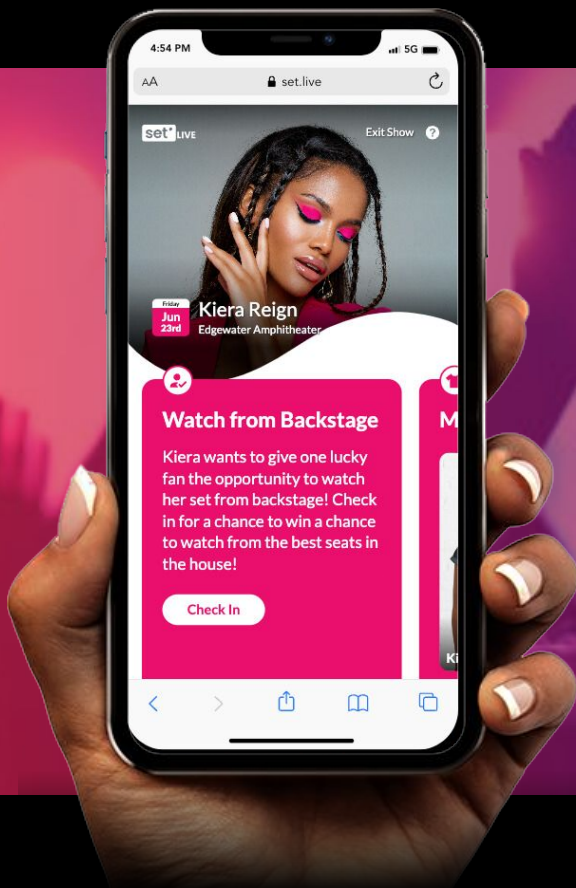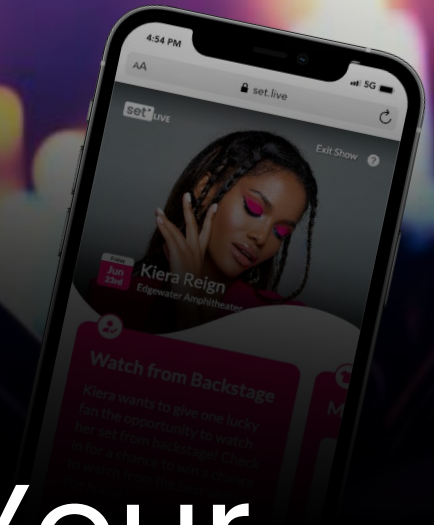# Managing Your SET.Live Events

SET.Live is the **easiest** and **most effective** way to capture fan info at **every** live show. Whether you're the opener or the headliner, SET.Live will help you know **exactly who's in the room** so you can take **ownership** of your own fan data.

Welcome to SET.Live

In this document, you'll find everything you need to know about setting up and managing your live events + navigating your SET.Live dashboard.

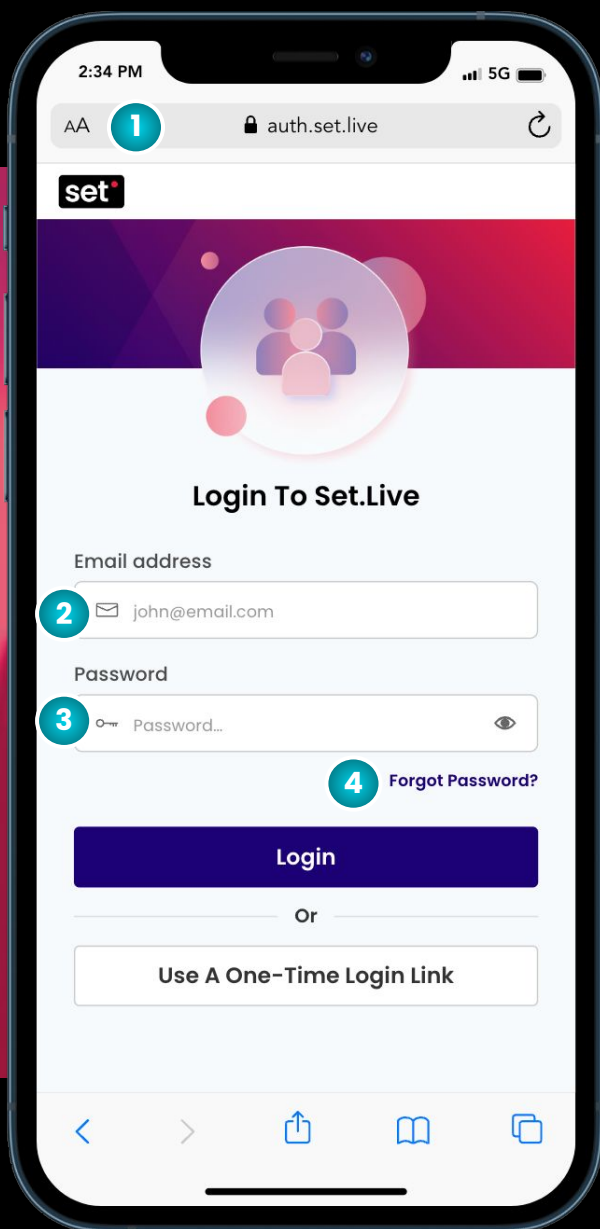*(Click the page numbers below to jump to the corresponding page)*
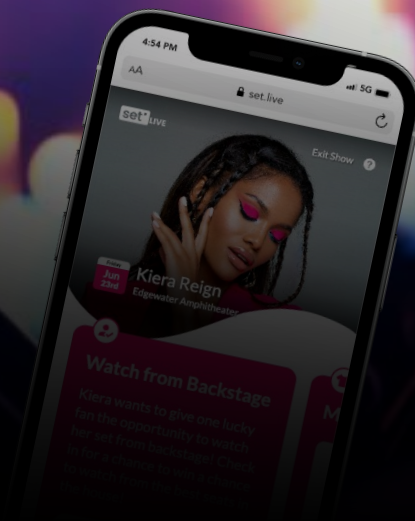
> "
> **This was the first time the Alicia Keys team had worked with SET.Live on a campaign and we couldn't be more thrilled with the results.**
>
> ▶ *Krish N. - Sr. Manager, Roc Nation*

