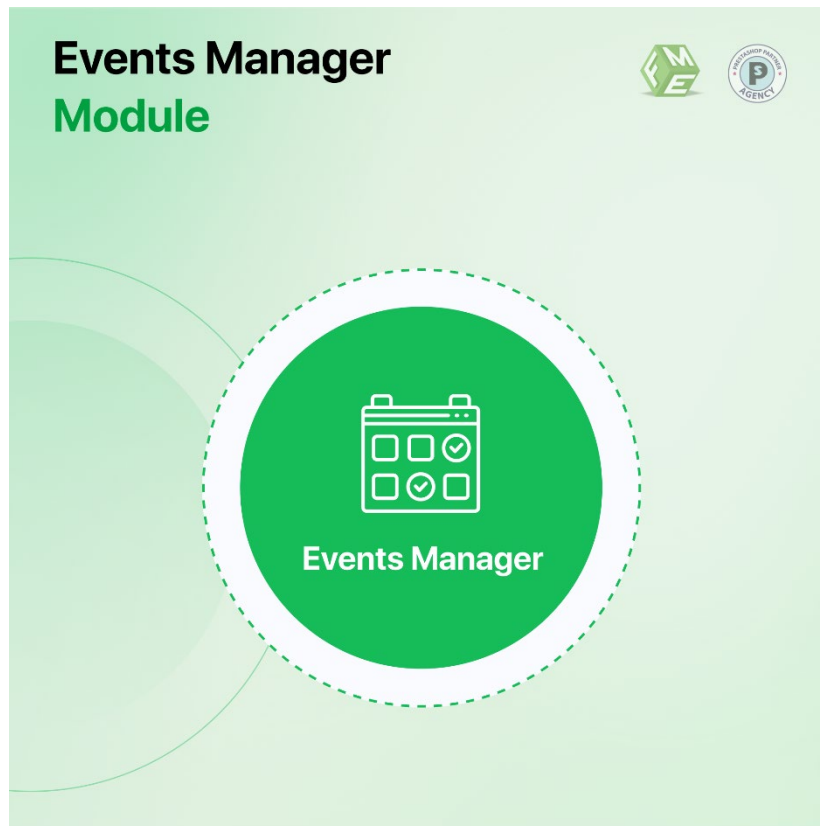




FME MODULES



EVENTS MANAGER

USER GUIDE



INTENDED AUDIENCE

The content of this document is designed to facilitate the users -managers, supervisors, and others of the Events Manager PrestaShop Module. A step by step instruction has been added to this document to help users to install the module on PrestaShop.

As a safe practice always backup your files and database before installing any module on PrestaShop. If you are looking for someone to install the module we can do it for you as well. Just go to the following link and let support know the order id to expedite the installation process.

Once you have installed please see the User Guide to help you understand how to use the module to its full capacity. If you still have questions feel free to contact us on the support platform where you bought this module.

If you have any custom requirements feel free to touch base with us.



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GETTING STARTED!

INSTALLATION INSTRUCTIONS

1. Log into PrestaShop administration panel, go to Modules → Click Add new module
2. Select eventsmanager.zip which you downloaded and click upload this Module
3. Scroll down and find Events Manager and click Install. You are done
4. Clear Cache in Advance Parameters → Performance

USE CASES

Promote and Manage In-Store Sales Events with RSVP and Reminders

Use Case: A retail store wants to promote in-store events like holiday sales or customer appreciation days and manage guest lists effectively.

Solution: Using the Events Manager module, the store can create a dedicated event page with RSVP options, allowing customers to register. The module's automated email notifications remind registered customers of the event date, and countdown timers create urgency.

Outcome: The store maximizes attendance through streamlined registration and automated reminders, building engagement and increasing foot traffic.

Boost Online Sales with Virtual Product Showcase Events

Use Case: A brand launching a new product line wants to host a virtual event to give customers an exclusive first look and drive pre-orders.

Solution: The Events Manager module allows the brand to set up a detailed virtual event page, complete with product descriptions, event schedules, and a live stream link. The RSVP feature helps track attendee numbers, and the module can send reminders and post-event follow-up emails, encouraging attendees to make a purchase.

