

Events

12/03/2025 4:47 pm PST



Marathon cheer squads

Jan 4, 2023 @ 1:30pm – 3:00pm PST

Golden Gate Park, San Francisco, CA

Video available 30min before event

[Sign Up](#)



Caleb

Happy Wednesday!!! Can't wait to see everyone later today!



Nora

I'm pumped!!! 🙌



Yossi

Hello, when will the route be posted?



Juliette

Just posted the route and stops! See everyone tonight :)

Events help the group get together. Whether meeting virtually or in person, events on Heylo help everyone in the group gather to the same place at the same time.

Events on Heylo are organized and social. Members can find all the info they need to actually show up and reduce one-off questions. Visible RSVPs and event chat help members stay engaged, before and after each event.

Published group events are organized on the event tab. This tab serves as a centralized location where group leaders and members can access upcoming events, discover new events, or quickly refer to past events from the group. Events are automatically sorted chronologically for easy navigation. There are no limits on the number of events or the number of members who can sign up. Past events are automatically archived for easy retrieval.

Each event has dedicated tools to help bring people together:

- [Collect RSVPs](#)
- See who else is attending
- Add a [donation](#) option
- [Chat](#) with attendees via real-time event chat
- Add to personal calendars
- Navigate via [location](#), integrated with Google Maps

- Include details in the description with markdown
- Share a [video](#) link
- [Take attendance](#)
- [Sell tickets](#)
- [Make it repeating](#)
- Add [sign up questions](#) to collect specific info
- [Limit size with a waitlist](#)
- [Collaborate](#) with other groups

Heylo has the tools leaders need to host meaningful events and bring members together.

View events: Calendar and scroll to past events

There are two ways to view events on Heylo.

1) Calendar view. With calendar view, see all your upcoming or past events in a monthly calendar layout, organized by day. Access the calendar view by tapping the calendar icon at the top of the [events](#) tab.

2) Scroll view. Events are listed by time. With scroll view, navigate up and down to upcoming and past events. Use the "Today" action button to bring your view back to the current day. The scroll view is default. If in calendar view, tap the calendar icon to bring back scroll view.

Here are a few benefits to using Heylo's new event views:

Instant Overview. Tapping the calendar icon and you see a sleek, intuitive calendar layout. This view displays both future and past events in a classic monthly look. Reaching an event 9 months away is a breeze.

Event templates. Navigate to a past event to use as your next event template. It's a great way to leverage past descriptions and locations.

Seamless Navigation. Gone are the days of endless swiping to find an event from three months ago. With just a scroll up, you can travel back in time to revisit recent events. It's like having an event time machine at your fingertips.

Clarity for planning. Visualize your event calendar like never before, planning ahead with ease. See which days have events, which days don't, and optimize your planning as best for your group's schedule. Members can also peek into next month's activities without the hassle of scrolling.

Today at a Tap. Lost in the past? A quick tap on the "today" button brings you back to the present.

Event navigation is fundamental to getting together. Now with Heylo, event navigation is a breeze and your group is super-organized. Welcome to the new era of community building on Heylo!

Event chat

Event chats on Heylo provide a dedicated space for real-time communications with attendees. [Hosts](#) can reach everyone with real-time communications, and members can ask and answer their own questions. Whether planning logistics or sharing photos, event chat helps connect everyone before and after the event, without blowing up the full group communications.

When an event is [created](#) on Heylo, a unique event chat is automatically generated for that specific event. Hosts, [registered](#) attendees, [waitlisted](#) members, and those interested are automatically added to the chat. When active, the event chat is visible on the chats screen.

Event chat empowers attendees to connect with each other, ask questions, share updates and photos, and engage in conversations related to the event. It helps create a sense of community among event attendees and facilitates effective communication before, during, and after the event.

Auto-archived

Once the event concludes and there are no more messages for 24 hours, the event chat is automatically archived. This helps keep the group chats organized and focused on the specific event timeline. However, anyone can still access the chat history to revisit previous discussions and retrieve important information by going to that specific event and selecting the “chat” button.

Who can see messages in the event chat

Visibility of the event chat depends on the event settings.

[Private event](#): Only hosts and invited members can see and send messages

Group event: Everyone in the group can see messages. Only registered attendees can send messages.

Public event: Anyone registered to the event can see and send messages.

Who can send messages in the event chat

By default, anyone who hosts or registers for the event can send a message in the event chat. Admins and event hosts can restrict who can send messages under the "Advanced" event settings.

Create event

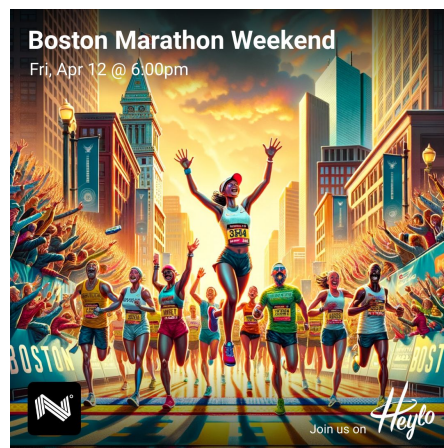
Events on Heylo are beautiful. They are filled with people, pictures, and chats. Heylo helps events come to life, encouraging registrations and ultimately further attendance.

By default, anyone in the group can create an event. Or, admins can restrict event creation to only other admins via [permissions](#).

To create an event:

1. [Sign up or log in](#). If this is the first event, first create a group.
2. Navigate to the group (you can navigate there from the top left drawer) and then select the appropriate group
3. Navigate to the “events” tab in the navigation tray
4. Select “Add event” on the top right
5. Add the name of your event as well as the time and date. The rest is optional!
6. Publish, and that’s it! All your members can join your event

Event cover photo



Event cover photos are the first impression and set the tone of an event. Heylo helps leaders quickly add a photo that puts the event first, without needing to leave the platform.

Leaders can add an event cover photo one of several ways:

1. **Generate with Heylo AI.** Use Heylo AI to generate a photo. The photo is unique to the event and custom-built for the group. It is designed to be uplifting, attractive, and enticing for members to join. And it’s built right into the event creation flow, so there's no need to jump across apps to get a great photo. Heylo AI not only prompts AI with the name of the event, but it also provides relevant, anonymized information from your group to improve the image quality.

2. **Upload from Album.** Access group photos with the album, and add the group photo that best reflects the event.
3. **Upload from Device.** Access the personal device to add a photo to the event.
4. **Take a Photo.** Use the device camera to take a photo and add it directly to the event. Only available on the mobile app.

In all cases, event cover photos are square dimensions.

Hosts

Event Hosts organize the event and serve as the primary point of contact for attendees. Plus, Hosts possess specific event-related controls that set them apart from attendees.

Host permissions

Hosts have admin privileges over the event. They cannot control other aspects of the group, but they can control tools around the event to help them lead it.

1. Edit
2. Export attendees
3. [Take attendance](#)
4. View [payments](#)
5. Delete

Host recognition

Host profiles are prominently displayed at the top of the event to recognize their contributions.

Events can have as many hosts as you'd like, and events can also have zero hosts. Hosts can be, but do not need to be, group [admins](#).

Registrations and RSVPs

Events can offer multiple registrations to give hosts and attendees maximum transparency and flexibility.

Custom registrations

Event [hosts](#) and [admins](#) can tailor the action word as best for their group. The default is "Going." A description can also be added.

Multiple registrations

Add additional registrations to organize members in advance. Event hosts and admins can set as many different registrations as they would like, and members can select the one that best fits them.

