

My proudest content moments - Eventbrite edition

Nadia Ibanez

NadiaIbanez.com + NadiaWanders.com

Driving empathy-based + human-centered design since 2006



Hi there! I'm Nadia and I'm honored you're reviewing my proudest content moments while working at Eventbrite.

During my 2+ years owning Ads and Marketing Tools content, I worked on 50+ projects and experiments. From UX copy, marketing campaigns and landing pages to content strategy, I owned it *all*.

Take a walk down memory lane and please enjoy my proudest content wins.

An overview of the content I owned

The end-to-end Ads experience

Check out our [landing page](#)

Set a duration

Decide the start and end date of your ad campaign.

The **default timezone** is UTC so keep this in mind when setting your ad's duration. We'll need 24-48 hours after you launch to make sure your ad meets our [Ad guidelines](#).



Insider tip: Most tickets sell within 14 days of an event. Run your ad for at least 4 weeks for the best performance.

Why should I run my ad for at least 4 weeks?

This gives us enough time to get the word out about your event, target the right people in your location, and show your ad on top places across Eventbrite.

Product experience

Frequently asked questions

[View all](#)

What are Eventbrite Ads and where do they appear?

Eventbrite Ads help you reach new audiences. Your events are shown more prominently across the Eventbrite website and iOS app. We promote advertised events on relevant Eventbrite search results, our homepage, popular categories, and more.

How is Eventbrite Ads different from other Eventbrite Marketing Tools?

Eventbrite Ads promotes events across the Eventbrite website and iOS app. These events are suggested to people who are searching for things to do on Eventbrite. Eventbrite Marketing Tools allow you promote your events by email, Facebook, and Instagram.

Eventbrite Ads spend is not included in a marketing tools trial or plan.

How do I know if my event is eligible for Eventbrite Ads?

Eventbrite Ads is currently in beta testing. Only a selected portion of Eventbrite creators can promote their events with Eventbrite Ads.

Events must follow our [Eventbrite Ads guidelines](#), and not contain any prohibited content. Additionally, your event must:

- Be public, and not set to private
- Include an image
- Be online (in the US, UK, Canada, or Australia) or located in one of our covered areas. These cities include Atlanta, Austin, Baltimore, Boston, Charlotte, Chicago, Dallas, Denver, Houston, London, Las Vegas, Los Angeles, Melbourne, Miami, New York City, Orlando, Philadelphia, San Diego, San Francisco, Seattle, Sydney, Tampa, Toronto, Vancouver, and Washington DC.

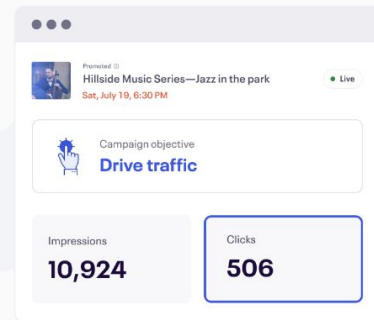
Additional cities will be released soon.

How does billing work?

Every campaign requires a daily budget that you set before launching. You'll be charged on the first of the month for the previous month's ads. For example, if you run

What else is new with Eventbrite Ads?

We're always working on improvements to the Eventbrite Ads experience. Here are just a few of the recent updates that we think you're going to love.



Campaigns for recurring events

Launch a single ad campaign to promote all the events in your series and reach new audiences across the world's top event discovery platform.

Ads in even more places

Promoted events now appear on event category pages, in addition to getting higher placement on the top areas where people discover events—Eventbrite search results, homepage, iOS app, and more.

Improved reporting dashboard

We leveled up our reporting, making it even easier to track how your ad increases impressions and clicks for your events.

More impressions for every ad

We've improved our algorithm to drive more impressions at a lower cost, so

FAQs and Help

Email campaigns

From Beta to graduation

Eventbrite Ads

If you're about to advertise on our global marketplace where millions of people search for things to do, we'll give your event top placement, and help you sell more tickets.

Select an event

Open Studio Chicago: Workshop 1 Interior Design

Build your ad

Your ad's impressions vary by your campaign's duration and budget.

Duration

Starts

3/12/2022

Ends

3/19/2022

Daily budget

\$10

\$15

\$25

Customize

Estimated ad reach: 12,000-24,000

Payment method

Card details

Your card number

MM/YY

CVC

Save payment method

At \$15 a day, your maximum ad spend will be \$285.

Your final invoice amount is dependent on the exact number of impressions your ads receive.

Ads are charged on a monthly basis. You'll be charged on July 1 for campaigns running from June 12-June 30.

