One-Time Events Procedure for Accepting Credit Card Payments

Financial Services, in collaboration with IT Services (ITS) have selected a software solution to help meet the needs for one-time events or annual events, such as conferences, where Queen’s business units would like to accept credit card payments. The solution we have selected for these situations is the company “Eventbrite.”

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Advantages of Eventbrite:
• Free for free events
• Reasonable pricing for events that charge a fee
• Option to pass on the service fees to the end user (business unit would still pay the payment processing fee)
• Fast, easy setup of event
• Offers multiple ticket options (i.e. early bird pricing option, VIP tickets)
• Accept credit and debit card payments through Eventbrite’s secure, PCI compliant payment processor
• Send invitations and emails from Eventbrite account to potential and existing attendees
• Send automated reminder emails to attendees a few days prior to event
• 24/7 customer service (1-855-286-9808 or www.eventbrite.ca)
• Eventbrite is a Queen’s approved Service Provider – there is no additional work or costs needed for the business unit to setup a PCI Compliant solution
• Create custom badges for the event
• Multiple reporting options:
  o Event dashboard – including a snapshot of your events’ total revenue, tickets sold, page visits and payouts
  o Sales by ticket type
  o Attendee summary
• Timely settlement of money to your account

Determining if Eventbrite is Right for You:
The use of Eventbrite may be right for you in following situations:
• One-time events or conferences where fees are collected in advance
• Annual events or conferences where fees are collected in advance
• Non-profit or charity events where the business unit is not earning revenue
• Some registration fees (contact the PCI Coordinator to determine if your event qualifies)
• One-time workshops
• One-time training courses and/or sessions

Eventbrite is not appropriate for the following situations:

• Events or conferences where fees are collected onsite or at the door
• Where the business unit is looking to create an ongoing revenue stream
• Educational program registration
• Camp registration
  o If you need this service, please reach out to the PCI Coordinator for assistance
• Some recurring registration fees

NOTE: Eventbrite is not suitable to collect medical or personal health information.

Steps to Request and Receive Approval to use Eventbrite:

1. Submit Request
   • Contact the PCI Coordinator (pciordinator@queensu.ca) and request to use Eventbrite
   • PCI Coordinator will send you the following to be completed and returned:
     1. One-Time Event Request Form
     2. One-Time Event Costing Template

2. Approval and Authorization to use Eventbrite
   • PCI Coordinator will review the request form, costing template, and supporting documentation
   • If the request is approved, the PCI Coordinator will set up the email address listed on the One-Time Event Request Form with access to Eventbrite*
     1. This will be done within 5 business days of receiving all of the above documents
     2. PCI Coordinator will email instructions for creating your event in Eventbrite
   • If the request is denied, the PCI Coordinator will advise the business unit of the decision and the process terminates here

*NOTE: We are unable to add email addresses that have an active Eventbrite account to our Queen’s managed Eventbrite account. To close an Eventbrite account follow the instructions in this link.

3. Create your Event in Eventbrite
   • Login to Eventbrite using the email provided on the approved One-Time Event Request Form. Do NOT sign up for a new Eventbrite account or you will not be covered under Queen’s pricing
   • Review the instructions provided by the PCI Coordinator
• If needed, Eventbrite will guide you through customizing your own website to be able to collect payment
• It is recommended that you outline the event logistics before setting up the registration with Eventbrite. Things to consider are:
  1. Date(s) of event
  2. How many tickets will be sold for each different rate ($) category
  3. Different rates ($) and timing of when rates are available (i.e. early bird rates)
  4. Event Summary
  5. Logo
  6. HST/GST (contact hst.help@queensu.ca if you need assistance)
• If you ask registrants for accessibility and/or dietary needs, the following phrasing is recommended:
  • Queen’s is committed to an inclusive campus community with accessible goods, services, and facilities that respect the dignity and independence of persons with disabilities. Are there any steps we can take to make this a more inclusive and barrier-free event?
  • Do you have any dietary requirements?

  NOTE: Ensure you are accessing and collecting this information in a manner that aligns with our Queen’s Data Classification Standard and the Electronic Information Security Policy Framework

• When setting up your event, make sure you check the option box to charge HST (unless an exemption has been obtained from Financial Services)
• Ensure your event includes a clear link to Eventbrite’s privacy policy on the page where the event is advertised
• Organizers should take active steps to delete information from the platform at a reasonable time after the event is over

  NOTE: You must use the Eventbrite payment processing option to process payments for your events and NOT PayPal. PayPal is prohibited.

Other Service Providers:
Eventbrite is Queens’ approved Service Provider for one-time events. If you would like to use an alternate, non-approved Service Provider, please follow the PCI Exemption Request Process detailed in the Payment Card Acceptance Procedures: Section 3.0. Business units electing to apply for an exemption request should review Queens’ Payment Card Acceptance Policy: Section 4 to understand cost and responsibility commitments.