Table of Contents

How To
Log in to SET.Live

2:34 PM

① AA 🔒 auth.set.live ⟳

set°

Login To Set.Live

Email address

② ✉️ john@email.com

Password

③ 🔑 Password... 👁

④ **Forgot Password?**

Login

Or

Use A One-Time Login Link

Logging In:

1. **Go to backstage.set.live**

2. **Enter your email address**

3. **Enter your password**
   (that you have personally set up)

4. **If needed, recover your password by selecting 'Forgot Password,' or you can click 'Use A One-Time Login Link' to receive a "magic link" to login directly to your event**

Navigating Your Events

After you log in, you'll see upcoming events, a quick link to your full contact list, and access to past events and account details.
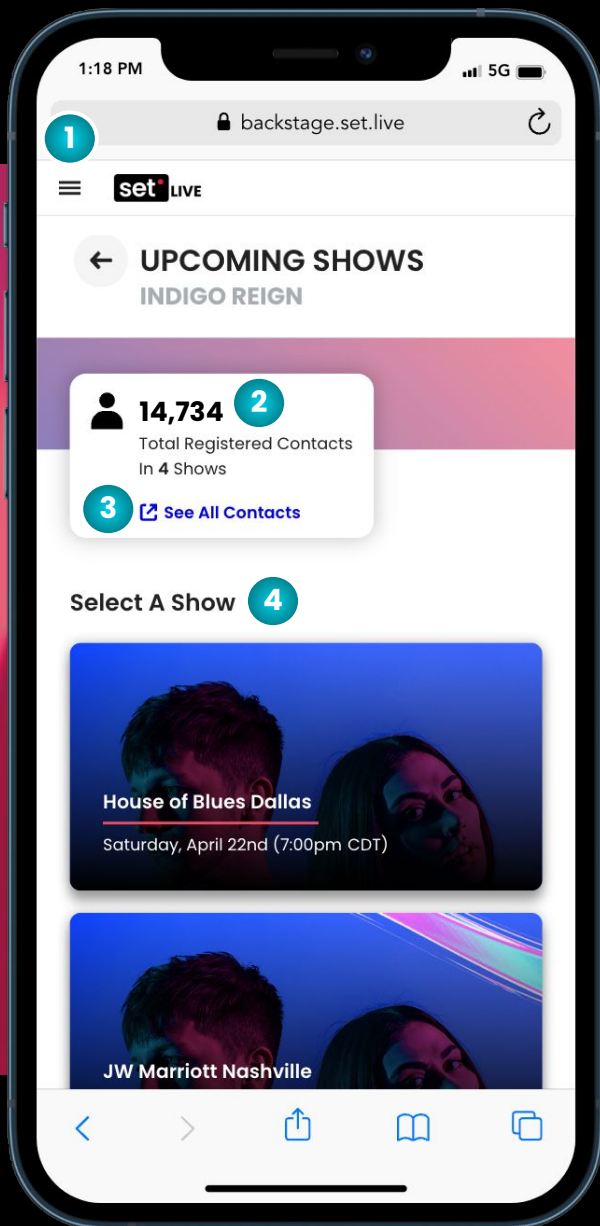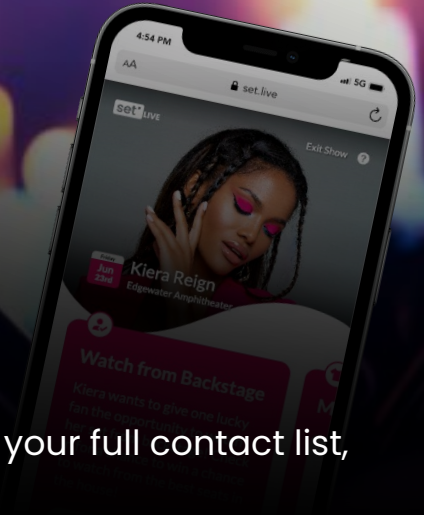
1. **Navigation Menu**
   The dropdown hamburger menu (3 horizontal lines) in the upper left corner shows all available pages.

