed to hire the space				
TEP 9: Music Usage	<ul> <li>information will not be used for your listing or other promotion.</li> </ul>				
TEP 10: Participant Passes					
TEP 11: Settlement Bank Details	Please give a brief description of your event and venue requirements (Max 250 words)				

#### Apply to a venue

If you have a particular venue in mind, you can search by venue name; if not, you can browse all of the registered 2023 venues and use the **Choose Facilities** option to select any specific requirements you have. Please know that you will not be able to fill out any more of the form until you have found a suitable

5 MAY - 4 JUNE 2023	STEP 2: Apply to Venue If you already have an agreement with a venue, you'll still ne Venue search Choose Facilities_	ed to connected to them in this section. Go
Documents	Showing	g 1 to 3 of 3 results
STEP 1: Event Overview	0	Distance Friday Changelon
STEP 2: Apply to Venue	A new test venue	Brighton Fringe Streaming
STEP 3: About my company STEP 4: About my event	test test test     Venue Capacity: 60     test	Venue Capacity: 100 This is a virtual venue for our streamed, pre-recorded digital
STEP 5: Box Office	•	events for Brighton Fringe 2020 Autumn Season! You can see a full
STEP 5B: Ticket Offers		list of our digital events at www.brightonfringe.org/whats-
STEP 6: Web & App Listing	0	on/digital.
Step 7: Arts Industry & Press	0	
STEP 8: Public Liability Insurance	New Test Venue for Venue Testing	
STEP 9: Music Usage	test test	
STEP 10: Participant Passes	Venue Capacity: 42 test	
STEP 11: Settlement Bank Details	O FRINGE.	

venue and it has accepted you.

**TIP:** There's no deadline for venues to add themselves to our 2023 Venue Browser. If you have a particular venue in mind that isn't on this list, or you can't find a venue to meet your needs, please email us at **takepart@brightonfringe.org** or phone **01273 764907** and we will be able to suggest more options.

The '**Choose Facilities**' function has a massive range of filters to choose from, including space type, capacity, technical facilities and access.

Venue search	Choose Facilities_ Go		
Capacity: Seated	More than 0		
Space type	Facilities	Technical	Access
Music	Outdoor area	PRS Licence	Is the venue wheelchair
Commercial	Dressing room	Lighting rig	accessible?
Function room	Stage	Piano	wheelchair accessible for performers?
Cinema	On-site card payments	AV equipment	Do people using wheelchairs
Studio	Public / On-street Parking	PA	enter at the main entrance?
Church	Private / Off-Street Parking	Technician	Step free access
Performance space	On-site Box Office	Basic lighting	loop?
Theatre	Kitchen	Projector	Is the hearing loop well
Gallery	Cafe	Aerial Rig	advertised with appropriate signage?
Hall	Licensed to sell / serve alcohol	Sprung Floor	audience use?
Club	Bar area separate from the	Blackout	Separate accessible bathroom for
Exhibition Space	Rar area within the performance	DVD player	performers?
Blackbox	space	Blu Ray Player	Does the venue have reserved accessible parking?
Open air	Catering	Projection Screen	Is there on-street parking at your
In the round	Public License		venue which can be used by permit holders?
Thrust	Entertainment Licence		Does the venue offer programme
Proscenium	Rehearsal space		information in additional accessible
Amphitheatre	Backstage Area		ormats?
Promenade	Storage Space		all parts of the venue?
Warehouse	Warm-up Space		
🗌 Bar	Minors permitted		

When you click on a venue's profile, a pop-up with two tabs will appear. The first tab is titled 'Venue Profile' and shows the fulls details of the venue, including info for the main admin contact. The second tab is titled 'Interact', this is where you're able to confirm your interest in connecting with the venue. You can send messages to the venue through the 'Interact' tab of their profile, or by using the contact info in the previous tab.

Venue Profile Interact				×
Use this section to maintain a dialogue and/or express inter	est in working together at Brighton Fringe 2022.		Event Interest Confirmed	
			Confirm Venue Interest	
		A Loca Cole & Golley	This button is available to Venue Managers	
		10		
Send Message	You are posting as the of <b>A Great Event</b>	e Event Manager		

Once you've got an agreement confirmed with a venue, they can accept you by clicking 'Confirm Venue Interest'. Your event registration will then be connected to their venue profile, you'll now be able to see a section in your event registration with the title of your venue and 'Dates, Times & Prices'.