Preview

We'll show your ad on relevant search results, our homepage, emails and more. You can view how it would look [here](#).

Preview

Be Boudier: SF's Best 70s Psytrip and 1960s Night

Be Boudier: SF's Best 70s Psytrip and 1960s Night

Be Boudier: SF's Best 70s Psytrip and 1960s Night

Be Boudier: SF's Best 70s Psytrip and 1960s Night

Location

We'll show your ad to potential attendees within an approximate 20-mile radius of your event.

Map

Frequently asked questions

View all

What are Eventbrite Ads and where do they appear?

How does billing work?

Is my event eligible?

Share feedback

Launch your campaign

Before

Before I could get my paws on content, marketers and product owners created a simple flow that lacked education, explanation, and in-the-moment tips.

After sifting through user feedback and poking holes into project plans, I created a masterpiece—an information-driven flow that empowered and encouraged advertisers through the finish line.

I put content in the right places to anticipate drop-off points and redirected readers to more information where applicable.

Ad objective

Choose a marketing goal for your ad campaign.

Increase awareness

Show your ad to a wider community.

Drive traffic

Get more people to click on your ad.

Duration and budget

Provide a couple details to start building your ad.

Campaign schedule

Starts

09/03/2024

Ends

01/21/2025

Daily budget

\$15

\$25

\$50

Custom

Targeting

Set a duration

Decide the start and end date of your ad campaign.

The default timezone is UTC so keep this in mind when setting your ad's duration. We'll need 24-48 hours after you launch to make sure your ad meets our [Ad guidelines](#).

Insider tip: Most tickets sell within 14 days of an event. Run your ad for at least 4 weeks for the best performance.

Why should I run my ad for at least 4 weeks?

This gives us enough time to get the word out about your event, target the right people in your location, and show your ad on top places across Eventbrite.

Define your budget

Your budget helps determine how many people see your ad.

Insider tip: Increase your budget and pair it with a specific objective for the two weeks before your event to attract the most people.

How much should I spend?

For the best performance, we recommend a budget you can sustain for at least 3-4 weeks.

Consider increasing your budget the last two weeks before your event so we can show your ad to as many interested people as possible.

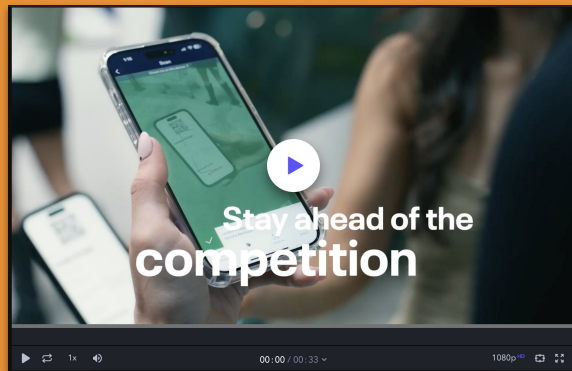
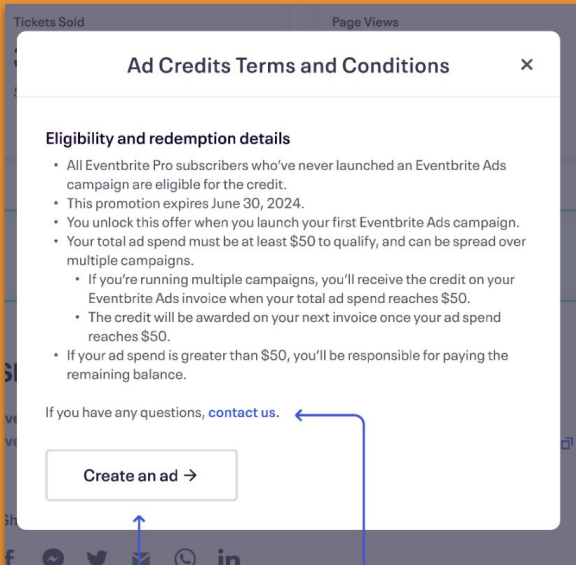
After

...and everything in between

From explaining complicated terms and legalese, to writing UXR scripts and interviewing customers, I had my hands on all content that touched Eventbrite Ads.

I even wrote content for an Ads commercial, and did some voice over work! Check out the video [here](#).

I'm proud to say that **my content work contributed to +\$7M in annual revenue and boosted conversion by +54%.**



Interview Script for Repeat Advertiser

Introduction + Consent (2 minutes)

Welcome and Introduction: Briefly introduce ourselves and the purpose of the interview.