Outcome: This interactive experience boosts brand loyalty, increases product awareness, and drives early sales.



Educational Workshops with Limited Registration and Customizable Fees

Use Case: An online store offering specialty items (e.g., culinary equipment or DIY kits) wants to organize workshops to educate customers and showcase product usage.

Solution: The module's event creation options allow the store to set up workshops with limited capacity, display custom pricing, and accept paid registrations. Customizable event fields gather specific attendee details, while the module tracks registration limits.

Outcome: This setup promotes the store's products, increases customer engagement, and adds an extra revenue stream through paid event registrations.

Sell Tickets for a Musical Concert with Automated Booking and Notifications

Use Case: A business wants to sell tickets for an upcoming musical concert, offering customers a seamless booking experience and automated reminders.

Solution: Using the Events Manager module, the store can create an event page specifically for the concert, including details such as venue location, event date, seating options, and ticket pricing. Customers can book their tickets online, with each ticket type linked to stock management to prevent overbooking. The module sends confirmation emails and automated reminders leading up to the concert.

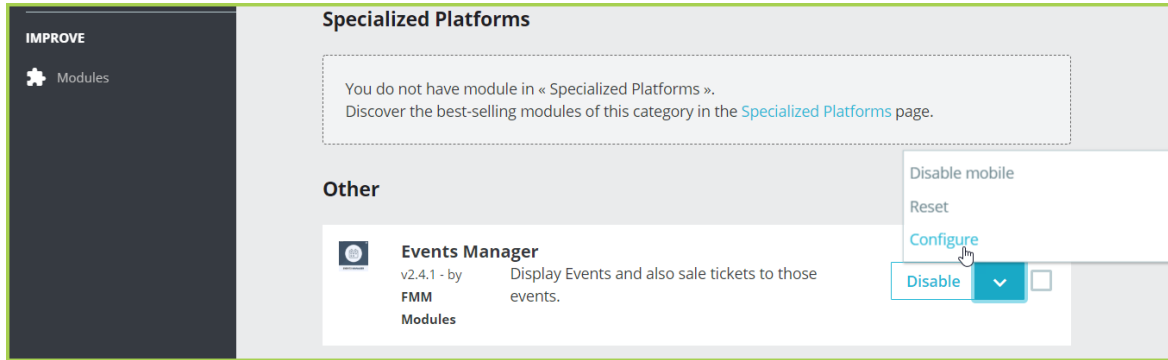
Outcome: The streamlined ticketing process simplifies booking for customers, reduces manual handling for the business, and enhances the concert experience with helpful notifications, resulting in higher attendance and a professional customer experience.



USER GUIDE

HOW TO CONFIGURE THE MODULE

At the back office, go to Events Manager Configurations. You can go there from IMPROVE > Modules > Modules & Services > Events Manager.



Click on Configurations and you will access the following settings:



SETTINGS

⚙️ Configuration Settings

GENERAL SETTINGS
GALLERY SETTINGS

Enable Module? Yes

Enable Left Column Block? Yes

Enable SeatMap on Product page Yes

Page Title en ▼
Enter Heading for the page

META Keywords en ▼
Enter meta keywords for SEO

META Description en ▼
Enter meta Description for SEO

Google Map API Key
[click here to get your MAP key..](#)

Waiting Minutes

Sort By Start Date
 End Date
 Name

Sort Order Ascending
 Descending

Theme Classic
 Modern

Events Per Page

Show Map on hover address? Yes

Show YouTube Video on Event Detail? No

Show Social Sharing on Event Detail? Yes

Show Gallery Images on Event Detail? Yes

Show Time with Event? Yes

Enable Live Streaming No

Enable Events Tags No

Required Customer Phone Yes

Show full width Video (Modern Theme) Yes

- **Enable Module** – Activate or deactivate the Events Manager module on your store.
- **Enable Left Column Block** – Display an events block in the left column for quick access.