2. **Total Registered Contacts**
   See the cumulative count of all fans who have engaged across all events.
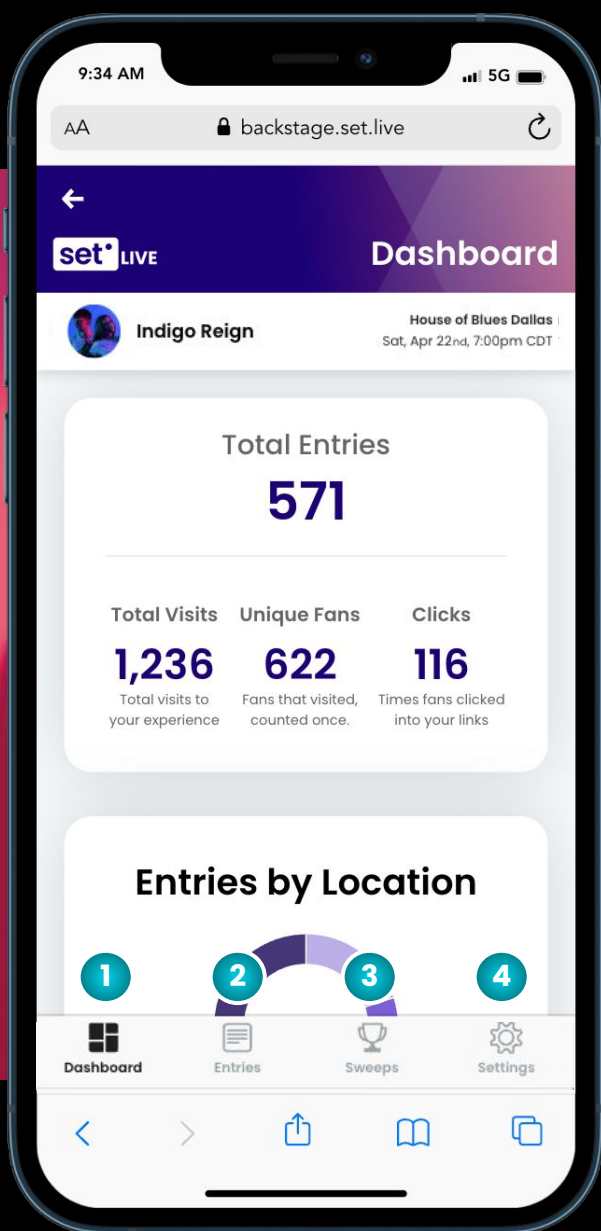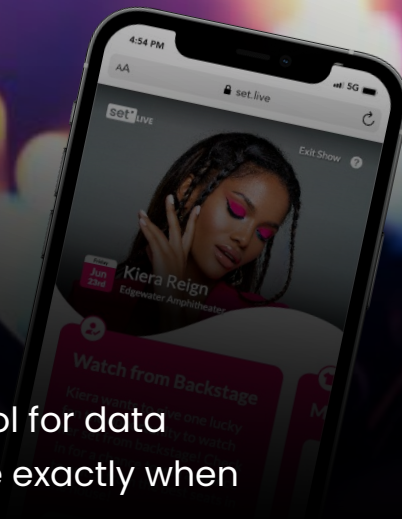
3. **See All Contacts**
   Open your Artist Portal to view and download all contacts.

