

Events & Ticket Sales

DOCUMENTATION · PRODUCTS

■ What is an event?

An event is any time-based offering you sell tickets for — a workshop, a seminar, a retreat day, a live session, or any gathering with a fixed date. Customers purchase tickets through the same checkout as everything else on your site. Each ticket is tied to the event and appears in the customer's order history and profile.

■ Creating an event

Events are managed under **Offers** → **Products** in the Flowworx sidebar.

To create a new event:

- 1 Go to **Offers** → **Products**
- 2 Click **Add product** at the top of the list
- 3 In the dialog, choose **Ticket/Event** as the type, give it a name, and click **Create**
- 4 Fill in the fields described below
- 5 Click **Publish** when ready, or leave it as a draft to come back to later

✦ *The type cannot be changed afterwards — a product created as one kind stays that kind. Pick carefully in the dialog.*

The event fields

Products / Summer Music Festival

Summer Music Festival

Published Classic editor Save changes

Permalink: http://plugin-dev.local/event/summer-music-festival/ Edit View

Details

Featured Images

Add a featured image for your product, visible on the card and on the post itself. You can add multiple if you wish to have slider images instead of single static image.



+ Add images 1 image

Description

The main body shown on the public page.

Add media

Visual Code

Paragraph B I [List Icons] [Quote Icon] [Table Icon] [Link Icon] [Image Icon] [Table Icon]

Long days, warm nights, and music that doesn't stop when the sun goes down.

The Summer Music Festival is less about a schedule and more about a feeling — moving between stages, discovering new artists, and losing track of time somewhere between your favorite song and the next one you didn't expect to love.

From high-energy headline acts to smaller, intimate sets, the lineup is built to keep the atmosphere alive from afternoon into late night. Food, drinks, and open-air spaces round it out, giving you room to recharge before heading back into the crowd.

Short description

Used in listings and previews.

A weekend of live music, food trucks, and art installations. Featuring 12 bands across 2 stages.

Price differs during certain periods?

Enable seasonal pricing for this product. When active, the base price can be adjusted during specific date ranges.

No

Card Price - Override

Optional. When set, this text replaces the price on overview cards (e.g. "On request", "From CHF 100", "Free"). The actual product price field is unchanged and still used for orders. Leave empty to show the regular price.

On request

Price

Price *

Add a price to your product. This is the base amount the user will pay to purchase your product.

75 CHF/EUR

Tax Override

You can override the default vat percentage amount (defined under "Settings" for products). Leave empty if you do not wish to add custom VAT amounts.

--- %

Date and place

Date From

The start date of this event.

05/13/2027

Time From

The start time of this event. Shown on event cards and used for scheduling.

02:00 AM

Date To

The end date of this event. Leave empty for single-day events.

05/15/2027

Time To

The end time of this event. Past events (based on end date + end time) are automatically hidden from the product overview.

11:00 AM

Location

The venue or address where this event takes place. Displayed on event cards.

Event fields: date, time, location, capacity and ticket price.

Featured Images

The event image, shown on the card and on the event page. Add more than one and they become a slider rather than a single static image.

Price

The ticket price, per person. Enter it as a number (e.g. **120** or **120.00**).

Tax Override

An optional tax percentage for this event only, overriding the site-wide default from General Settings. Leave it empty to use the default.

Add to Cart Button Label - Override

Replaces the button text on this event's buy button — "Reserve your place", "Book the retreat", "Get tickets".

This wins over the label configured on the builder element, which matters because one element on a shared event template serves every event you run. Without this field they would all say the same thing. Leave it empty to use the element's label.

✦ *Not to be confused with **Card Button Label - Override** further down: this changes the buy button on the event's own page, that one changes the button on grid and slider cards.*

Featured product

Tags the event as featured. Its card gets a *Featured* tag and can be styled differently from the rest on your listing pages, and it becomes eligible for the featured-products row in customer profiles. See the Adding Features to Your Pages guide.

✦ *Events that have already taken place are filtered out of the profile blocks automatically, so you can leave the toggle on after the date passes without advertising something nobody can attend.*

Hide From Overview

Keeps the event out of every product grid, related-products slider, previous/next navigation, and archive page — while leaving it reachable at its own URL.

Useful for a private or invitation-only event that still needs a page to buy from.

Event date and time

The start and end date and time of the event. This is displayed on the event card and in the customer's profile so they always know when they are coming.

For multi-day events, set the start date to the first day and the end date to the last day.

Location

Where the event takes place. This is shown on the event card and in the customer's profile. Can be a physical address, a room name, or an online meeting link — whatever is most useful for your attendees.

Ticket availability (stock management)

Events typically have a limited number of places. Use stock management to control how many tickets can be sold.