In addition, members can sign up as "Interested" to join the [event chat](#) but not register. Or they can select "Not going".

Default registrations

By default, an event has two additional registration options. Event hosts can toggle default registrations on or off, but default registrations cannot be edited.

Interested: Attendees can join the event chat and receive event updates without formally committing to join the event.

Not going: Invited members can inform the hosts and other attendees that they cannot attend. They do not receive updates.

Registration visibility

By default, when a member registers for the event, other members can see it. Visible registrations build camaraderie before the event, encourage sign-ups, reduce no-shows, and help members connect. Event registrations, however, are not visible to the public.

An admin or host can restrict attendance visibility to only allow registered members to see who's attending. When restricted, members of the group who have not yet registered cannot see other members who have.

Registration sorting

Event registration lists in Heylo are sorted alphabetically unless the event has [awaitlist](#).

For events without a waitlist, all registration lists including cancelled are sorted alphabetically by the attendee's full name. However, when an event has a waitlist, the confirmed registration list changes to chronological order based on registration timestamps (first come, first served) to

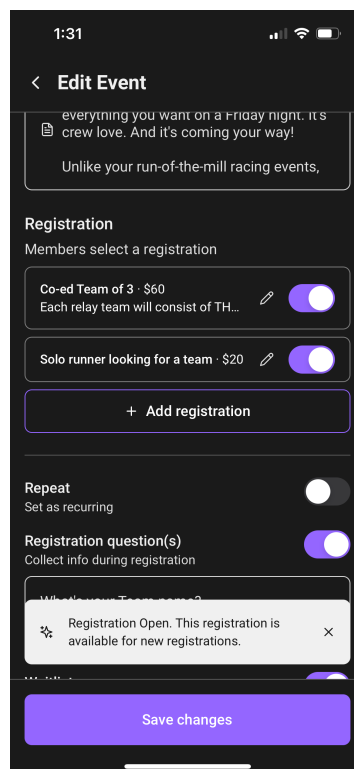
ensure fairness.

The "not going" and "cancelled" lists always maintain alphabetical sorting regardless of capacity settings.

Open and close registration

A host or admin of the group can close a registration after an event is published. When an event registration is closed, no one can sign up for the registration. Existing members who signed up for the registration can stay, but if they change their registration they cannot sign up again.

A closed registration can also be opened again. To send notifications about a registration update, publish the event and select the desired notification option.



Remove registration

As an admin, you can control the waitlist and registration. To remove a registration, long press on the attendees' name.

Team Registration

Team registrations enables a person to register for an event as a team instead of as individual. It's perfect for tournaments, group competitions, camping trips, board game nights, collaborative workshops, or any event where participants need to join as teams.

What Is Team Registration?

When team registration is enabled, each registration represents an entire team. The person who registers becomes the team captain and can invite teammates from your community to join their team. They can set their team name and invite other members of the group. A person can only join a team if they are already a member of the group - that ensures they have completed any [waiver](#) and/or [member questionnaire](#).

How to Set Up Team Mode

1. Create or edit an event [registration](#)
2. Toggle on **Team** — you'll see the option "Each registration is a team, instead of individuals."
3. Set team size limits:
 - **Minimum team size:** the fewest people required per team
 - **Maximum team size:** the most people allowed per team
 - Note, you can set a fixed number (like exactly 4 people) or a range (like 3–5 people)

How Team Registration Works

For Team Captains (the person registering)

1. Select the team registration type when signing up
2. Enter a team name (defaults to "[Your name]'s team")
3. Invite teammates from your community
4. Complete registration once the team meets size requirements

For Team Members

- Team members are automatically added to the event
- They receive event notifications and are added to the event chat
- They don't need to register separately

Best Practices for Team Events

Communication Tips

- Include team size requirements in your event description
- Let teams know what to bring or prepare
- Set clear expectations for the team captain's responsibilities

Registration Management

- Teams appear as single units in your attendance list
- [Check in](#) entire teams at once; each member earns a check-in on their [profile](#)
- Team captains can update their team before the event
- All teammates automatically receive event [updates and reminders](#)

When to Use Team Mode

Team mode works great for:

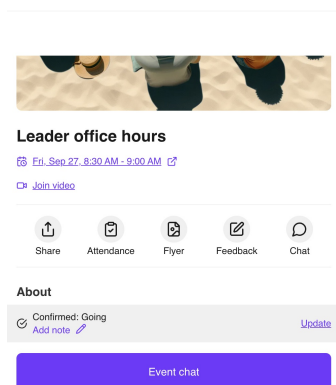
- Sports tournaments where teams compete
- Workshops or classes with group collaboration
- Volunteer events where teams take on different projects
- Games like trivia nights or board games
- Educational sessions with group projects

Things to Remember

- Only community members can be added as teammates
- Each person can only join one team per registration type
- The team captain manages their team roster
- All team members must meet any event requirements (like age or membership status)
- For paid events, the team captain handles the payment

Team mode makes it easy to organize group-based events and keep everyone connected. Try it out for your next collaborative event!

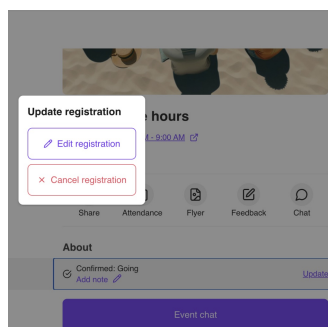
Update and cancel registration



Update and cancel registration: Free events

Members can change their registration to an event by navigating to the event and tapping "update" at the bottom. It is the label directly above the purple button.

Once selecting "update", a member has the option to edit or cancel their registration for free events.



Update and cancel registration: Paid events

For [paid events](#), the ability to edit or cancel a registration depends on the cancellation period of the paid event. [Event hosts](#) or [admins](#) can designate the cancellation period of the event. After the cancellation period has passed, the registration cannot be edited. It can be canceled, but there is no refund issued.

Guests

Enable guest registrations for your events on Heylo. With guests enabled, members can register for the event and sign up others. Guests empower members to bring their friends, colleagues, and family members without friction. Guests can supercharge the group, increasing inclusivity and transparency at events and increasing overall membership.

With guests enabled, Heylo will prompt members to register guests and input their guest's names. By using names, not numbers, guests become visible to others and further foster a sense of belonging. The visibility helps everyone get comfortable and break the ice before the event.

Incorporating guests into the Heylo ecosystem goes beyond mere registration. Guests are seamlessly integrated into all event functionalities, including registration counts, participant limits, and waitlists. A host can limit guests by registration type as well, allowing certain registrations to bring guests but others to remain restricted. For paid events, event hosts can specify a different price for paid guests. Note, guests do not need to register directly and therefore do not sign a [waiver](#) on Heylo. For [paid](#) events, guests cannot be added or removed after registration.

As always on Heylo, event hosts and group admins have ultimate control. Hosts can limit the number of guests or eliminate the guest option.

Examples:

- A family-oriented hiking group counts on guest registrations to include everyone in their adventures, ensuring even the youngest members without Heylo accounts are accounted for.
- A running club extends the camaraderie of its runs by inviting non-members to join their celebratory after-parties through guest invites.
- A neighborhood association utilizes the +1 option to broaden their community engagement for special events, making them more accessible and inclusive for partners

Steps:

1. Create a new event in your Heylo group
2. Head over to registrations and toggle on guests
3. Set a max number of guests, and add an optional price

4. Save and publish your events

Guests are another step toward helping leaders build impactful communities and help their members belong.