- **Page Title** – Set a heading that will appear at the top of the events page.
- **META Keywords** – Enter keywords to optimize the events page for search engines.
- **META Description** – Add a description for SEO purposes on the events page.
- **Google Map API Key** – Input your API key to enable Google Maps on the events page.
- **Sort By** – Choose the default sorting criteria for displaying events.
 - **Start Date** – Sort events by their start date.
 - **End Date** – Sort events by their end date.
 - **Name** – Sort events alphabetically by name.
- **Sort Order** – Set the order in which events are displayed.
 - **Ascending** – Show events in ascending order.
 - **Descending** – Show events in descending order.
- **Theme** – Select the visual style for the events page.
 - **Classic** – Choose a traditional event layout.
 - **Modern** – Use a contemporary design for events.
- **Events Per Page** – Define the number of events displayed on each page.
- **Show Map on hover address?** – Display a map when users hover over the event address.
- **Show YouTube Video on Event Detail?** – Add a YouTube video to the event detail page.
- **Show Social Sharing on Event Detail?** – Enable social sharing buttons on the event detail page.
- **Show Gallery Images on Event Detail?** – Display a gallery of images for each event.
- **Show Time with Event?** – Show the event's start and end times.
- **Enable Live Streaming** – Allow live streaming for events directly on the page.
- **Show full-width Video (Modern Theme)** – Display a full-width video for events using the Modern theme.



GALLERY SETTINGS

- **Slider Width** – Set the width of the image slider in pixels or percentage.
- **Slider Height** – Define the height of the image slider to fit event images.
- **Enable thumbnails on Slider?** – Show small thumbnail images below the main slider.
- **Enable Arrows on Slider?** – Add navigation arrows to scroll through slider images.
- **Enable pagination on Slider?** – Show pagination dots to indicate the number of slider images.
- **Auto-Play Slider?** – Enable automatic scrolling through images in the slider.

 GALLERY SETTINGS

Slider Width

pixels

Slider Height


pixels

Enable thumbnails on Slider?
 YES NO

Enable Arrows on Slider?
 YES NO

Enable pagination on Slider?
 YES NO

Autoplay Slider?
 YES NO

 Save



HOW TO MANAGE EVENTS

At the back office, go to Manage Events. You can go there from EVENTS > Manage Events.

Once you are here you will be able to access all the events in the grid. Click on + to continue.

ID	Event Title	Event Venue	Event Start Date	Event End Date	Enabled
1	Bridal Couture Fiesta 2019	Sheikh Rashid Hall, Sheikh Zayed Road, Dubai	2019-03-21 15:00:00	2019-09-25 18:00:00	✓
2	International Couture Week 2019	Birmingham Town Hall, England	2019-04-19 12:00:00	2019-08-21 14:45:00	✓
3	Ed Sheeran in Los Angeles	The Greek Theatre	2019-03-21 12:00:00	2019-09-21 16:00:00	✓
4	International Jewelry Expo 2019	566 Ploenchit Road Lumpini, Patumwan Bangkok	2019-05-28 12:00:00	2019-12-30 16:00:00	✓

Now here admins can create the events by providing the following information:

General Information Tab

- **Status** – Toggle to enable or disable the event's visibility on the website.
- **Event Title** – Enter the main title for the event, visible to customers.
- **Meta Title** – Specify a title for search engines, optimized for SEO.
- **Meta Description** – Provide a short description for SEO to improve event discoverability.
- **Event Content** – Add detailed information and descriptions about the event.
- **Meta Keywords** – Enter keywords to help with the event's SEO ranking.
- **YouTube Video URL** – Add a link to a YouTube video related to the event.
- **Event Streaming Start Time** – Set the starting time for the live event stream.
- **Event Streaming Start End** – Set the ending time for the live event stream.
- **Live Stream URL** – Provide a URL where users can access the event's live stream.
- **Venue** – Enter the event's location or address.
- **Image** – Upload an image file to represent the event visually.
- **Event Start Date** – Specify the date the event begins.
- **Event End Date** – Specify the date the event concludes.