4. **Upcoming Event List**
   See all upcoming events and select one to open.
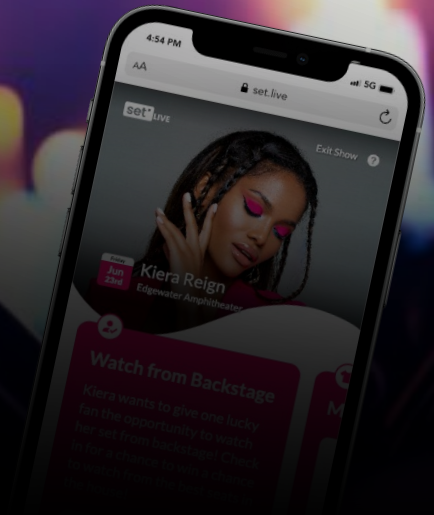
Navigating Your Events

SET.Live creates a unique "Event" each time you use the tool for data collection at a show, festival, or other event so you can see exactly when and where each fan came from.
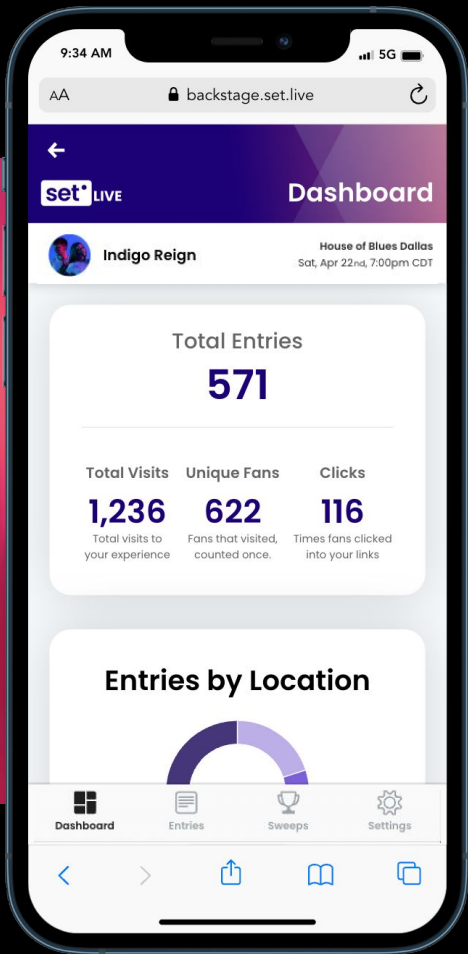

Event Navigation:

1. **Dashboard**
   See real-time data as fans check in.

2. **Entries**
   Select 'View Fan Entries' to see the 20 most recent entries, updated in real time.

3. **Sweeps**
   Manage event sweepstakes and select winner(s).

4. **Settings**
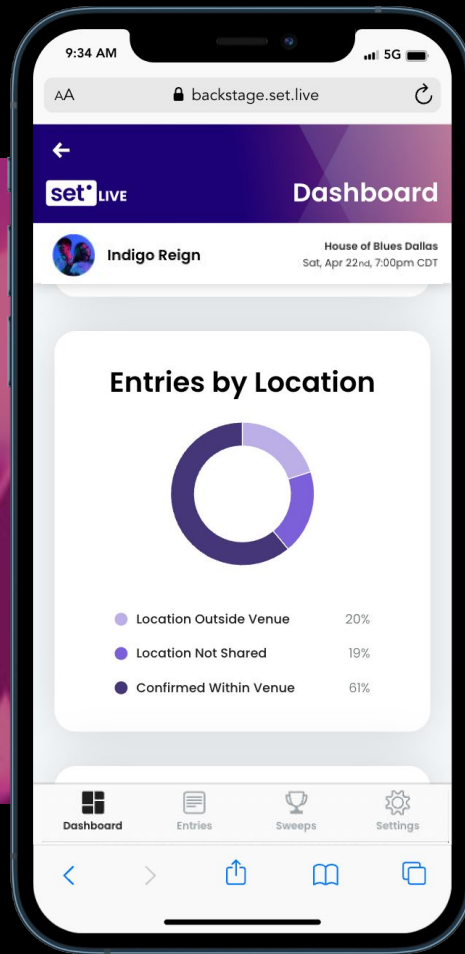   Access event details, including the event's link and QR code.

Event Insights & Analytics

Total Entries

Total Entries
571

Total Visits	Unique Fans	Clicks
1,236	622	116
Total visits to your experience	Fans that visited, counted once.	Times fans clicked into your links

