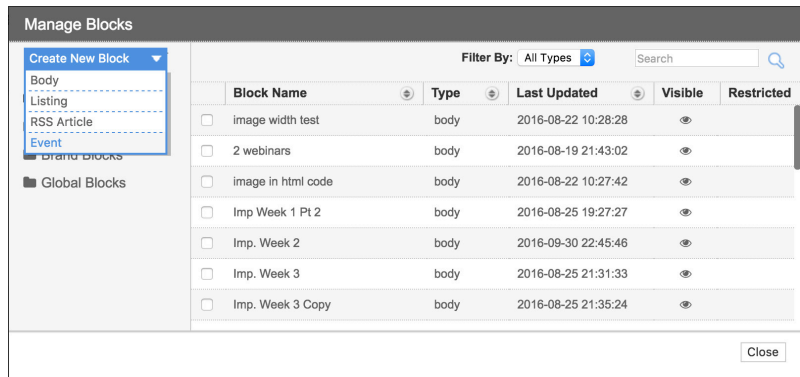


## HOW TO / create a custom event block

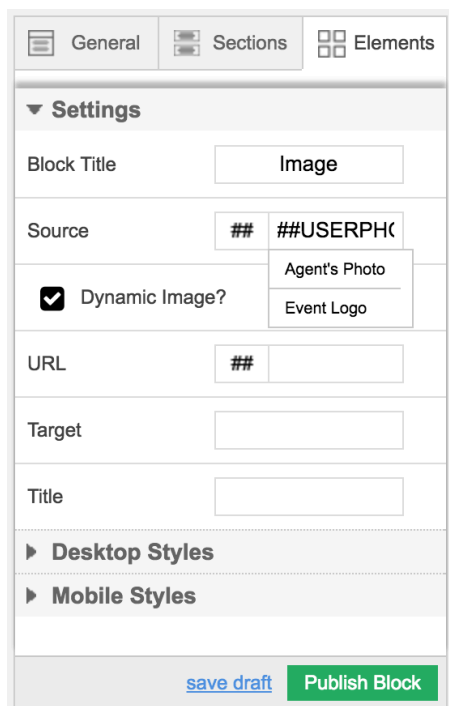
If you have an exciting event coming up and want to tell *everybody*, why not use an amazing template that you can make all by yourself?!

1 Templates are made of blocks and sections, so to start, you're going to want to create a block. Do this by hovering over "Templates" and clicking on "Manage Blocks".

2 To create a block, click on "Create New Block" and select "Event". This ensures that the Hashtags you'll have access to will be the ones used for events. Name your block and click "Create Block".



3 Now let your creative side go crazy and make something beautiful! Remember that blocks have to go inside of sections, so drag in a section (1 Column, 2 Column, etc) and then fill it with a block (Image, Text, etc).



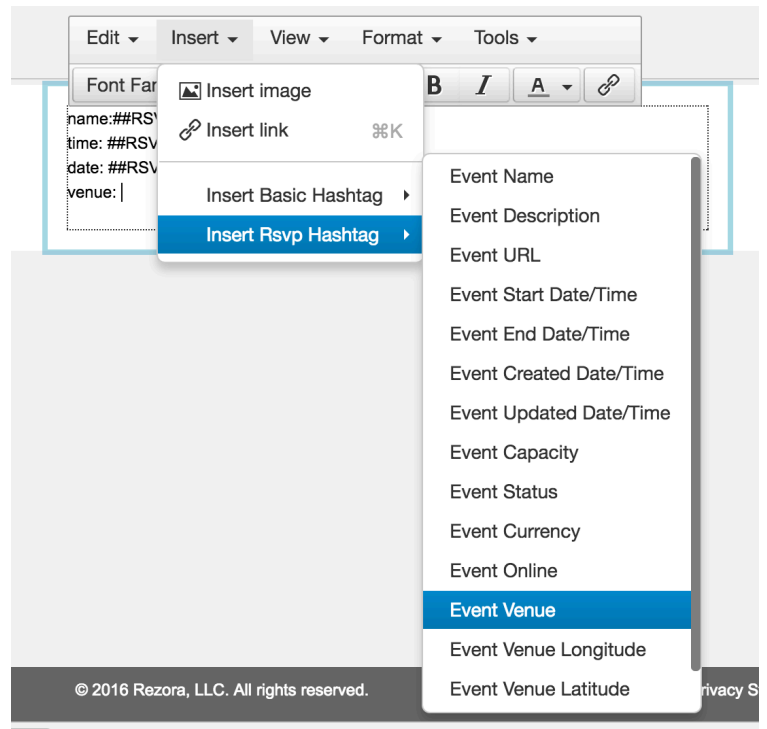
4 Once everything looks perfect, you can use hashtags for text and an image. Let's start with an Event Logo. Click on the image block you want to use for the event logo and go to the options on the right side. Right below the "Source" click to check that you do want the image to be dynamic. Now, you can use Hashtags so your image will pull in from the event! Click on the "##" button and choose "Event Logo". Now whatever image that you've chosen in EventBrite will populate when you create the marketing piece! Let's move on to adding Hashtags in your text block.

5

In the text block, you're going to want to add the details of your event, like the date, time and venue. And it's super easy! In the WYSIWYG, hover over "Insert", scroll down and hover over "Insert Rsvp Hashtag" and choose the information you want to be pulled in!

That's it!

Make sure you include the "date:" or "time:" label, as the Hashtag will not pull that part in, it will just pull in "January 12th" or "6:00".



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Now that you've created an event masterpiece, click "Publish Block". This makes the block visible in the template builder so you can drag it in and use it!



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