Create a New Event

Create a New Event

Start the event

1. Go to **Memberships → Events**.
2. Click **+ Create Event**.
3. Choose **Ticketed** or **RSVP**.

Choose carefully. The event type cannot be changed after creation.

Add the event details

Enter:

- **Event name**
- **Cover image**
- **Short summary**
- **Event description**

The event name appears prominently on the public event page.

HighLevel currently recommends a **1920 × 1080** cover image with a maximum file size of **5 MB**.

Set date and time

Enter:

- start date;
- start time;
- end date;

- end time;
- timezone;
- 12-hour or 24-hour display format.

Be especially careful with timezone

Ticket sale periods, session times, and coupon active periods use the event timezone.

For Fort Adams events, verify the timezone before publishing.

Set the location

Choose:

In-person

Enter the physical location.

The public page can show the venue on a map and provide a **Get directions** link.

Online

Enter the online session details and meeting URL.

HighLevel can hide the meeting link until the event begins or reveal it on a custom schedule.

Add organizer information

Provide the organizer information that attendees should see, including:

- organizer name;
- email address;
- optional phone;
- optional website;
- organizer image if desired.

Save the event

Click **Create event**.

The new event is saved as a **Draft** and is not public until it is published.

Fort Adams staff rule

Before publishing, have another staff member review:

- event title;
- date;
- time;
- timezone;
- location;
- registration type;
- ticket price, if applicable.

Official reference

HighLevel — How to Create and Manage Events

Revision #1
Created 2026-09-22 14:24:35 UTC by David Prata
Updated 2026-09-22 14:24:35 UTC by David Prata