- "Thank you so much [name] for taking the time out to talk about your experiences with Eventbrite Ads. Everything you share today will help us understand how advertisers use our product, and give us suggestion on how to improve the product for the future."
- **Consent and Recording**
 - "For note-taking purposes, is it ok that I record today's session? Your comments will be confidential and we'll just use the recording for analysis purposes."
 - **If no**, end interview.

Warm-up (5 minutes)

- Briefly tell me about the types of events you host.
 - a. How frequently do you host events?
 - i. **If very few** (less than 3-5 events), "Tell me a bit about the cadence of your events, is it because they're seasonal, extra special and limited, or something else? (Try to infer about the gap in between last campaigns and present day.)"
 - ii. if a regular advertiser, move on when necessary
 - b. How many people usually attend your events?
 - i. **If a lot of attendees**, you can ask about their brand following/recognition while getting better idea of their experience. For example, "Do you get a lot of repeat attendees?"
- How do you currently advertise your events to build awareness?
 - a. What tools do you use to advertise your events? What are your overall thoughts on those methods/tools?
 - b. Reference the platforms they checked off in the screener. "You told us earlier that you use [FB and TikTok Ads], can you tell us a bit how they're working for you when it comes to building awareness of your events?"

Repeat Advertiser Deep Dive

Let's chat about how Eventbrite Ads became part of your advertising and marketing plan.

- Follow up questions:
 - How long have you been using Eventbrite Ads?
 - What's the biggest difference you experienced since using Eventbrite Ads as it relates to your event's popularity or ticket sales?
 - Can you tell us a bit about the first campaign/first couple of campaigns you launched?
- If 1st campaign was **positive**,
 - What positive experiences from your first campaign lead you to launch another campaign?
- If 1st campaign was **negative**,
 - What were some of the deciding factors that led you to launch another campaign?

Performance metrics and wins:

- How do you measure success when it comes to advertising on Eventbrite?
- Can you share any special anecdotes of a success you had with Eventbrite Ads?
 - (Maybe if they're really eager and excited, suggest a future case study)

Campaign setting behaviors

Ok, now let's talk about some of the specifics about your recent campaigns. We'd love to know more about your decision-making process.

- On average, how much do you spend a day on your campaign?
 - Have you ever increased or decreased your daily spend? If so, why?
- Which campaign objectives have you used in the past?
 - How did you decide which one to optimize for? Did you ever switch objectives mid-campaign?
 - What types of success did you experience?
- How do you decide how long to run each campaign?
 - How soon after you create an event do you run an ad campaign?

More campaign creation

- Have you noticed the recent changes to the campaign creation design?
 - If yes, what stood out to you about how Eventbrite Ads was re-designed compared to the previous design?
 - If no, show prototype of new redesign and get any initial thoughts
- What were your impressions when it came to the level of difficulty for using the new design?

Project 1: Reimagining tone of voice

Background

Before Content Design became a pillar at Eventbrite, all words were written by marketers and product owners. There wasn't cohesion between marketing assets nor user experience, so a lot of work was done on our team to create content frameworks, tone spectrums, and product-specific content strategies..

One of my first projects was a deep-dive into the Eventbrite tone of voice. After taking amazing lessons on tone at Facebook, I wanted to apply the idea of a tone spectrum to our product work.

The original set of tones used before our team assembled was simple, friendly, and intuitive. I believed our products deserved a fresh perspective and leaned into empathy and conversational content.

My role and our process

I matched up with another Facebook alum on my teach and reached out to marketing/product stakeholders were interested in dissecting content opportunities. We assembled cohorts and discussed current content, competitors with a better brand identity, and dreams for a better product.

After distilling hours of workshop recordings and dozens of sticky notes, our team came up with recommendations that would not only create a more human-feeling product, but also actual opportunities where we could experiment with better content. Check out our presentation [here](#).



The end result

Informative

We tell users what they need to know in a clear, straightforward way.

Helpful

We offer expert tips and advice to make our users' journeys easier.

Welcoming

We embrace our users with open arms, and make sure they feel valued.

Encouraging

We acknowledge when users need support, and we provide it to them efficiently.

Playful

We sprinkle joy into the user experience at appropriate times to keep the mood light.

Celebratory

We celebrate our users' wins with them, and inspire them to dream bigger.

Project 2: Applying new tone to Ads

What happened next?

Implementing new tone types for Eventbrite Ads

As the content owner of Ads and Marketing Tools, I wanted to test out empathetic and enthusiastic tones with a community-minded voice to make our tools more approachable.

I wanted to change the mindset of our product and marketing team and make content more about our users and their experience using our platforms, rather than showing off what our products did.