Entries by Location

Entries by Location

Entries by Location

Location Outside Venue		20%
Location Not Shared		19%
Confirmed Within Venue		61%

Fans by Location

Fans By Location
A quick look at where tonight's fans are from around the venue

Map data ©2023 Google   Terms of Use   Report a map error
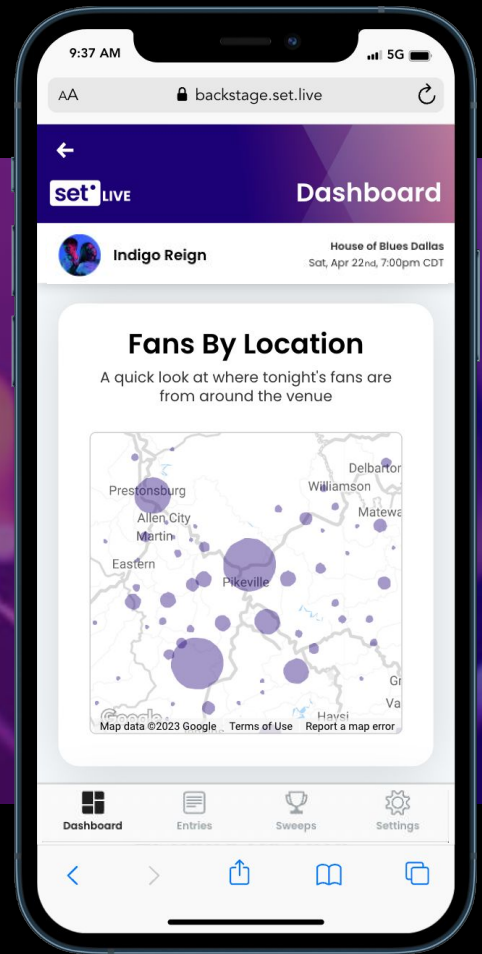
Event Insights
& Analytics Cont.
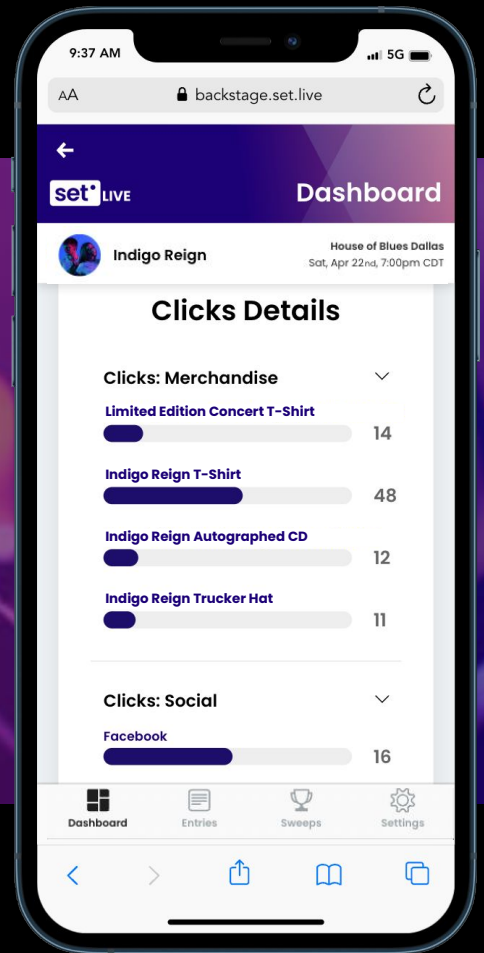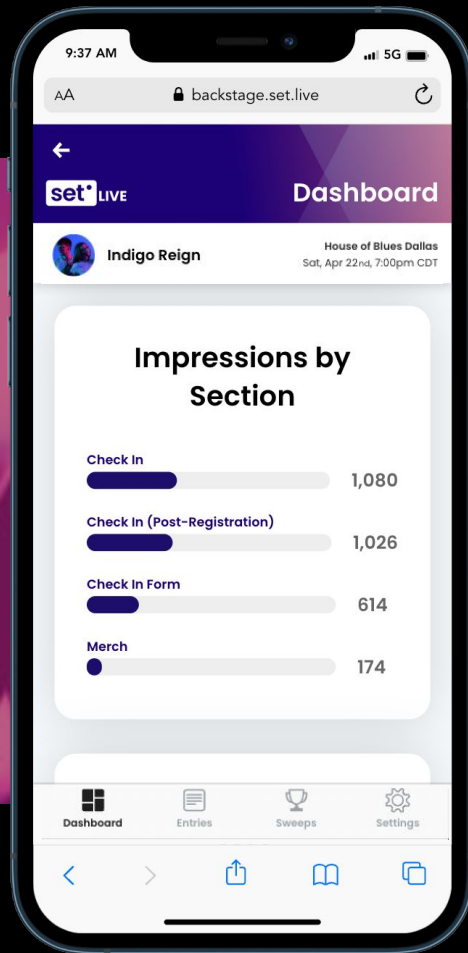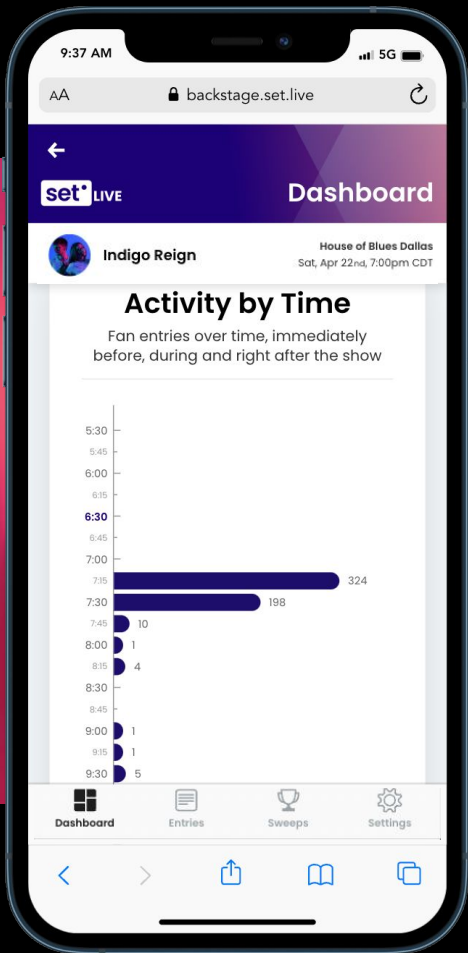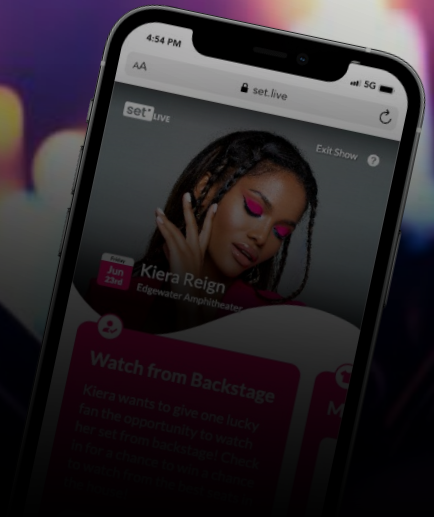
Activity by Time
(Shown in 15 minute increments)

