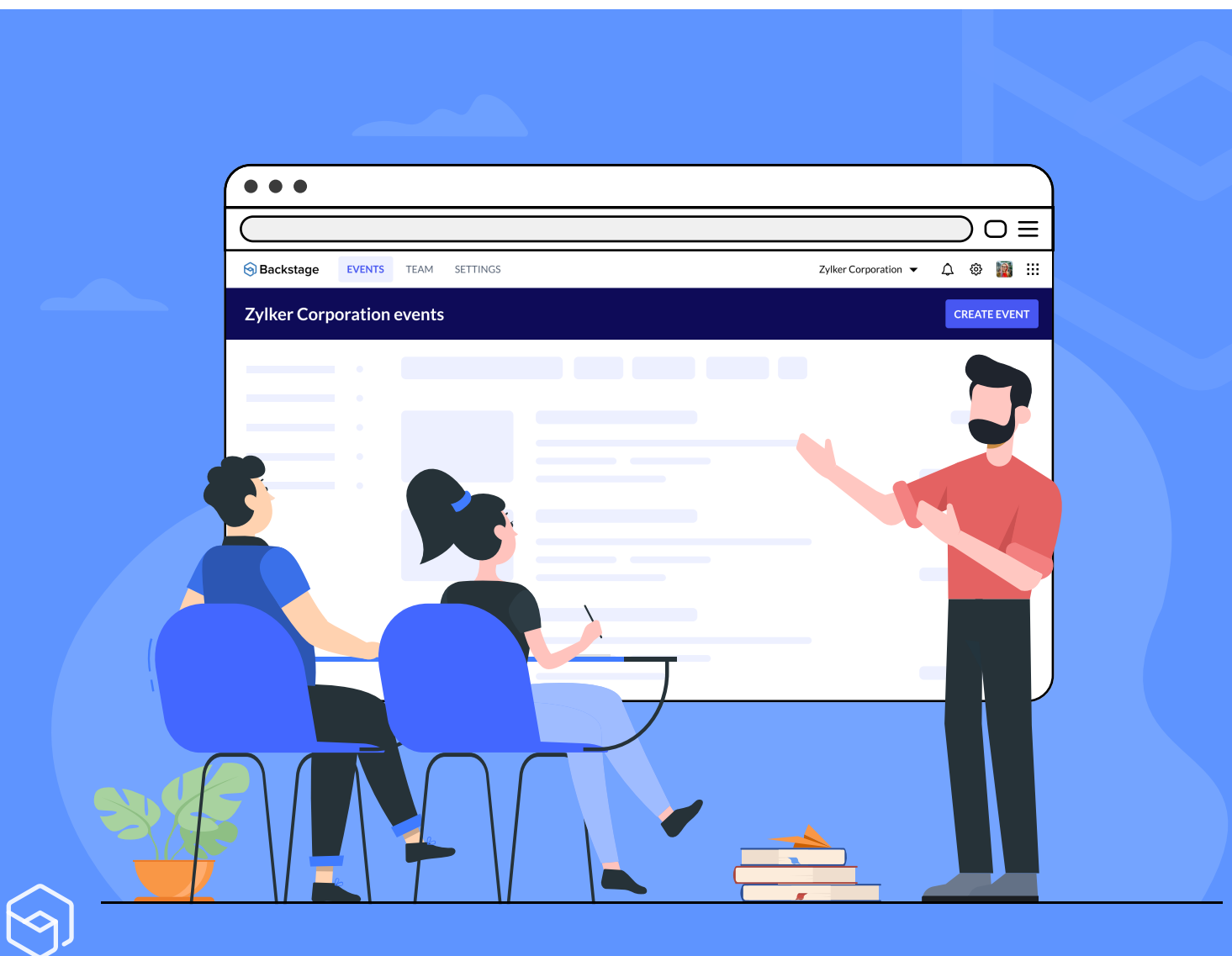




Product Training Program



Course - Portal Administrators

1. ABOUT THE COURSE

The objective of this course is to provide new users with essential information about Backstage and help them kick-start their events. The program is compiled specifically for portal administrators who do organization-level operations for them to get a holistic view of the product.

NOTE: This course has one or more features exclusive to our [subscription plans](#).

2. LEARNING OBJECTIVES

By the end of this program, you will be able to:

- Add your organization details, customize your portal, and brand your domain.
- Invite your team, create custom roles for them, and decide what features they can access.
- Add payout-related information and configure tax for your portal and events.
- Plan and conduct your first Backstage event.

3. COURSE OVERVIEW

MODULE ONE : Introducing Backstage

- Get a quick walk-through of the product.
- Create a portal in Backstage.

MODULE TWO : Setting up your portal - Part I

- Add your organization details.
- Set your payout country, base currency, and payment gateways.
- Configure tax for your portal.

- Onboard your team, assign roles, and set privileges.
- Understand the branding options in Backstage.


MODULE THREE : Setting up your portal - Part II

- Customize your portal and add a custom domain to host your event microsites.
- Get a rundown of the integrations available in Backstage.
- Find out how to make the full use of advanced options like webhooks, data privacy, and the bot, Zia.

MODULE FOUR : Go live with your first event

- Create your first in-person or virtual event.
- Build your agenda, invite speakers, and manage sponsors.
- Set up event ticketing with multiple ticket classes and drive registrations.
- Design a beautiful microsite for your event.

MODULE FIVE : Managing your event

- Track your ticket sales, set up promotional codes, and manage attendee lists.
 - Create badges for all event participants with BadgeUp from Backstage.
 - Promote your event on social media and blogs.
 - Communicate with your attendees through emails.
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MODULE SIX : Conducting your event

- Check in attendees and make important announcements.
- Present sessions and interact with attendees through polls, Q&A, etc.
- Analyze your event's performance with detailed sales and session analytics.

4. OTHER RESOURCES

- Knowledge Base
 - Forums
 - FAQs
 - Support
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