If I shifted content to better resemble our users' experience and journey, I predicted that our products would be more trustworthy and we could convert more "lookers" into "advertisers".

Here's where I landed:

Celebratory (and inclusive)

With varying levels of advertising experience, writing for a novice and veteran advertiser was a constant. Our tone was encouraging and celebrated moments of achievement.

Welcoming (and outcome-focused)

Instead of touting our capabilities, we focused on how an advertiser would benefit from investing with us. We showed users how we could help them build a following of like-minded, excited event-goers.

Celebratory (and community-minded)

We highlighted the connections made with fellow event hosts, along with the ticket buyers on our platform. We highlighted locality along with industry trends, and encouraged advertisers to have pride in joining our global marketplace.

Where Ads content started

The marketing team shipped bland and generic messaging and landing pages, which didn't incite much action and touted capabilities more than how our platform was different and excelled others.

MESSAGING

Value Props

Get more visibility where it counts

Create ads that showcase your business in high-traffic places on Eventbrite and tap into the world's largest events destination where millions discover things to do

Reach your ideal customers

Reach event-goers most likely to buy your tickets using Eventbrite's exclusive events data for placements

Easy advertising for every budget

Promote your events without the hassle. Set up an ad in a few clicks and have full control of your advertising costs.


- 83 million event-goers in 2021
- 1 in 4 tickets sold are through EB-Driven surfaces
- FB and Google Ads platforms are notorious difficult to set up or to understand your results

eventbrite Boost

Promote an event

Marketing Tools

Dashboard | Email Campaigns | Share on Social | Paid Social Ads | Eventbrite Ads (Beta) | Instagram Growth | Promo Codes | Settings


**Attract more event-goers with Eventbrite Ads**

Put your events in front of more people searching for similar experiences on Eventbrite.

[Learn more](#)

Your next event is in 50 days.

Use these tools when promoting your events to sell more tickets



Fri, Dec 1 at 12 AM GMT

Mixology Mayhem

☐ **Share on social**
Add your event to Facebook directly from Eventbrite

☐ **Send an event announcement**

REACH NEW AUDIENCES WITH EVENTBRITE ADS

Get better placement

We'll show your ad on our most-visited areas across Eventbrite, like search results, iOS app, and homepage.

Advertise in a few clicks

Where I applied our new tone

From new feature announcements to helpful hints, I looked for places across the product journey to meet the reader where they were in their event lifecycle.

I called out specific actions that our platform could help out with to show ease, empathy and understanding.



New! Promote your recurring events with Eventbrite Ads 🎉

Whether you host weekly cooking classes or frequent wellness classes, promote all of your events in one campaign with Eventbrite Ads.



Get more people to your events with a free trial of Eventbrite Boost



Reach attendees with engaging email campaigns

Promote events or reach out to say "thanks." We'll help you organize contacts and **design custom emails**



Strategize your marketing game plan

Schedule social posts or use our recommendations for **better audience targeting** and the best time to share



Leverage event data to inform future goals

Get insights on ad returns, email engagement, and ticket sales with our **performance reporting tools**

No credit card required

Design your ad



Upload up to 10 different images and capture the attention of more people. You can [preview your ad's placements](#) before you launch.



A picture is worth a thousand...clicks?

Research shows that 82% of attendees find images of an event's atmosphere helpful for decision-making.

I played with cheerful tones with festive upsells and reminders

October

Run date: Turn on now, turn off Oct. 31



Let's get these end-of-year parties started!

Now's the time to launch a campaign to build awareness for your seasonal events.



Jingle bells and more ticket sales

Gift yourself the most successful holiday season yet with a targeted ad campaign that boosts attendance to your event.

November

Run date: Turn on Nov 1, turn off Nov. 15



Don't miss out on this peak ticket-selling window!

Now's the best time to advertise your end-of-year experiences. Don't miss out on one our busiest months for events, and launch a campaign today!

Run date: Turn on Nov 16, turn off Nov. 30



Be the star this holiday season

Stand out from the crowd with an end-of-year ad campaign that sets your event apart.

Run date: Turn on Nov. 20, turn off Dec. 31



Start 2024 off with a bang 🥂

Hosting a New Year's Eve event? Launch an ad campaign now to attract even more attendees.

December

Run date: Turn on Dec 1, turn off Dec. 15



Put a bow on your holiday marketing

Wrap up the year with an ad campaign to drive attendance to your end-of-year events.



Keep it merry and Brite this season

Connect with your audience and spread some holiday cheer with an ad campaign that gets more eyes on your events.