Enable stock tracking — turn this on to limit ticket sales to a set number.

Ticket quantity — the total number of tickets available. Once this reaches zero, the event is marked as sold out and the purchase button is automatically disabled on your site.

Low stock alert threshold — when remaining tickets drop to or below this number, you receive an automatic email alert. Use this to get a heads-up before selling out so you can decide whether to open more places or start a waiting list.

✦ *If stock tracking is off, tickets can be purchased without limit. Only disable this if your event has no capacity constraint.*

Seasonal pricing

If you want to offer early-bird pricing or a time-limited rate, seasonal pricing handles this automatically.

Enable seasonal pricing — turn this on to activate.

Seasonal price — the discounted or promotional price active during the defined period.

Period start / end — the dates the seasonal price applies. Outside these dates, the regular price is used automatically.

✦ *A seasonal badge is shown on the event card during the active period so customers can see they are getting a special rate.*

Custom confirmation email

By default, customers receive a standard purchase confirmation. If you want to send event-specific information after purchase — joining instructions, what to bring, preparation materials — configure that here.

Enable custom email — turn this on to set event-specific email content.

Admin email subject / body — the email sent to you when a ticket is purchased.

User email subject / body — the email sent to the customer after they purchase.

Both emails support basic variables:

- **[USER_FIRST_NAME]** — customer's first name
- **[USER_LAST_NAME]** — customer's last name
- **[USER_EMAIL]** — customer's email address

■ **Payment plans (installments)**

For higher-priced events, you can let customers pay in installments instead of all at once. On the event, the **Payment Plan** section turns this on and defines the schedule — a first payment today and the balance over a series of dated payments, with optional limits on how far a customer may adjust it.

The first installment is paid at checkout and confirms the booking; the rest are collected on schedule, with reminder emails sent automatically. You track and manage everything from **Sales → Installment Payments**.

Because an event has a start date, its schedule can be set relative to it — "*final payment 14 days before the event*" — so the plan adapts automatically if the event is rescheduled.

✦ *Payment plans are available on events and digital products. Only one planned product per order, so a customer buying two plan-enabled items in one cart is offered a plan on the first and pays for the other in full. The full walkthrough — building the schedule, the customer's checkout experience, the dashboard, and the reminder emails — is in the [Payment Plans & Installments](#) guide.*

■ Product card settings

These control how the event appears in a product grid or slider on your site — not on its own page.

Enable Pros/Cons Card List and **Card List Description** — a short list of highlights or inclusions on the card (e.g. "*Lunch included*", "*Certificate of completion*").

Card Button Label - Override — the button text on the card, e.g. "*See dates*".

Card Price - Override — text that replaces the price on cards, such as "*From CHF 250*", "*On request*", or "*Free*". The real price is untouched and still used for the actual order. When set, the card's seasonal pricing block is hidden too — worth knowing if you run early-bird rates, since a price override will hide the early-bird badge.

Card Button Alternative Link — a URL that sends visitors somewhere of your choosing instead of through the normal ticket-purchase flow. Useful for an event ticketed by an external provider, or one that takes registrations by enquiry.

Where the link takes effect is decided by the **Use alternative product links** switch on the grid or slider element:

- **Switch on** — the card button goes straight to your link, in a new tab. The event page is skipped entirely.
- **Switch off** — the card button opens the event page as normal, and the buy button on that page goes to your link instead of adding to cart, also in a new tab.

✦ *In practice the switch asks one question: do you still want visitors to see the event page? Either way they end up at your URL — the link replaces the purchase rather than sitting alongside it, so an event with an alternative link never reaches the Flowworx cart.*

✦ *Because no order is ever created, nothing about that event is tracked on your side — no ticket count, no stock decrement, no attendee in Orders. If you need to know who is coming, sell the ticket through the platform instead.*

■ Categories

Events have their own category taxonomy, managed under **Event Categories**, and categories can be nested — *Retreats* → *Weekend, Retreats* → *Week-long*.

They are what make a category filter bar possible on your events listing, and they can be printed on the cards. For an events page this is usually more useful than for other product types, since visitors tend to browse by kind of event rather than by date. See the [Adding Features to Your Pages](#) guide.

■ How the purchase works

From the customer's side:

- 1 They add a ticket to their cart and complete checkout
- 2 If they were not signed in, the account is resolved at this point — see *Who the ticket belongs to* below
- 3 They receive a purchase confirmation email with a PDF receipt and any event-specific information you have configured
- 4 The ticket appears in their customer profile under **Purchases** — they can see the event name, date, location, and download their receipt at any time

From your side:

- 1 An order is created under **Orders** in your admin
- 2 The ticket count is decremented from your available stock automatically
- 3 If a custom admin email is configured, you receive a notification
- 4 There is nothing to fulfil digitally — you manage the event itself, and the platform handles ticketing and records

■ Who the ticket belongs to

Nobody has to register before buying a ticket, which is exactly what you want for event sales — a required sign-up step costs you bookings. The platform sorts the account out at checkout instead.