EVENT: George Test /		
Touring & Promotion	3 Brighton Fringe 2022 Marger, Marger, Add a festival	1 🟛
	A new test venue Dates, Times and Prices	
BRIGHTION FRINGE	Add Performances / Sessions	
5 MAY - 4 JUNE 2023	This event is approved to perform at this venue but no performances have been set. If the venue or festival encourages artists and producers to input their own performance times you will see an 'Add Performances' Sessions' button above -	
87%	please click it to get started.	
Documents	<pre>STEP :: Event Overview</pre>	STEP 2: Apply to Venue >
STEP 1: Event Overview		
A new test venue		
Dates, Times & Prices		
STEP 2: Apply to Venue		
STEP 3: About my company		
STEP 4: About my event		
STEP 5: Box Office		⑦ Help

Once your venue has been confirmed, you will next need to add in your performance details. If you can see the **'Add performances'** button in the 'Dates, Times & Prices' section, click on this and add in the details. Some venues choose to manage adding performances themselves, if this is the case then you won't be able to see the **'Add performances'** button.

When adding your performance details, select when your performance dates are, the time, duration, accessibility options, ticket price and concession price (if applicable).

In the example below, you can see that 'signed' is ticked. This specifies that there is a signed performance on 19 May.

Start:	18 00	Tickets: Paid
Length:	1hr	Full Price: £ 8
Drop-in: 🕜		Concession: £ 6
Dates: Select one or mo	re dates for your new	
performances / session:	i.	Performance Tags
May 2023	3	Friends 2-4-1s (only for
Su Mo Tu We Th	Fr Sa	in person events) 🛛
30 1 2 3 4	5 6	Name Your Price 😡
7 8 9 10 11	12 13	Friends 50% Off (only for digital events) 🛛
14 15 16 17 18	19 20	
21 22 23 24 25	26 27	Capacity: 🚱 💿
28 29 30 31 1	2 3	
45678	9 10	
		Accessibility
		Signed 🗸
		Captioned
		Audio Described
		Relaxed
		Touch Tour
		Sensory Friendly 🛛
		Save Cancel

**TIP:** This section will include the option to offer different concessional pricing to the standard Fringe Concessions, or you can click the concessions themselves. To view and price individual concessions, click the '+' then click on the concessions themselves.

You can edit performances you have already created by clicking into them, you can also come back to this section of the form at a later time if you wish to fill out the other sections first. You should click on the date line, and the editing box will appear on the right-hand side.

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

Once you have been accepted by a venue you can begin to fill out the next sections of the form.



#### **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 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.

#### **Ticket Offers**

You can choose to offer discounts to families, large groups, or create your own ticket offers.

#### 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.

#### **Public Liability Insurance**

For Brighton Fringe 2023, all events must provide details of their Public Liability Insurance. We understand that this might not be something that you have arranged when you register your event, so this section will

stay unlocked once you've finalised your registration. Deadline for provision of proof of PLI: Monday 1 May 2023.

#### Music

You must state whether you are using live or recorded music in your event. This information will then be passed on to PPL PRS Ltd on your behalf. <u>PPL PRS Ltd</u> is a not-for-profit music licensing organisation that collects royalties on behalf of its 104,000 songwriter, composer and publisher members whenever their music is played, performed, broadcast or reproduced.

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.

If your event is part of a tour and you already have a PRS Licence, then you will need to enter your PRS license number. If you don't have a PRS license, you will need to add in details about the individual piece(s) of music you will be using in your event.

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 Wednesday 17 May 2023**.

We have not confirmed the 2023 tariffs just yet, but we don't expect drastic changes in tariffs from the previous year. Find out more about the PPL PRS tariffs for Brighton Fringe 2023 <u>here</u>. There's also a more comprehensive guide to completing the music section available to download from that page.

#### **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.

You're now ready to finalise! See how to do so on the next page.

#### 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: <u>takepart@brightonfringe.org</u> or call 01273 764907