General information

- Contact Detail
- Event Gallery
- Event Tickets
- Ticket Setting

FME EVENTS

Status: YES NO

* Event Title: en ▾

Meta Title: en ▾

Meta Description: en ▾

File ▾ Edit ▾ View ▾

← → Formats **B** *I* [List Icons]

[List Icons]

* Event Content: en ▾

File ▾ Edit ▾ View ▾

← → Formats **B** *I* [List Icons]

[List Icons]

Meta Keywords: ur ▾

Youtube Video URL:

Event Streaming Start Time: 📅

Event Streaming End Time: 📅

Live Streaming Url:

Venue:

Image: 🔍 The file must be image.

No file chosen

* Event Start Date: 📅

* Event End Date: 📅



Contact Detail Tab

ADD CONTACT DETAIL

- **Contact Person** – Enter the name of the primary contact for the event.
- **Phone** – Provide a phone number for inquiries related to the event.
- **Fax** – Add a fax number if applicable for event-related communication.
- **Email** – Include an email address for event-related contact.
- **Address** – Specify the full address where the event will be held.

Event Gallery Tab

ADD GALLERY IMAGES

- **Image:** Upload images



Add Event Product Tab

ADD EVENT PRODUCT

- **Product Name** – Enter the name of a product associated with the event.
- **Product Quantity** – Specify the available quantity of the product for the event.
- **Product Image** – Upload an image of the product to display alongside event details.
- **Product Price** – Set the price for the product as it will appear on the event page.

Ticket Selling

TICKET SELLING

- Choose one of PDF
 - PDF Invoice: Select if you want your customers to download PDF
 - Custom PDF as Ticket. Select if you want your customers to customize PDF ticker.



EVENT DETAILS

Here you will be able to see details of the events that you have created. You can see seat reservation and also check seat map. Clicking on Seat Map will show you all the seats that you have already booked. Clicking on Oder details will show the orders for each seat. From there you can also download pdf.

Events Details						
ID	Event	Start	End	Seat Map	Status	View
1-20	Saint-Malo	2024-04-01 12:32	2028-04-06 12:59	✓	✓	RESERVATION Order Detail Seat Map
2-21	Ed Sheeran in Los Angeles	2024-03-01 12:36	2044-03-01 12:36	✗	✓	Order Detail
3-26	Test	2024-04-27 00:00	2024-04-28 00:00	✓	✗	RESERVATION Order Detail Seat Map
3-23	Test	2024-04-27 00:00	2024-04-28 00:00	✓	✗	RESERVATION Order Detail Seat Map
-	Evento de Prueba	2024-05-22 00:00	2024-05-22 00:00	✗	✗	Order Detail
11-47	My custom event	2024-10-31 00:00	2024-11-30 00:00	✓	✗	RESERVATION Order Detail Seat Map
12-49	Malaga	2024-10-24 00:00	2024-10-31 00:00	✓	✗	RESERVATION Order Detail Seat Map
13-52	Ressourcesement - Chakra	2024-11-01 10:00	2024-11-01 12:00	✗	✗	Order Detail
14-54	TEST Roulage Valence	2024-11-16 00:00	2024-11-23 00:00	✗	✗	Order Detail
14-53	TEST Roulage Valence	2024-11-16 00:00	2024-11-23 00:00	✗	✗	Order Detail
15-56	MAGIC	2024-11-27 10:00	2024-11-27 14:00	✗	✗	Order Detail
-	TEST	2025-01-08 00:00	2025-01-09 00:00	✗	✓	Order Detail

EVENT TAGS

In this tab you will be able to add tags for your events.

Events Tags 3				
ID	Tag Title	Friendly Url	Active	
1	Events Near You	near-me	✓	Edit
2	Tickets	tickets	✓	Edit
3	Fun filled	fun	✓	Edit

Bulk actions



DISCLAIMER

It is highly recommended to backup your server files and database before installing this module.

No responsibility will be taken for any adverse effects occurring during installation.

It is recommended you install on a test server initially to carry out your own testing.

SUPPORT

If you need more information or have any questions or problems, please refer to our support helpdesk:

You can log a ticket and a support technician can assist you further.

CUSTOMIZATION

If you have requirements that are not covered by our module and you need to have our module customized, feel free to contact us through support helpdesk.