Draft events

Save events as drafts before publishing them. Saved drafts are editable by any [admin](#) in the group. Additionally, anyone designated as a [host](#) of that event can view and edit the event draft. Draft events are listed under “Pending” at the top of the [events](#) tab.

With draft events, admins and hosts have the flexibility to refine event details, seek feedback from leadership, and ensure everything is perfect before your event goes live.

Here's how draft events on Heylo can improve event planning:

1. Start planning in advance. Take your time to curate the perfect event experience without the pressure of an immediate release.
2. Co-host editing: Collaboration is the key to success, especially when it comes to event planning. With draft events, any event host or group admin can help get the event organized. They can fill out information like [location](#) or linking a [bank account](#), and provide valuable feedback to enhance the event experience. This collaborative approach ensures that all perspectives are considered, resulting in well-rounded and engaging events.
3. Collaborate with other groups: Event [collab](#) requests appear in pending events. An admin can accept or decline any collab request, right from Heylo.

My events

Everyone on Heylo can quickly access their events from the “my events” button. It is on the top right of Heylo with a calendar icon.

All events signed up or checked-in appear under “my events”. They are sorted chronologically by upcoming and past events. Tapping on an event will open that event with all the details of the associated event, like checking-in and navigation.

Leaderboard

Group attendance is summarized on the member's tab in a leaderboard. The leaderboard provides insight into who's coming to events the most.

Events are recorded by check-in. Your members can check-in, or you can take attendance, and

Heylo will automatically calculate a leaderboard each month as well as all time.

There are two views of the leaderboard:

- **All-Time Attendance:** See who has been consistently showing up and supporting your group over time.
- **Monthly Attendance:** Get a snapshot of attendance for the current month, helping you recognize and motivate active members.

How to use it

- **Engagement Insights:** Understand group attendance patterns and identify most active members.
- **Recognition:** Celebrate and reward top attendees, fostering a sense of achievement and community spirit.
- **Motivation:** Encourage friendly competition and inspire members to attend more events.

How It Works

1. **Check-in:** Members simply check in at events using the Heylo. Or, you [take attendance](#).
2. **Track Automatically:** The leaderboard automatically updates, displaying the top attendees.
3. **View:** Access the leaderboard anytime on the Members tab to see real-time attendance stats.

Get Started

To start using the leaderboard, just ensure members are checking-in at each event. Visit the Members tab to see who's leading the way in attendance.

Attendance, Check-ins and Milestones

Boost Engagement and Attendance with Heylo Check-ins!



Event Milestones



Kevin



Jas



Ry

Long Run

🕒 Sat, Oct 30, 7pm

245 Check-ins

Heylo increases event attendance and engagement with event attendance check-ins. When members attend an event, they can check-in (or a host can check them in), and they'll receive credit. By celebrating milestones and progress, members track progress, get recognized, and feel excited to keep showing up. Plus, leaders get insights into top-performing events, members, and aggregated data for partners or sponsors.

Why Check-ins Matter

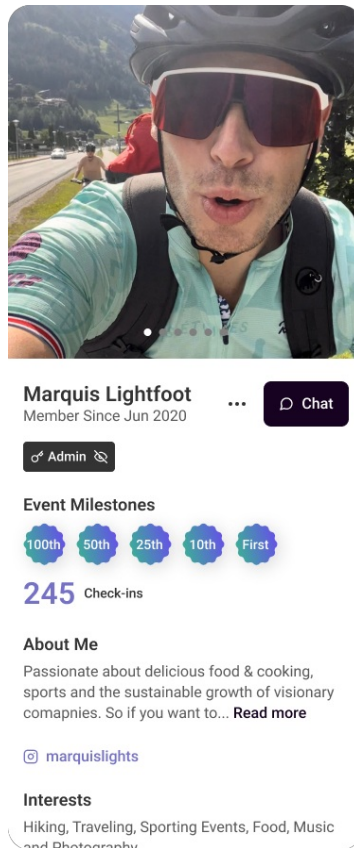
- **Show progress and build connection** – Everyone sees each other's progress, creating a shared sense of achievement.
- **Create excitement** – Reaching milestones is rewarding, and celebrating them together enhances the experience.
- **Foster belonging** – Milestones give new members a clear path to feeling like an integral part of your community.
- **Guidance for New Members** – New members can see milestone opportunities, encouraging them to join and engage with the community.

Real-World Example: Use check-ins to:

- Manage attendance
- Secure sponsorships
- Keep events free for members

[Read their story →](#)

Where You'll See Check-ins in Heylo



Heylo automatically highlights check-ins and milestones, helping your members see their accomplishments:

1. **Events** – Members with milestones appear at the top of event registrations, paired with your brand colors and milestone badges.
2. **Event Chats** – Milestones are announced in the chat so everyone can celebrate.
3. **Member Profiles** – Each member's check-ins and milestones are clearly displayed on their profile.
4. **Member Directory** – Quickly spot members who recently hit big milestones across all events.
5. **Group Tab** – Track your group's total check-ins and overall progress in one place on the leaderboard
6. **Activity Feed** – Milestones are displayed in the activity feed, providing recognition to milestone achievers.

Five Ways to Maximize Engagement with Check-ins

1. **Customize Milestones** – Tailor milestone levels (e.g., 1, 5, 10, 20, 25, 50, 100) to your group's unique goals. Only **admins** can customize milestones
2. **Encourage Check-ins** – Remind members to check in at each event and celebrate their

progress together.

3. **Give Shoutouts** – Recognize milestone achievers (especially first-timers) during or after events.
4. **Celebrate in Chats** – Use Heylo’s automated chat announcements to hype up each new milestone.
5. **Add Rewards** – Offer small incentives—like discounts, merchandise, or a special role—for those who reach milestone achievements.

How Milestones Work

1. **Attend Group Events:** Members participate in events organized by the group.
2. **Check-in on Heylo:** Members check-in to events via the Heylo app.
3. **Complete the Milestone Event:** Attend the specified number of events
4. **Access Milestone Badge:** After the event ends, the milestone badge is added to their achievements and is visible in the group tab on Heylo.

Automatic and Cost-Free

- **No Cost to Leaders:** Milestone badges and cards are generated automatically by Heylo, eliminating the need for leaders to spend hours on design.
- **Timely Delivery:** Badges are delivered immediately as the event ends and the milestone unlocks, ensuring a seamless and timely celebration. [Hosts](#)

Check-in availability

Members can only self check-in to an event 24 hours after the event ends. [Admins](#) and [hosts](#) can check-in any member anytime before or after the event starts. The check-in list is sorted alphabetically for easy member search.

A group [admin](#) can turn off the ability for members to self check-in under the group [permissions](#).

Reminders and notifications

Heylo ensures all members have access to the key information to join events. When [hosts](#) create a new event or edit an existing one, they can save it silently or announce it to the group.

Canceled events are communicated across all channels. Deleted events are reserved for mistakes and are quietly removed.