Three things can happen, and which one it is determines whether the buyer can see their ticket straight away:

A guest buying with a new email address

An account is created for them:

- The username is built from their billing name, as *firstname.lastname*
- A secure password is generated
- They are **logged in immediately**, so they see their ticket in their profile right after paying
- They receive an email with their login details

This is the smoothest case and the most common one for a first-time attendee.

A guest buying with an email that already has an account

The ticket is attached to that existing account, alongside their previous bookings — which is correct, and what a returning attendee wants. But they are **not** signed in automatically, so they have to log in to see it.

✦ *This is intentional. Signing someone in because they typed a known email address would let anyone reach a customer's profile and order history just by starting a checkout with their address. The ticket is filed correctly; only the automatic sign-in is withheld.*

✦ *Practically, this is the returning attendee who says "I paid but there's no ticket in my account." They are almost always logged out. Point them at your login page — or at the forgotten-password page, since a customer whose account was created for them at a previous checkout may never have used the password they were emailed.*

Someone who is already signed in

The ticket goes to the account they are signed in with, **even if they type a different email address at checkout**. That address is used for the order's billing details and its confirmation email, but it does not create a second account.

✦ *Watch for this when someone books on behalf of another person — a partner, a colleague, a family member. Entering the attendee's email does not put the ticket in the attendee's account; it stays with the buyer. If your events depend on knowing who is actually attending, collect attendee names in the ticket's own fields or with a form rather than relying on the account behind the order.*

The full account behaviour, common to every product type, is in the Customer Accounts & Profile guide.

■ When an event sells out

When the last ticket is sold, the purchase button on your site automatically changes to show that the event is sold out. No manual action is needed — stock tracking handles this.

If you open additional places (for example, by moving to a larger venue), update the stock amount on the event and the button becomes active again immediately.

If you want to remove the sold-out state temporarily while you assess capacity, you can either increase the stock amount or disable stock tracking entirely — though disabling it will allow unlimited purchases.

■ Viewing orders for events

All ticket orders are visible under **Orders** in the Flowworx sidebar. You can filter by product type to see only event orders, search by customer name, and view the full details of any order.

Screenshot pending — 06-event-orders.png

Filtering the Orders list to events only.

If you need a list of attendees for an upcoming event, the Orders section is where you find it — filter by the event product and export or review from there.

Customers can view their own ticket and receipt from their profile at any time without needing to contact you.

■ After the event

Past events disappear from your listings on their own. Once an event's end date and time have passed, it is dropped automatically from product grids, related-product sliders, and the featured blocks in customer profiles. You do not have to do anything to keep your events page current — it tidies itself as dates pass.

The cutoff is the *end* of the event, not the start: the end date if you set one, otherwise the start date, at the end time if you set one, otherwise midnight. So a multi-day event stays listed throughout, and disappears once it is genuinely over.

Setting a past event to **Draft** is therefore optional — a matter of keeping your own admin list tidy rather than something the public sees. Order records are unaffected either way, and existing ticket holders keep their tickets and receipts.

There are two cases where it is worth doing more than tidying, though:

✦ **An event with no date set never disappears.** The automatic hiding works off the date, so an event with the date field left empty stays in your listings indefinitely. If you find an old event still showing, check its dates first — that is usually why.

✦ **The event's own page stays live and still sells tickets.** Only the listings hide it. Anyone with the URL — an old link, a bookmark, a search result, an email you sent months ago — can still open the page and buy a ticket to an event that has already happened. If that would be a problem, set the event to **Draft** rather than relying on it having dropped off your listings.

If you run the same event again, duplicate it and update the dates rather than starting from scratch — you keep the description, pricing, images and card settings. Contact Creationworx if you need help with this.

✦ *Duplicating is usually better than editing the dates on the old event. Moving an existing event's dates keeps its previous ticket holders attached to it, so last year's attendees appear as attendees of this year's event.*

■ Editing or unpublishing an event

To update an event, go to **Offers** → **Products**, click the event title, make your changes, and click **Update**.

To remove it from your site without deleting it, set the status to **Draft**. This does not affect existing ticket holders — their orders and receipts remain in place. Unlike the automatic hiding of past events, Draft also takes the event's own page offline, so it can no longer be reached or bought from by URL.

To keep an event published and purchasable but out of your public listings — an invitation-only date, say — use **Hide From Overview** instead of Draft.