Project 3: Reimagining a better onboarding experience

Our first marketing onboarding flow felt a little safe and stale



Make the most of your event marketing with Eventbrite Boost



Power your growth

Take the guesswork out of email and social media marketing with Eventbrite's intuitive and all-inclusive tools



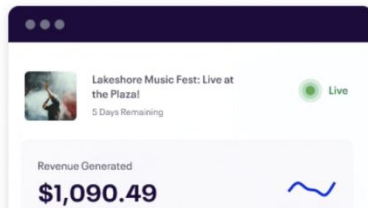
Less hassle

Our tools pre-fill your event's details to build, launch, and automate campaigns in just a few steps



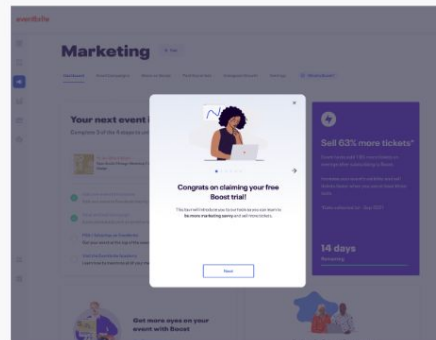
Data-driven targeting

Increase ad performance, email engagement, and ticket sales using our proprietary data to target new attendees

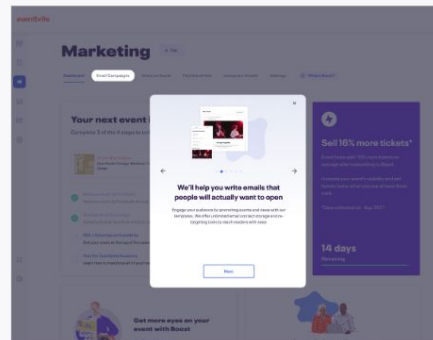


LEGACY EXPERIENCE - BOOST SUBSCRIBERS

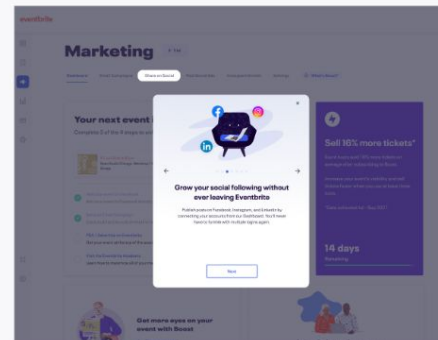
Welcome



Welcome-2



Welcome-3



Curious about the marketing tools you can access?

[Learn more about Eventbrite Boost](#)

Meeting our users where they were

By using strategic storytelling, I encouraged my teams to see our tools within our customers' journey. I applied our tool suite within the actual event marketing lifecycle to better tell our story and sell the product.

For onboarding flow content actuals, please check out the [Appendix](#)



Get more people to your events with a free trial of Eventbrite Boost



Reach attendees with engaging email campaigns

Promote events or reach out to say "thanks." We'll help you organize contacts and **design custom emails**



Strategize your marketing game plan

Schedule social posts or use our recommendations for **better audience targeting** and the best time to share



Leverage event data to inform future goals

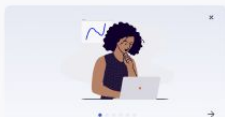
Get insights on ad returns, email engagement, and ticket sales with our **performance reporting tools**



SPICY CONTENT UTOPIA - MORE SOCIAL CONNECTION

1. INTRO

onboarding tour ...



Marketing your events just got way easier

Check out our favorite marketing tools that'll help you grow your community and bank accounts.

Let's get started!

2. MESSAGE YOUR AUDIENCE (EMAIL)

onboarding tour ...



Craft instant email campaigns with AI

Let us do the heavy lifting (and writing) for you. Use the **Write my email** tool and we'll generate your event's details.

Thanks, robots. What's next?

3. SHARE WITH YOUR FOLLOWERS (SOCIAL)

onboarding tour ...



Leave your social anxiety at the door with sharing tools

Share events to your online community in fewer steps, and watch engagement skyrocket (like reactions and shares) with our social social tools.

Yes, please! What's next?

4. REACH NEW AUDIENCES (EB ADS)

onboarding tour ...



Advertise on Eventbrite and tap into a new market

With Eventbrite Ads, put your events in front of people searching for experiences like yours. Set goals, preview your ad, and launch in a few steps.

Lead the market, what's next?

5. SELL TICKETS & DRIVE ATTENDANCE (PROMO CODES)

onboarding tour ...