When an event is created or updated, members can see through several methodologies to ensure no one misses critical info:

- **Event badges:** When new events are published within your group, Heylo uses event badges to draw attention to them. On the events tab, new events are marked with a "new" badge, indicating that they are recently added. Once a member has viewed the event, the "new" badge is removed. The events tab also provides a count of new events, making it easy to stay updated on the latest additions to your group's event calendar.
- **Notification center:** Every person on Heylo has a personal notification center located at the top of the app or desktop interface. This centralized hub serves as a summary of new activities within the group. When there is recent activity, such as new or updated events, the notification center receives a badge notification. This feature ensures that people can quickly access the latest information about events without having to navigate through various sections of the app.
- **Email:** Everyone who signed up for the group AND members invited by email but has not signed up yet will receive an email notification about a new event at the discretion of the host.
- **Push notification:** If the member has signed up and installed the mobile app with push notifications enabled, they will receive a push notification when a new event is created.

Host and admin reminders

Every Sunday, ahead of [email newsletter](#) distribution, admins will receive a reminder if there are upcoming events for the week. [Hosts](#) will receive a reminder 24 hours before the event.

24 hours before the event, [hosts](#) are reminded to share event [Instagram promotions on social media](#).

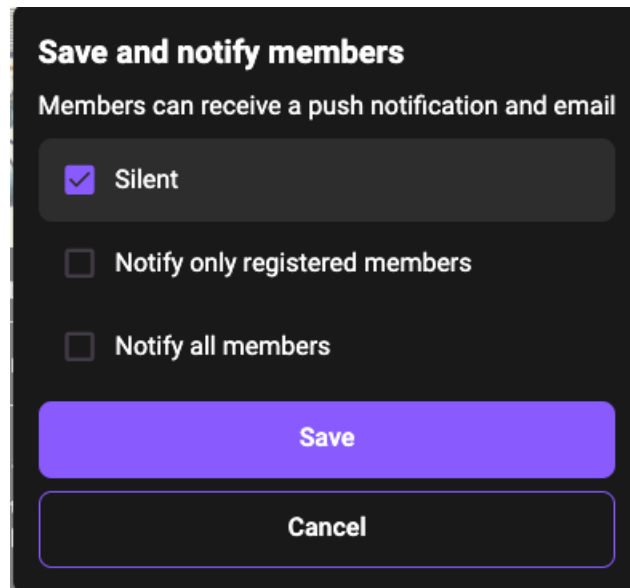
Attendee reminders

Members with the mobile app installed can receive [push notification](#) reminders. 24 hours before the event, and then 30 minutes before the event, attendees receive a push notification reminding them of the event.

Updates

Either an admin or a host can update an event. Upon saving the updated event, select how to notify

members. Notifications can be sent to just registered members, or all members in the group.

A screenshot of a mobile app dialog box titled "Save and notify members". Below the title is the text "Members can receive a push notification and email". There are three options, each with a checkbox: "Silent" (checked), "Notify only registered members" (unchecked), and "Notify all members" (unchecked). At the bottom are two buttons: a red "Save" button and a grey "Cancel" button.

Save and notify members

Members can receive a push notification and email

☒ Silent

☐ Notify only registered members

☐ Notify all members

Save

Cancel

Email newsletters

Every Sunday, all events in the group are aggregated into an automatically generated email newsletter. It is distributed automatically on Sunday afternoon to all signed-up group members as well as [invited members by email](#). Members can [control email settings](#) or unsubscribe anytime, and admins can turn off the newsletter via the admin settings.

Admins can receive a draft of the email newsletter in the admin settings by selecting “newsletter” and then “preview.”

The email newsletter contains key information about upcoming events to entice members to sign up, including:

- Name
- Photo
- Preview of [attendees](#)
- Action button to sign-up

Selecting the sign-up button will bring the member to the event page, where they can sign-up in one tap (or create an account and sign-up in two taps).

Each week, upcoming events in the group are aggregated into an automatically generated email newsletter. It is distributed automatically to the audience selected by admins (for example, current members, [invited](#) members, or past members). Recipients can control their email settings or unsubscribe anytime, and admins can turn off the newsletter via the admin settings by unselecting all audiences.

Admins can receive a draft of the email newsletter in the admin settings by selecting “Newsletter” and then “Preview.”

Customize newsletter schedule

Customize when the weekly email newsletter is sent to members. Select the day and time that best fits your group’s rhythm — whether that’s early in the week to drive RSVPs, or just before a weekend event. This gives leaders greater flexibility to plan communications around your calendar and maximize engagement.

By default, newsletters are sent on **Monday morning**. To adjust the newsletter schedule, go to **Group admin settings → Email Newsletter**, then select your preferred send day and time.

Control who receives the newsletter

Admins can also choose which audiences receive the newsletter. This includes:

- **Current members**
- **Invited members**
- **Past members**

Use **Group admin settings → Email Newsletter** to toggle these audiences on or off, so the newsletter reaches the people you want to re-engage.

What the newsletter includes

The email newsletter contains key information about upcoming events to entice members to sign up, including:

- Name
- Photo
- Preview of [attendees](#)
- Action button to sign up

Selecting the sign-up button brings the member to the event page, where they can sign up in one tap (or create an account and sign up in two taps).

Google and search engine integration

Every event has a dynamic event page. It can be indexed on Google and search engines as well. When indexed by Google, it is listed in the special Google Events Search and brings new prospective members to the group.

In addition to the name of the group, event basics are displayed publicly such as the event name, date, time, photo, hosts, and [location](#). [Attendees](#) are not displayed.

To index group events in Google search, set visibility in group admin settings to public.

Alternatively, if the event is Members Only, it is not shown on the [group profile](#), not indexed by Google or search engines, and remains private to all members in the group. No one can join the event without being explicitly invited or existing members of the group.

Public events

Control event visibility

Event hosts can control who can see and register for the event by using the visibility settings. There are three options:

- **Private:** Only members with a specific role can see and sign up for the event. This is great for exclusive or invite-only events.
- **Members only:** All members of the group can sign up for the event, but non-members will not see the event listed. This keeps it limited to your existing group members already on Heylo.
- **Public:** The event is visible on the group profile and indexed on Google Search. Both members and non-members can register for the event, making it ideal for marketing to a wider audience.

Public events

Both members and non-members can easily sign up for your events. You can decide if you'd like non-members to also join your group, or just register for the event. When non-members sign up for a public event, they still must complete any [member questionnaire](#) or [waiver](#) before completing their registration.

To host a public event so non-members can join without becoming members of your group:

- When creating an event, set **Sign-Up Access** to "Event only." This allows anyone with the event link to register without needing to join the group.
- If the group has a waiver, non-members will be prompted to complete it during registration, ensuring everyone's safety.
- Non-members will have access to the full event details and can join the event chat, fostering engagement and connection.

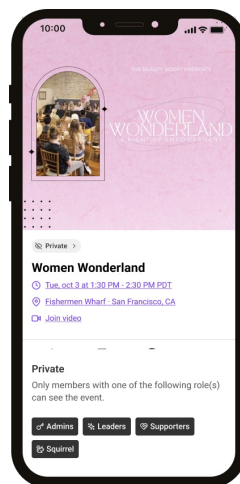
- To [hosts](#) and [admins](#), you can see who is a "Non-members" on the attendee list, making it easy to manage attendance.

Promoting public events

1. Use the "Public" visibility setting so your event is discoverable by anyone searching online.
2. Share the event link widely in your marketing efforts, such as social media, email newsletters, or community boards.
3. Encourage attendees to sign up early, complete the waiver if required, and join the event chat to stay informed.

Public events on Heylo are a fantastic way to reach new members while keeping everything organized in one place.

Private events



Some events are best suited for only select members. Leadership team dinners, board meetings, and games with advanced players require an additional level of privacy that goes beyond the full group.