Impressions

Total Clicks

![set LIVE logo]

How To Use Your
Sweeps Tab

Screen 1 — Choose Sweeps Winners

set LIVE — **Sweeps**

Indigo Reign — House of Blues Dallas
Sat, Apr 22nd, 7:00pm CDT

Choose Sweeps Winners

1 Limit by proximity — Disabled

2 Number of winners — Out of 1 eligible entries — 1

3 Find 1 Winner

Dashboard | Entries | Sweeps | Settings

Screen 2 — Sweeps Winners

set LIVE — **Sweeps**

Indigo Reign — House of Blues Dallas
Sat, Apr 22nd, 7:00pm CDT

Sweeps Winners — **4** ↻ Reset

01. **Kira Khayat** — from Prosper, TX — **5**

Dashboard | Entries | Sweeps | Settings

Screen 3 — Message

Kira Khayat
Last response: 2:02 PM

6 Congratulations! You've won tonight's backstage meet and greet. Show this message to Jeff at the merch booth.
2:01 PM

Hi
Kira Khayat 2:02 PM

Message...

1
Limit by Proximity
Limit winner to individuals at the event.
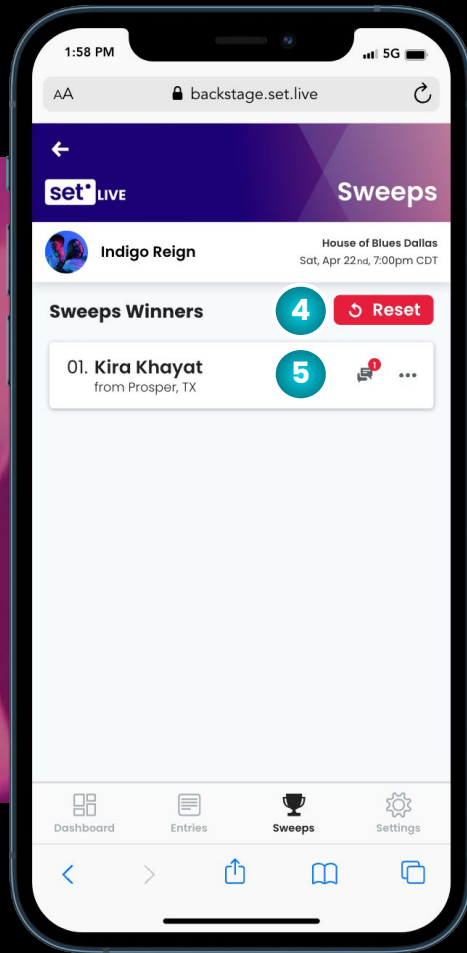
2
Number of Winners
Set number of sweeps winners.