Treat loyalty like royalty with exclusive promotions

Create surprise hyperby emailing followers with special discounts and early access to your events.

Own the marketplace

6. CLOSE

onboarding tour ...

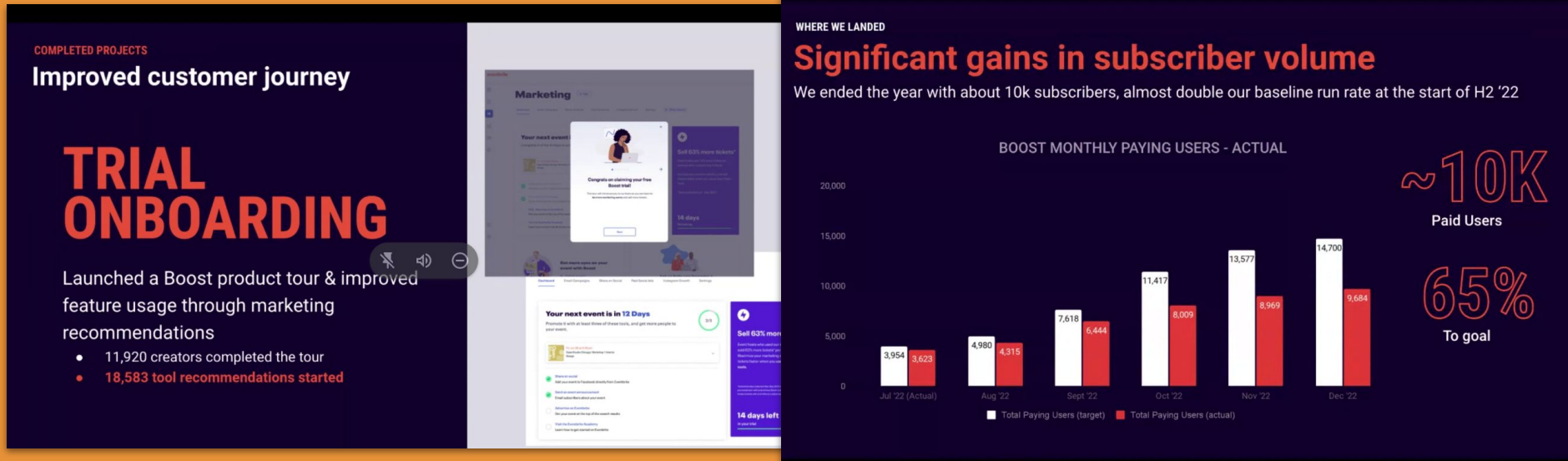


Ready to launch some campaigns?

We'll keep making it easier to effectively market your events, as you continue to build your community and sharing your passion.

Let's go!

...and the results spoke for themselves



Sami Harvey 8:36 AM
pssst hi!

i saw this stat somewhere and thought you may want to add it into your "things ive done data" stash

Henry's team attributed 4k additional subscribers in H2, or \$1.7M annual recurring revenue. This team far exceeded their original team goals: 4k subscribers (goal: 3k), and 61k trials (goal: 18k).



Nadia Ibanez 8:47 AM
wow!

Project 4: Campaign objectives


What I designed

Ad objectives

Campaign objectives tailor your ad experience to help reach your marketing goal.

Increase awareness

Show your ad as often as possible on Eventbrite to maximize your reach and increase impressions.

 **Just for you:** Since you've got some time before your event, we recommend you **increase awareness**.

Drive traffic

Show your ad to people most likely click on your ad based on their previous actions.

New!

Introducing campaign objectives on Eventbrite Ads



Increase awareness by showing your ad to a wider community.



Drive traffic by showing your ad to people likely to click.

[Start your campaign →](#)



New feature popups

Campaign objectives tailor your ad's visibility to your marketing goals.



Choose increase awareness to:

Show your ad as often as possible on Eventbrite to **maximize your reach and increase impressions**. This objective is best for spreading the word about your event.



Choose drive traffic to:

Show your ad to people who will most likely **click on your ad** based on their previous actions. This objective is best if you're trying to increase ticket sales. Research shows that ticket sales increase the days leading up to an event.

Informational sidebars

Educational moments

Eventbrite Ads

Introducing Campaign Objectives

Beta

Set your campaign objective



Increase awareness



Drive traffic

Select campaign duration

Starts

8/3/2023

Ends

8/18/2023

Pick your budget

\$15

Event organizers have different goals for their advertising. Some are looking to build their brand and reach new audiences, while others mainly want to drive engagement with their event listings and get them closer to purchase.