Group leaders can create exclusive events accessible to only selected members. Private events are restricted by [role](#) - only members with that role can see and sign up for the event. And indeed the event stays private - without the role, members cannot see the event or join the [event chat](#). Private events ensure that some get-togethers remain focused and more intimate.

Private events help you also stage event rollout. Start with your event as private to give priority access by role, then make it public over time.

Benefits of private events:

1. **Enhanced Privacy:** Private Events ensure that sensitive or niche topics can be discussed in a secure, closed environment.
2. **Targeted Engagement:** By creating events for specific segments of your community, you can ensure more meaningful engagement and participation.
3. **Increased Value:** Exclusive events can add a sense of prestige and value to your community, making membership more desirable.
4. **Flexibility in Community Building:** Tailor your events to meet the needs and interests of different subgroups within your community.

Use cases for private events:

- Roll out events to a handful of members first, and then to the broader group
- Leadership meetings
- Games for advanced players
- Thank you dinners for coaches
- Exclusive events for paid members

How private events work:

1. Use roles to organize your members
2. Create an event and change the [visibility](#) to Private
3. Add the roles you'd like to participate
4. Publish event! Messages in the event chat are private only to members on the role

Event invites

Events are the most popular way to grow a group! Every event has a dedicated invite link, personalized by the sender. The invite link can be copied, or shared via the same methodologies as [a group invite](#).

When a recipient opens the link, they see not only the event basics but the [profile](#) of who invited them as well. Personalization increases conversion and drives more attendance and engagement around the event.

Feedback for hosts and admins

Members can submit feedback directly to [group admins](#). Feedback is not a review; it is a testimonial or real-time suggestion to help improve the group.

Feedback includes a star rating and a comment for the group admins. A member can choose to

submit feedback anonymously with their name withheld for sensitive cases as well. In addition, a member can choose whether their feedback can be shared with others outside of the group as well.

Members can submit feedback in several ways:

1. After every [event](#), there is a button on the event details to submit feedback.
2. On the group tab, members can submit feedback anytime.
3. When [leaving the group](#), members can complete feedback.

There is no limit to the number of feedback submissions. Feedback is vital to keeping groups healthy and secure.

Event descriptions

Use the **Description** box to tell members what to expect—schedule, gear, meeting spot, anything that helps them show up ready.

Formatting You Can Use

- **Bold:** Use double asterisks `**` around the text.

Example: `**Bring water**` becomes **Bring water**

- **Bulleted list:** Use `-` or `*` followed by a space at the start of each line.

Example:

```
- Sunscreen
- Snacks
```

- **Numbered list:** Start each line with a number and a period. The numbers will auto-count.

Example:

```
1. Check in
2. Warm-up
```

- **Link:** Use the format `[label]()` to create a hyperlink.

Example: `[Trail map]()` becomes [Trail map](#)

Paste or type the symbols exactly as shown—Heylo turns them into clean, readable formatting as soon as you save.

Tip: Keep it short. Members skim on mobile, so lead with the essentials and use lists to break up details.

You can edit or remove formatting at any time by updating the event description.

Location

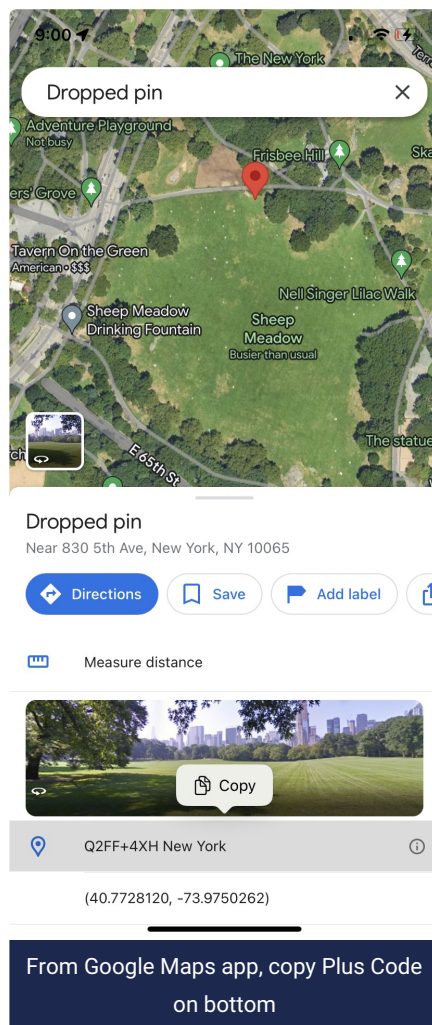
On Heylo, there are two ways to help attendees find an event location.

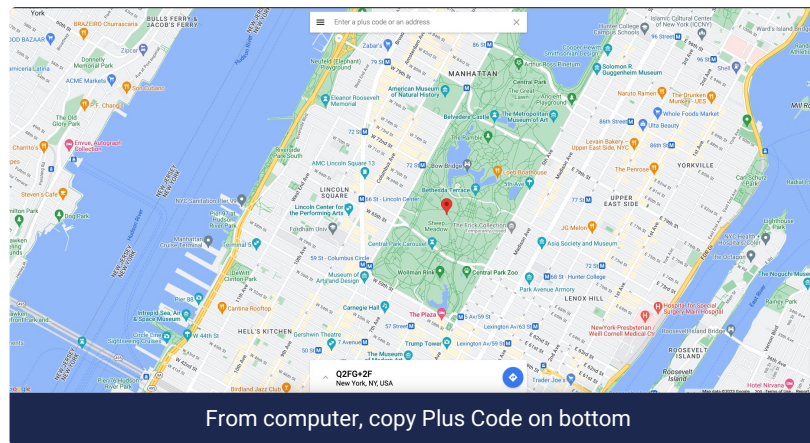
Add a location for navigation

First, a map location can be added to an event. It is a specific latitude/longitude location that is integrated with mapping services for easy directions and navigation. When creating an event, search for the specific location from the location search box.

Some events require even more specificity. Navigating to "Central Park" can be misleading! To select a more specific location on Google Maps, copy the "Plus Code", and paste the Plus Code into the location input in the Heylo event.

1. To get a Plus Code, open the Google Maps app or <https://plus.codes/map>
2. Select the desired location
3. Copy the Plus Code at the bottom of the screen
4. Paste the Plus Code in the Heylo location input





Add location details

Additionally, hosts can also add a note on location. The extra context can help a member navigate to the event. For example, when a group meets in a restaurant, the host can designate the “table upstairs to the left”. The label is appended to the front of the event address for everyone to see.

Using both location fields cuts down on duplicative questions for hosts about where to actually meet.

Hide location

Toggle the "hide" location button, and location is only visible to members who register for the event. Members who haven't registered, waitlisted members, or people who view a public event, will not be able to see the location until registered.

Virtual Events and Video Links

Heylo makes it easy to host virtual events by allowing every event to include a video link. This feature ensures a smooth and secure experience for both hosts and attendees. Here's a detailed guide on how to use and manage video links for your virtual events on Heylo.

Hosting Virtual Events with a Video Link on Heylo

When creating an event on Heylo, add a video link (or a physical location) directly to the event details. This link will be the virtual meeting point for your attendees. It can be a link to any video conferencing platform you prefer, such as Zoom, Google Meet, Microsoft Teams, or any other service that supports a shareable link.

Controlling Video Link

Event [hosts](#) and admins control whether the video link is visible to attendees. The visibility can be edited

- **Visible:** By default, the link is shown to all [registered attendees](#) on the event page.
- **Hidden:** Hosts can toggle off visibility in the event settings if they don't want the link to appear to non-registered attendees.