3
Select a Winner
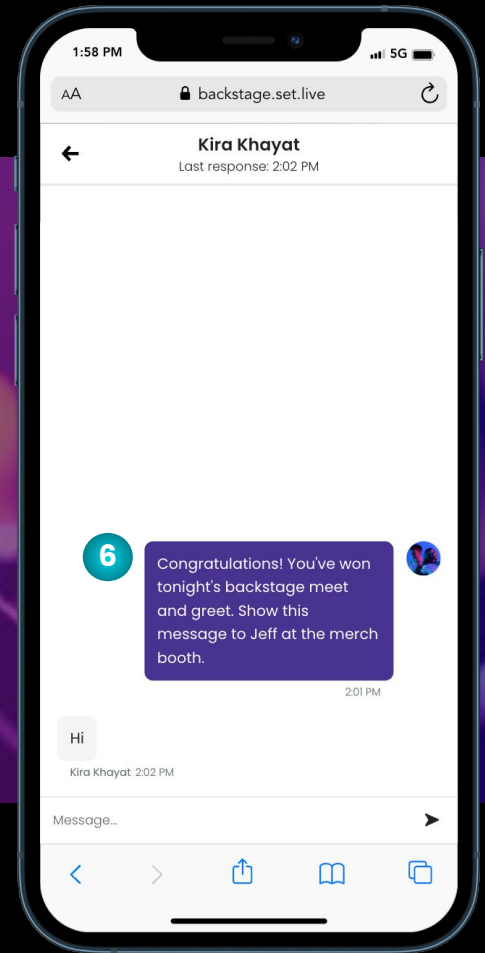Automatically select a winner at random.

4
Reset
Press to reset the winner selection.

5
Message Icon
Send the winner(s) a message. A red notification will appear at the top right of the message icon when the winner texts back.
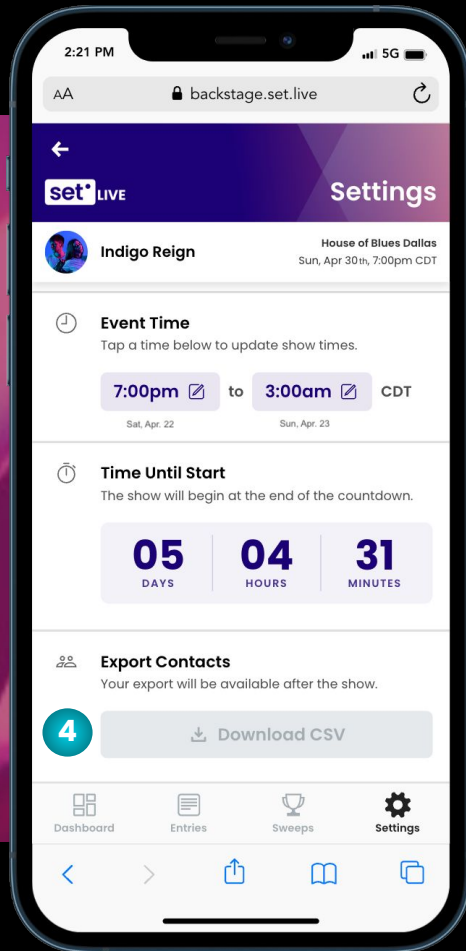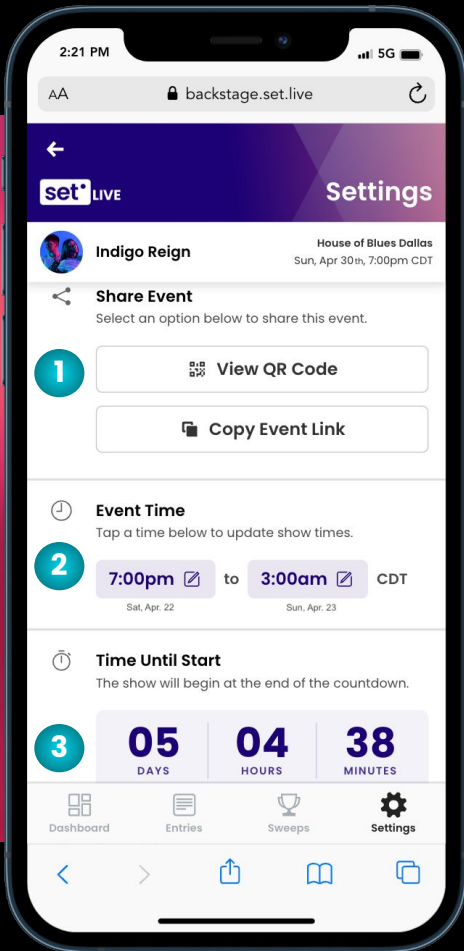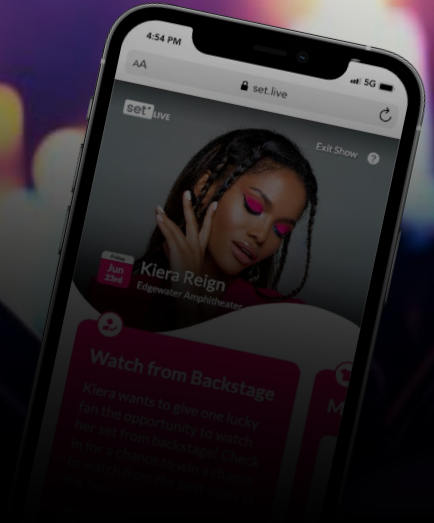
6
Customize Your Message
Personalize messages to your winning fans!