To help you achieve your specific advertising needs, we've launched the ability to optimize your **Eventbrite Ad** campaigns to either increase awareness or drive more clicks – giving you more control than ever.

[Achieve your goals](#)

Marketing comms

Our results

Key Wins + Results

Lauren + Adam

- Last week we officially launched multiple Ad Objectives to 100% of traffic, we saw a **+13% increase to campaign conversion rate!**
- Completed a **Fix It Sprint** to reduce tech debt and bug backlog
- Locked down permissions in Retool to allow us to grant wider access

What we launched

Multiple Ad Objectives (launched 9/13):

What we did + What we learned: We launched both a Reach (impressions) and Traffic (clicks) based objective so creators can decide how their campaigns are optimized and ensure that their optimization aligns with the event lifecycle. We launched an AB test to 50% of traffic on 9/6 and saw a **+13% increase to conversion rate**. We then expanded this to 100% of traffic on 9/13. We are seeing the increase in conversion rate sustained over time (at **25%** vs. 20% overall), and see that 80% of creators select the "Traffic" objective while 20% select "Reach".



Carly Montez 🍌 8:03 AM

Happy Friday! Wanted to provide an early report on the [Ad Objectives GTM email](#) that was sent on Wednesday morning (9/20).

- **Email engagement is strong**, comparable to the last Recurring Events product launch email (🍌 32.2% open rate, 1.6% CTOR), with previous advertisers engaging at a higher rate than those who have never used EB Ads (37.4% open rate, 2.4% CTOR 🍌).
- As expected from a product launch that doesn't increase eligibility in the same way that recurring events did, the **conversion rate is lower**. So far 14 creators that opened the email have created 15 campaigns after opening the email.
- **Early learning** 📖: The version with the static header image is driving a slightly higher CTOR than the GIF header
- 📝 I will provide **another update next week** once I have more comprehensive results.

(edited)

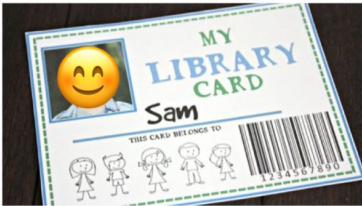


Bonus Project: Pridelings blogs

In addition to owning content for two different product pillars, I was on the leadership team of our internal Pride committee, Pridelings. I helped coordinate and host events and wrote thought pieces, which were shared enterprise-wide.

Understanding and Respecting Gender Identity and Expression at Work

 **Nadia Ibanez**
Published Apr 23, 2024 (Edited Jun 14, 2024) • 4 min read



An image of an imaginary library card with someone's name and photo on it

Remember getting your first ID card as a kid? Whether for your local library or school, having your photo and name printed on that card felt special, didn't it? That piece of plastic wasn't just a tool for identification; it was *recognition of your unique identity*.

As adults, our sense of identity continues, especially in diverse social settings like the workplace. Recognizing and respecting identities is crucial for *fostering an inclusive culture that values everyone*. This is particularly true for understanding gender identity and expression.

Gender terms to know

(Since we just completed Harassment Training, this should be a nice refresher.)

Everyone has a gender identity and expression. It's how we all perceive and present ourselves. Gender identity is how someone internally experiences their gender, which might not necessarily match the sex assigned at birth. Gender expression, on the other hand, is how an individual presents their gender outwardly through their actions, dress, and demeanor.

Here are some key terms to familiarize yourself with:

- **Transgender:** Someone whose gender identity doesn't align with the sex they were assigned at birth. Transgender people might identify as male or female, or they might not subscribe to the binary gender norms, identifying instead as non-binary.
- **Cisgender:** Someone whose gender identity aligns with the sex they were assigned at birth.
- **Non-binary:** A term used by people who do not identify exclusively as male or female. They might identify as both, neither, or a combination.
- **Agender:** Someone who identifies as having no gender.
- **Gender fluid:** Someone whose gender identity can vary at different times.

The topic of identity is for everyone, not just for those who are visibly transgender or non-binary. I had a great chat with fellow Pridelings and friends Caroline Schumate, Implementation Specialist for Ads, and Rebecca Duke, a former Bug Triage Engineer, about gender expression. Rebecca brought up a great point about misgendering and the harm it could cause.

"If you think it's just easier to play it safe and use they/them pronouns if people appear 'androgynous' when in reality they actually use gendered pronouns, that doesn't feel good either," Rebecca said.

"It's almost like you're 'ungendering' them instead of misgendering them. Pronouns are not decided by what people look like. [When you don't respect the pronouns people use,] it can negate people's identities."