This flexibility helps reduce spam, protects recurring or reusable links, and gives hosts peace of mind.

How to Update the Video Link

If you need to change the video link before the event:

1. **Navigate to the Event:** Access your event on Heylo.
2. **Edit Event Details:** Navigate to the event details section where you initially added the video link.
3. **Update the Link:** Replace the old link with the new one.
4. **Save Changes:** Ensure you save the changes to update the event details.

Tips for a Smooth Virtual Event

- **Test the Link:** Before your event, test the video link to ensure it works properly and that there are no issues with access.
- **Communicate with Attendees:** Remind your attendees using [Announcements](#) or [Event Chat](#).
- **Provide Clear Instructions:** Include any necessary instructions for using the video conferencing platform in your event details on Heylo or in a pre-event communication.

By following these guidelines, you can ensure a secure and efficient virtual event experience for all your attendees on Heylo.

Time zones

Heylo supports all time zones across the world. When creating an event, hosts can designate the time zone when they set the time. Time zones are personalized by attendees depending on the time of their local device. So, if an event is set in the Eastern time zone, and a member is traveling on the west coast, that member will see the event in west coast time with the correct time and date. Time zones on Heylo ensure everyone, no matter where they are, can show up to the right place at the right time.

Add to personal calendar

Heylo makes it easy for members and hosts to add events directly to their personal calendar.

When an event is added, it will include:

- The **event name**
- The **date and time**
- A **link back to Heylo** for the latest event details

How to Add an Event to Your Calendar

- **From Web:**
 - Tap the event's date and time.
 - Choose your preferred calendar (Google Calendar, Outlook, or Apple Calendar).
 - Save the event to your calendar.
- **From Mobile App:**
 - Tap the event's date and time.
 - Grant calendar permissions (if prompted).
 - The event will be added to your system calendar.

Adding When Registering

When a member registers for an event, they will also be prompted to add the event to their personal calendar.

Notes

- Any event can be added to a personal calendar at any time by tapping its date and time.
- Once added, the calendar entry does **not stay automatically synced** with Heylo. To see updates or the latest details, use the Heylo event link included in the calendar entry.

Search

If your group has many events, search can help filter the list. Search runs across the name of the event. If you are looking for the Sunday BBQ, you can search "BBQ" and all the events with that name, including the Sunday BBQ, will appear.

Priority access

For membership groups, priority access can be granted to provide certain group members special access to certain events. When enabled, the members in the [membership plans](#) set with priority access can interact with the event before the remaining members.

Priority access can be used to provide benefits to a membership including:

1. Early [sign-up](#): If an event is popular and has a [size limit and waitlist](#), priority access members can sign-up and secure their spot before it becomes available to the broader members.
2. Exclusive events: Priority access can also create exclusive events for priority access members only. This could be reserved for VIPs, special guests, or members of specific organizations or communities. The event remains visible to all members, but only priority access members can sign-up.

Events with priority access enabled can still be viewed by all members; however, the action button to sign up for the event is locked. To unlock it, they can sign up for the appropriate priority access membership.

Waitlist

Certain events require a maximum number of participants. Events with limited seating, or a game with a limits on number of players, for example, need a maximum participation limit.

With Heylo [events](#), an [admin](#) or [host](#) can set a participation limit for the event. Attendees can [register](#) on a first come first serve basis, and everyone who registers, regardless of registration type, is added toward the size limit. The size limit does not include hosts or "interested".

Once the size limit is reached, anyone over the limit is added to a waitlist and the [event chat](#). If someone can no longer attend and changes their registration, the next member is added to the registration list. They automatically receive a [push notification](#) from the mobile app and email to their inbox. The waitlist is visible to everyone so popular events remain transparent and fair.

Waitlist size caps can be edited anytime after an event is published (but before the event starts). Waitlists are automatically updated. For example, if there is an event with a 20-person cap and 10 on the waitlist, and the cap moves to 25, the first 5 attendees can move up.

Any host or admin can adjust the waitlist order by long-pressing on the the attendee's name and adjusting the order. No one is notified of changes to the waitlist order.

Paid events and waitlists

When a paid event has a [waitlist](#) and a member [registers](#) on the waitlist, they must add [payment info](#).

If the member comes off the waitlist before the cancellation period, then they are charged according to the cancellation period terms.

If the member comes off the waitlist after the cancellation period, then the member must be [checked-in](#) at the event to complete payment.

[See how paid events work on Heylo.](#)

Guests and waitlists

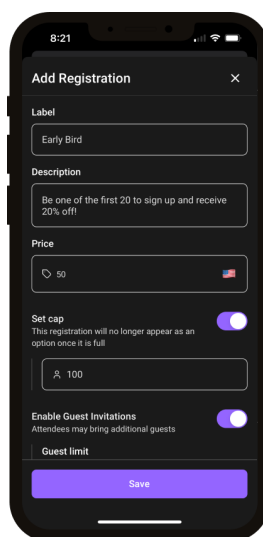
If an event has a waitlist, and the next attendee in line includes guests, Heylo will ensure there is adequate space before adding the entire party. Each party is treated as a single unit, meaning they will only be approved and notified once there is enough room for everyone in their group. For example, if one member cancels and the next attendee on the waitlist has a guest, Heylo will wait until another cancellation occurs to accommodate both the attendee and their guest. If the second cancellation doesn't happen, Heylo will not notify the attendee and their guest, as there isn't enough space for the whole party to join.

As a reminder, hosts and admins can manually adjust the waitlist order to prioritize smaller parties or make other changes as needed.

Check-ins and waitlists

Members on a waitlist cannot check themselves in. However, they can be checked in by a host, admin, or leader with event management [permissions](#).

Registration caps

A screenshot of a mobile application interface showing the 'Add Registration' form. The form is titled 'Add Registration' with a close button (X) in the top right corner. It contains several input fields and toggle switches. The 'Label' field has 'Early Bird' entered. The 'Description' field has 'Be one of the first 20 to sign up and receive 20% off!' entered. The 'Price' field has '50' entered with a dollar sign icon and a US flag icon. There is a 'Set cap' toggle switch which is turned on, with a note below it: 'This registration will no longer appear as an option once it is full'. Below this is a 'Guest limit' field with '100' entered. At the bottom is a 'Save' button.

Events on Heylo can have [multiple registrations](#). [Hosts](#) can add a participant cap for each registration. Once people register and the cap is hit, the registration automatically closes and is no

longer visible to new prospective attendees.

A host can close any event registration at any time. When a host sets a registration cap, the registration automatically closes when the cap is reached. Hosts can publish their event and rest assured that if they only have space for 20 people in a registration, no more than 20 can register.

Caps can be set across multiple event registrations as well. For example, if the event has a \$50 Early Entry registration and \$75 General, limit Early Entry to the first 20 registrations. Or, remove the [waitlist](#) and just limit attendance via registration cap.