(side note: your messages all go through an 800 number, so you'll never have to share your personal contact info with winners)

How To Use Your
Event Settings Tab

1. **Share Event**
   Share your event via direct link or downloadable QR code.

2. **Event Time**
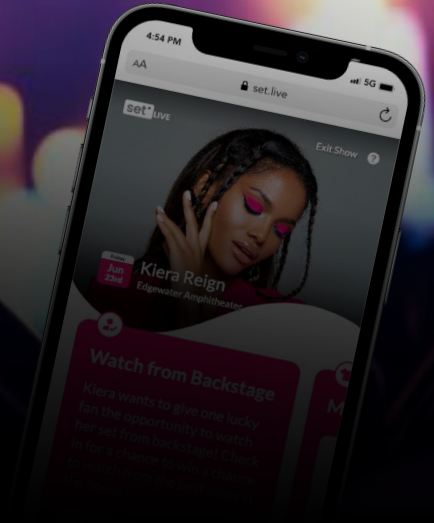   Tap here to adjust start/end dates and times for your event.

3. **Event Countdown**
   Real time countdown to your upcoming event.

4. **Export Contacts**
   Export contacts after the event has ended.

Pro Tips
And Tricks

Incentive
Be creative. There are limitless ways to capture a fan's attention. *(for creative ways to use SET.Live, check out our **How To Use SET.Live doc**)*
Stay authentic. What you do needs to have your voice, your feel.
Ask the experts. We're here to help and we love to brainstorm.

Timing
Make sure you consider when and how often you'd like to incorporate SET.Live into your show (beginning, middle, end). We recommend doing it more than once and giving your fans 30-40 seconds to check-in.

The More You Share, the Better Your Results Will Be
The more you invite fans to check in with SET.Live, the more likely they are to engage. Repeat, repeat, repeat!

Use Your QR Code
Display your QR code several times before the show starts and leave the final slide with the URL + QR code on the screen for 30-45 seconds to give the audience time to scan the code and fill out the form.

set@max.live

Using SET.Live
At A Festival

Have a plan.

Festivals run on tight schedules. Make a plan to incorporate SET.Live at the beginning and end of your set to minimize cutting into your dedicated stage time.

Make it easy.

Festivals are large events with huge crowds. Incentivize your audience with prizes that are easy to execute, like signed posters, setlists, or merch. **See Example**

Have a backup plan.

Festivals are notorious for last minute changes. Be prepared with a backup plan in case you don't have access to side screens to share your SET.Live QR code. **_Bonus:_** _live shoutouts from the stage get the highest level of audience participation for your SET.Live page!_

Audience Participation Rate

🎤 Artist ShoutOut

🔊 Pre-Roll Audio

🎙 DJ / Emcee Announcement

30-60%

15-25%

15%
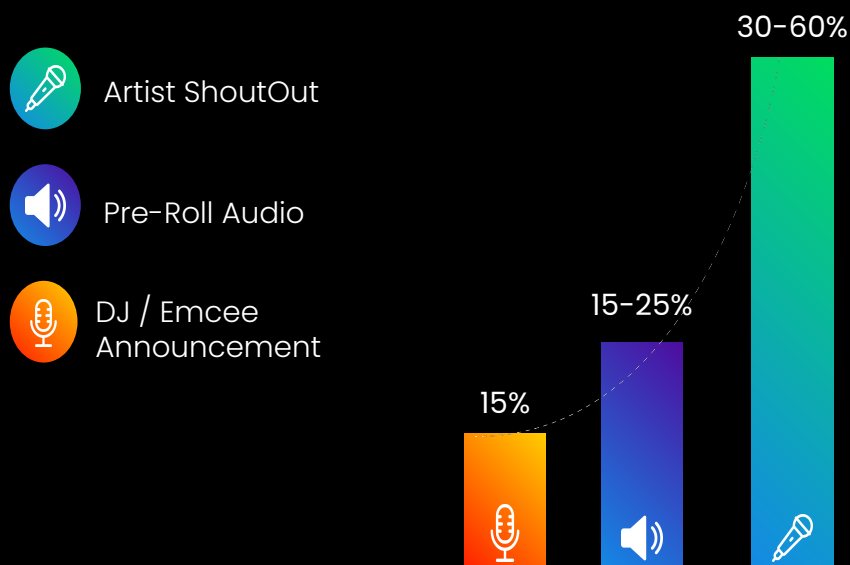
Percentages vary based on fanbase, attendance, and overall execution.