Respecting gender identity at the workplace

At Eventbrite, where authenticity and diversity are core values, understanding these aspects of identity can help form better relationships with coworkers, regardless if they identify as queer or not. Here's how you can be a good ally:

- **Make your pronouns visible:** Add your pronouns to your Slack profile, email signature, and Zoom profile. This helps to normalize the conversation about gender, making it easier for everyone to share their own pronouns without discomfort.
- **Be proactive:** If you're hosting a large meeting, or having a 1:1 with someone for the first time, announce your pronouns and invite others to do the same. Or, take Caroline's recommendation and check if pronouns are listed on their Slack or work profiles. "That 10 to 15 seconds of research can have a huge impact in showing that you're recognizing someone's identity," Caroline said.
- **Correct politely:** If someone is misgendered in conversation, gently correct the mistake. This creates a respectful environment.
- **Embrace inclusive greetings:** Avoid referring to people as "ladies and gentlemen" or even "guys" when addressing groups of people. Try alternatives like "Hi team," "Hello friends," or any other gender-neutral pet name you prefer. This shift in language makes people in the room, whether out or not, feel much more included, while also building a sense of camaraderie.
- **Say their name:** If you're unsure or uncomfortable using they/them pronouns, call someone by their name (and make sure you're asking about proper pronunciation if you're unsure).

How to be a year-round ally to the LGBTQ+ community



Nadia Ibanez

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An image of a rainbow with the text "Love is Love" in the middle. Photo by Yoav Hornung on Unsplash

Pride Month is here, and there are countless ways to experience and support local LGBTQ+ communities. From parades and festivals to themed events, Eventbrite helps promote Pride events worldwide.

I had the wonderful pleasure of chatting with Eventbrite organizer [Shay Fox](#) about her business, their Pride programming, and how we can all support LGBTQ+ communities beyond Pride month.

Shay co-owns [Julia's on Broadway in Seattle, Washington](#), home to the state's longest-running drag show. They sell [tickets on Eventbrite](#) for their weekly events, ranging from burlesque karaoke to a Disney villainess-themed Sunday brunch.



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"We're not a 'gay establishment' if that makes sense," Shay said during our chat. "We're queer owners of a minority and LGBTQ-operated business. This is a safe place for anybody, and you don't have to be LGBT to fit in."

Julia's is a staple in the Capitol Hill neighborhood. On June 30, for the 50th anniversary of Pride in Seattle, Julia's will take over their street corner and extend its restaurant seating into the street. They'll host their show inside while local queens perform outside on their community stage.

Allyship Beyond Just a Rainbow Sticker

Shay emphasized the need for genuine, year-round support for all LGBTQ+ businesses. "For Pride month, allyship doesn't just mean putting on a rainbow costume or buying merch with a rainbow sticker on it," she said. "It's a way to participate and educate yourself through an experience. Come out, support your local drag queens, and see what we do."

We continued our conversation about allyship in the modern day.

"I think it's a huge common misconception that being an ally means speaking up. As someone who's part of the LGBTQ community, I didn't realize that until the BLM movement. When I asked a friend how I could be a better ally, he simply said, 'Shut up and listen.'"

"It's not your soapbox to stand on. Just be there, support, and listen," Shay continued. "Ask questions, and don't debate the answers you get."

How to Be a Good Drag Show Guest

The queer community loves to put on a good show, so I asked Shay if she could share some drag show etiquette. In case you go to a drag performance this month, here are her favorites tips on being a good guest:

- Tip your queens and entertainers. "Tips show us you're enjoying what we're doing," Shay said. "Don't throw money at them (unless they request it). You can hand it to them or 'make it rain' by showering them with dollar bills."
- Have fun and drink (if that's your thing), but don't get belligerent. "It's never fun as a performer to have someone drunk and wild dancing in the aisles when we're doing our numbers," she said. "Dance in your seat or your area. Just don't get in the way."
- Don't body shame queens with your comments. "I've heard people tell my performers, 'Oh, you did so great for a big girl' or 'If you can do that on stage, anyone can.' You may think you're giving a compliment, but your words can be cringey." Instead, say something like, 'I love your costume and hair.' Think about what you say to a performer before you say it.
- Enjoy the art and what you're being presented. Be kind.
- Don't touch the entertainers unless given permission. Period.

Eventbrite is hosting a ton of Pride-themed events this month (and throughout the year) in cities worldwide. [Check out this list](#), and feel free to share your experiences and photos on the #pridelings slack channel!

THANK YOU!

Nadia Ibanez

NadiaIbanez.com + NadiaWanders.com

Appendix