Set a cap

1. Create or edit an event
2. Navigate to Registrations
3. Tap the default “Going” or custom registration
4. Toggle on cap

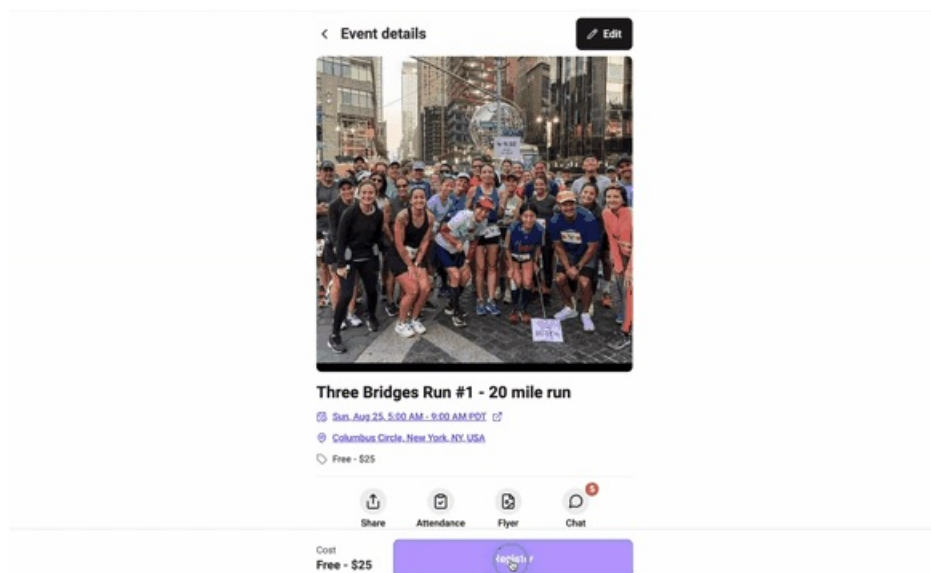
Caps can be added to existing events, or edited anytime after an event is published. Registration caps are separate from an event [waitlist](#) which limits participation in the event holistically.

Registration restricted by role

Reward members with event registration by role

Heylo helps hosts organize event attendees by [registration](#). Instead of just one “GOING” option, hosts on Heylo can add multiple choices. Hosts have used multiple registrations from picnics to running races, for example, by asking who’s running vs. spectating.

Hosts can restrict an event registration by [role](#). Only members who have the role can join. It helps leaders better control their events and upsell important benefits of the group. Each registration can be restricted by role, and the roles can be added or removed by registration.



How group leaders use roles with registrations

- Grant discounts to a paid event for memberships or volunteers
- Provide early access
- Add a VIP experience to certain members of the group
- Differentiate registration for members and non-members of the group

How it works

1. [Create your event](#)
2. Add or edit a [registration](#) and select a role under "Restriction"
3. Publish event
4. Add or remove roles anytime as your event approaches. Perfect for offering early access to certain members or leaders

Visibility

If a member has the role and the registration option is open, they can register for the event.

If the member does not have the role, it is only visible to members if the role is linked to a [paid membership plan](#). The restricted registration remains visible to members and Heylo helps upsell the membership. If the role is not linked to a paid membership plan, the restricted registration is not visible to those who do not have the role.

Heylo empowers group leaders to take control of their events and reward their members as best fits their group and culture. Tools that offer flexibility helps leaders customize Heylo and unleash creativity!

Recurring, repeating, and duplicating events

Events on a regular cadence can be automatically scheduled on Heylo with recurring events. Recurring events have the same event information such as name and photo, but the date automatically updates per the selected frequency.

On Heylo, recurring events do not populate more than two at a time. For example, if there is a weekly recurring event, members only see the upcoming week's event and the one after that. Listing events in perpetuity reduces the need to collect sign-ups and engage with other members around the event.

To set a recurring event, toggle the recurring button when creating a new event and select the frequency. Current frequencies include:

- Weekly
- Biweekly (every other week)
- Monthly (Same weekday pattern, e.g., 2nd Tuesday)

For monthly recurring events in Heylo, when there's a 5th week situation, the system automatically falls back to the last occurrence of that weekday in months that don't have 5 weeks.

For example:

- If your event is on the 5th Tuesday of January
- February only has 4 Tuesdays
- The event will occur on the 4th (last) Tuesday of February

The event doesn't skip to the next month with a 5th week - it adapts to use the last available occurrence of that weekday in every month.

Recurring event creation time

Recurring events do not appear immediately upon creation. Instead, every night at **12:30 AM Pacific Time**, Heylo will check the system and duplicate the events. If only one event exists in a recurring series, the system will automatically create the next one by duplicating the most recent upcoming event.

Example:

You create a weekly event on a Tuesday afternoon. That first event will appear on the calendar right

away. The second event will automatically appear the next day (Wednesday) after 12:30 AM PT. Members will only see the next two events at a time, even if the series continues beyond that.

To make local edits to only one event, edit the most recent upcoming event. To make edits to all future recurring events, edit the second event in the series. The second event acts as the template for future replication. Any changes made to that second event before the nightly job runs will be carried forward to the next event.

If the recurring toggle is turned off or the series is otherwise paused or deleted, the system will detect that the series has been terminated and stop generating new events.

For events with a longer cadence, like quarterly or annually, duplicate a past event. Duplicating events keeps all the event information pre-populated, and the date and time can be updated as needed.

Integrate with Instagram and social media

Heylo creates unique content for every event to share on social media and help promote the event. Heylo automatically creates event content with the correct date and time, and it can be accessed by anyone in the group, whether it's members, hosts, or admins. Everyone gets high-quality content and can share it with their followers.

To get event content, tap the "Stories" button on your next event, and Heylo will automatically generate a photo or video with the upcoming event details. Content includes the event date, time, photo as well as the group name and logo. Choose between square and vertical formats so the content looks good on Reels, Stories, or any other platform. Event content can be shared directly to your Instagram (you can still make edits before posting), or it can be downloaded to the local camera roll.

24 hours before the event, event hosts will receive a [reminder](#) to post-event promos on their stories to get the word out about the upcoming event.

Sign-up question

When members [sign up](#) for an event, the host can set a question or multiple questions to collect information about the attendee. The question is prompted right after signing up, and anyone can edit their response. Responses are saved in the event attendee list for all to see. Admins can [export them to a spreadsheet](#) as well.

Event hosts are asking questions that help them plan and engage their members:

- "Do you have any dietary restrictions?"
- "What's your height?"
- "What's your dog's name?"
- "What's your 1-mile pace?"
- "What's your team name?"

With a question on your sign-up, Heylo helps get the responses.

Collaborations and adding multiple groups to events

Event collaborations on Heylo empower groups to share an event together. Collabs allows groups to come together, pool their resources and efforts, and host big events that make a huge impact.

Groups who collab on an event in Heylo share the event across the groups. That means everyone in each group gets one set of event details, one list of attendees, and one [event chat](#) to communicate. [Hosts](#) can rest assured that there is one surface to update and a centralized way to [reach all attendees](#) across all groups. Attendees can immediately meet other members of the group and use the same communication channel to connect with each other. There is no limit to the number of collab groups.

Here are a few examples of successful collabs on Heylo:

- [Women on Wheels](#) and [Brothers on Bikes](#) collab on regular social rides
- [Midnight Runners](#), a global running group, hosted a collab event across all their groups and brought members from SF and Mexico to Los Angeles for a big anniversary
- Running groups across San Francisco organized one big run to celebrate global running day

To create a collab:

1. Start by [creating an event](#)
2. Under "Groups", select "add group"
3. Select the groups you wish to add the event to
4. Publish the event, and the admins of the invited group will be notified
5. One of the admins can accept the event
6. The event is automatically added to the group that accepted the collab
7. That's it! All members of both groups can sign up to one event, meet other attendees, and share logistics and photos after in one event chat.

