Running & Selling Live Events in Simplero

A simple step-by-step guide to help you choose the right setup, build your event, test the attendee experience, and share your registration link with confidence.

Step 1: Check these before you build

- ☐ Default event reminder automation is turned on
  Tip: using event keys allows reusing the same automation for multiple different types of events
- ☐ Zoom is connected if you plan to use Zoom in your integrations
- ☐ Google or Microsoft calendar is connected if you want to use Meet or Teams in your profile
- ☐ Have these details ready:
  - ☐ Event name
  - ☐ Date & time
  - ☐ Price
  - ☐ Format
  - ☐ Location (Zoom, Fixed URL, In person, Google Meet, Teams, or TBD)

Step 2: Choose your event setup

- ☐ **One-time occurrence event:** Best for a single workshop, masterclass, or special event.
- ☐ **Recurring Event:** Best when people should pay for each session they attend.
- ☐ **Membership set up:** Best when people get access because they already purchased a membership, course, or program.

Step 3: Build your event

Option A: Single Occurrence Event

One-time paid event (first time OR wanting a unique product per event)

- ☐ Go to Sales → Products
- ☐ Use the Product Wizard
- ☐ Choose Event
  - ☐ Add Your Event Details
- ☐ Set the event as a single occurrence

- [ ] Set your price
- [ ] Choose your location
- [ ] Create the product and event at the same time

One-time paid event (if you already have a product to use)

- [ ] Go to Content → Events
    - [ ] Add Your Event Details
- [ ] Set the event as a single occurrence
- [ ] Choose your location
- [ ] Turn on registration
    - [ ] Turn on collect payment toggle
    - [ ] Select Your product and create

Option B: A recurring event

- [ ] Go to Content → Events
- [ ] Add Your Event Details
- [ ] Select Your repetition
  Tip: You can always update recurrence details and date and time of specific occurrences later
- [ ] Choose your location
- [ ] Turn on registration
- [ ] Turn on collect payment and
- [ ] Select your product and create your event

Option C: Membership Community Event Series (Purchase first)

Best when someone purchases a membership, course, or program first, then gets access to register for the event series.

- [ ] Go to Content → Event
- [ ] Create Your Recurring Paid Event flow
- [ ] Select Restrict registration to the membership product
    - [ ] Select Your membership product

Note: Leave collect payment turned off

Optional automation updates

Use these if you want members to be registered automatically instead of asking them to register each time.

- ☐ In the membership product automation, add Register for next upcoming occurrence of event series
  - ☐ Select your intended series

    Note: if you have multiple series, you can add a step for each
- ☐ In the product triggers, use the purchase deactivated trigger to cancel future event registrations
- ☐ In the event reminder automation, add a step after the event to register them for the next occurrence

Step 4: Test before you share

- ☐ Open the event registration page (link on the top right corner of the event admin view)
- ☐ Register for the event
- ☐ Complete checkout if it is a **paid** event
- ☐ Confirm the participant shows as registered
- ☐ Check that the reminder automation is connected
- ☐ For membership events, purchase the membership product and confirm you're automatically registered for the next event in the series

Step 5: Optional finishing touches

- ☐ Add the event registration form or events listing to a landing page
- ☐ Add an event listing to your site
- ☐ Add the event inside a course
- ☐ Import the Zoom recording into a course after the event
- ☐ Customize your automation via the automation tab of your event
- ☐ Use conditional sections on a landing page or dripped page to show different content based on whether someone has access to the event or product

Quick guide

What you want to do	Use this setup
Sell one live workshop Run a single workshop, webinar, or masterclass.	**Single Occurrence Event** One event. One payment. One checkout link.
Charge per class or session Have people pay for each session they attend.	**Recurring Paid Event Series** Repeating series of events. Pay for each occurrence they attend.
Include events with a membership Give members access to a series of events.	**Membership Community Event Series** Purchase a membership first. Then register for the events in the series.

Any questions along the way? Just reach out to support@simplero.com
*Note this is up to date to current UI and account options as of June 2026