Permissions

- When an event has collaborators, only the event [hosts](#) and the primary group can manage the event
- When the event permissions require new members to join the event and group, new members join the primary group only

Export attendees

Group admins can export event attendees of any event into a CSV file. The CSV file can be opened in Google Sheets, Microsoft Excel, or any other spreadsheet software.

The export includes export fields as well as any [sign-up question](#) they responded to.

To export a list of attendees, admins can select “export” from the edit menu option in the top right of any group event.

Paid event tickets

Collect money in advance with paid event tickets on Heylo.

Leaders use paid events on Heylo to organize volleyball tournaments, running challenges, brunches, parties, and family picnics. Not only do the extra resources enhance the event experience, but payment in advance also reduces no-shows. Paid events hold everyone accountable and help members show up.

Furthermore, all events on Heylo, paid events are social. Members can see who is [hosting](#) and [attending](#), and the [event chat](#) builds momentum before the event starts. Making group events social on Heylo typically increases payment volumes beyond leader expectations, especially when paid events are utilized in an active group.

On Heylo, leaders collect money anytime before the event. Members sign up with [payment info](#), and then their payment info is billed at the designated event collection time. The timing can be controlled by setting a cancellation period as described below.

Payments are [paid out](#) to the linked bank account.

Creating a paid event

To create a paid event, add a price to the event [registration](#). You can offer multiple registrations with different prices. A member can only sign up for one registration.

Multiple prices help make the event more accessible and increase revenue.

Here are ways groups use paid events:

- **Donations.** Offer a donation option to collect voluntary contributions for your event! Members can opt to donate and pay the higher amount.
- **Premium.** Add a “VIP” or higher-end experience for members who want to join and receive extra benefits
- **Member benefit.** Drop your price for members and add a higher price for the general public
- **Add-on.** Don’t stop once the event ends! Use an add-on to keep bringing people together, whether it’s an after-party or post-event meal.

The event host can decide who pays the fees for the event. If the group absorbs fees, the exact event price is the final price paid. If the member absorbs fees, the member pays the listed price plus service fees, and the group receives the exact event price upon payout.

A [bank account](#) must be linked for the paid event to be published.

Cancellation period and refunds

The host of the event can determine the cancellation period for the event. The cancellation period is set when the payment is collected. For example, if an event is at 6:00 pm with a 12-hour cancellation period, payments from [signed-up attendees](#) will be collected at 6:00 am that same day. To collect payment immediately, set a payment cancellation period greater than the time to sign up for the event.

A member can change their event sign-up any time before the cancellation period without charge. After the cancellation period, sign-ups cannot be changed and the event becomes non-refundable (learn more about [guests](#)). Anyone who signs up after the cancellation period is charged immediately. If an admin needs to make an exception, and they can issue a [refund](#).

By default, events have a 12-hour cancellation policy prior to the start of the event.

Early bird tickets and changing event price

Event hosts can change the price of the event over time. Members are charged for the price at the moment in which they sign up which gives the host ultimate control over event pricing.

For example, if a host wants to encourage early sign-ups, they can use an early bird pricing structure. The event can start at \$10 per ticket, and then increase to \$20 at the host's discretion. Anyone who signs up at \$10 is charged \$10 no matter the cancellation policy.

Once an attendee [signs up](#) for a paid event, an admin can adjust the price for that specific person on an individual basis until the cancellation period expires.

Signing up for a paid event

When a member signs up for a paid event, they must have valid [payment info](#) for their account. A preauthorization charge confirms their payment amount. Thereafter, their card is charged according to the payment terms of the event.

Paid events are the ultimate way to ensure attendance and deliver a great experience for members.

Paid events and waitlists

[See how waitlists work with paid events.](#)

Event donations

Keep events free while funding your community

Event donations give leaders a simple way to collect financial support during [event registration](#)—no extra links, no awkward asks—while keeping every event open to everyone who can't pay.

Enable event donations

1. [Create](#) or edit an event.
2. Toggle **Donations → On**.
3. Choose a suggested amount and range
4. Connect your [bank account](#) if you haven't already, and **Publish**.

Members can donate

During event registration, members will see a sliding-scale donation prompt. Drag the donations bar to the desired amount. All payments collected. To skip, simply press the "Not now" button. Donations do not prohibit registration.

Fixed donations

With sliding scale donations using the Heylo event donation feature, donations require a minimum of \$1 gap in ranges. Alternatively, consider a [multiple registration](#) option with a free and fixed payment option.

Tickets and donations together

You can enable donations **in addition to** [paid tickets](#). Attendees first choose their ticket tier, then see the donation slider before checkout—perfect for upsells or “pay-it-forward” contributions.

Cancellation and refunds

If an event or an event registration is [cancelled](#), there is no refund for the event donation. Group admins can [refund](#) payments as needed.

Fees and payouts

Event donations are subject to [standard fees](#). In all cases, fees are absorbed and paid out according to Heylo's [payouts](#).

Event photo albums

Event albums collect and organize photos and videos from an event. Attendees can easily access photos to download and share to social media.



Automatic Sourcing

After the event, registered attendees receive a notification to contribute photos and videos to the album. Any member of the group can add up to 90 items at a time. There is no limit on file size.

Accessible

Once content is added, other attendees are notified. Anyone in the group can access the album from the event and browse through the collection. Photos can be viewed in a gallery view or full screen and navigated by swiping left and right. Heylo works on any device, so sharing across iPhones, Android phones, tablets, and computers is pain-free. Photos and videos retain their original quality, and the uploader receives photo credit. Content is automatically sorted by recency.

Branded sharing

When shared from the album, Heylo automatically adds the event and group branding to the photo. Not only does the stamp make the photo official, it also attributes the photo back to the event and group and helps grow the community.

Deletion

A group admin or host can delete any photo from the event album. Any member can delete the photo that they uploaded.

Event chat integration

Photos shared in the event chat are automatically added to the event album. Event chat is updated if there are photos added to the album, but photos are not added to the chat. They remain in the album.

Organized by date

Event albums are stored by event and sorted by date for easy navigation.

Embed events on website

PRO ⓘ Embedded events requires a Heylo Pro subscription. [Learn more here.](#)

Display a live calendar of your Heylo events directly on your own website with a single code snippet.

Events inherit your site's fonts and colors, shows real-time registration counts and host details, and updates instantly whenever you add or edit events in Heylo—no manual edits required. Because it surfaces your public events, visitors can review details, [register](#), or join without leaving your page, driving higher visibility and attendance while keeping your calendar perfectly in sync.

Why embed your Heylo event calendar

- **Uplift your website** – Showoff all your upcoming events, with registration counts, hosts, and event details.
- **Maintain your branding and design** – Heylo events will adopt your font and colors to keep the look and feel of your site.
- **Streamline onboarding** – One-click registration for your members from your site. Each event has a separate registration link.
- **Save time** – No need to manually update your website's events. Add your embedded events once, and your website's calendar stays up to date. No need to update cancellations or other details.

Event visibility

Leaders can control whether events in their Heylo group appear on their website or not. Each event has an event setting to designate the visibility with only public events on the site.

Only public groups on Heylo can utilize embedded website events.

How it works

- Navigate to group admin settings from the group tab
- See Website embed section
- Generate code snippet
- Copy code snippet
- Paste into website builder*

*Works with any Squarespace, Shopify, Wordpress, or other website builder. Note, the “preview” on Squarespace will look misformatted when previewed, but will look perfect once published!
