

Menu**GETTING STARTED****What is AddEvent?**

AddEvent is the #1 Add to Calendar service on the internet, trusted by 400,000+ companies. It helps you share events, collect RSVPs, run subscription calendars, and embed calendar tools on your website - so your attendees never miss a moment.

GETTING STARTED**How does AddEvent work?**

AddEvent works in four steps: create an event in your dashboard, share it using a button, link, landing page, or widget, your audience clicks once to add it to their personal calendar app, and their device handles reminders automatically...

[Read full answer](#)

GETTING STARTED**Is there a free plan?**

Yes! AddEvent's Hobby plan is free forever. It includes 100 Add to Calendar clicks, 20 RSVPs, and 20 calendar subscribers per usage period. No credit card required to get started.

GETTING STARTED**How long is the free trial?**

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Which calendar apps does AddEvent support?

AddEvent works with all major calendar services: Google Calendar, Apple Calendar, Office 365, Microsoft Outlook (desktop), Outlook.com, and Yahoo Calendar. Any calendar that supports iCal (.ics) files is also supported.

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Do I need coding experience to use AddEvent?

No coding experience required for most features. Buttons, RSVP forms, and embeddable calendars all install with a simple copy-and-paste snippet. Developers who want deeper control can use the AddEvent API.

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What is a 'usage period'?

A usage period is the monthly billing cycle for your account. It starts on the day you create your account and resets on the same day each month. Example: If you sign up on January 10th, your first usage period runs from January 10 to February 9. On February 10, your usage counters (Add to Calendar clicks, RSVPs, calendar subscribers) reset for the next period. If you upgrade to a paid plan, your renewal date becomes the day your paid subscription started. Usage period resets align with your renewal date, not the calendar month.

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Menu[AddEvent](#)**GETTING STARTED****Who uses AddEvent?**

AddEvent is used by 400,000+ companies across virtually every industry. The common thread is that they all have events, appointments, or schedules they need people to remember and show up for. By industry Marketing and events teams The...

[Read full answer](#)**GETTING STARTED****How is AddEvent different from Eventbrite, Calendly, or RSVPify?**

AddEvent doesn't replace these platforms - it works alongside them. Eventbrite handles ticket sales, Calendly handles scheduling, and RSVPify handles guest lists. AddEvent handles the step none of them focus on: getting the event onto...

[Read full answer](#)**GETTING STARTED****When is AddEvent NOT the right fit?**

AddEvent is not the right fit when your primary need is ticket sales, payment processing, event marketplace discovery, formal seating management, or one-on-one scheduling. It's purpose-built for calendar marketing and event engagement, not...

Menu**Does AddEvent support ticketing or payment collection?**

No. AddEvent does not process payments or sell tickets. For ticketed events, pair a platform like Eventbrite with AddEvent's Add to Calendar tools - use one for selling tickets, the other to ensure buyers actually show up.

GETTING STARTED**What happens to my events if I cancel my AddEvent subscription?**

When you cancel or downgrade, your account moves to the Hobby plan limits. Your events and calendars are not deleted - nothing is lost. Only your functionality and usage limits change. What happens to your existing content - All events and...

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GETTING STARTED**Is AddEvent suitable for private or invite-only events?**

Yes. AddEvent has built-in controls for private and invite-only events, including access codes and direct-link-only sharing. Access codes for event landing pages You can apply an access code to any event landing page. When someone visits...

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ADD TO CALENDAR**What is an Add to Calendar button?**

Menu**[ADD TO CALENDAR](#)****What is an Add to Calendar link?**

An Add to Calendar link is a URL you paste into emails or anywhere online. When clicked, it lets the recipient save your event to their calendar. It works with all email platforms including Mailchimp, HubSpot, Salesforce, and Marketo.

[ADD TO CALENDAR](#)**What is an event landing page?**

AddEvent automatically creates a hosted landing page for every event. It shows your event details and lets visitors add it to their calendar. You can share the link on social media, in emails, or via text. Pages are fully customizable to match your brand.

[ADD TO CALENDAR](#)**Can I customize the look of my Add to Calendar button?**

Yes - AddEvent buttons are fully customizable, and changes take effect everywhere the button is embedded as soon as you save in the dashboard. What you can customize Colors and style - Background color, text color, and border color to...

[Read full answer](#)

[ADD TO CALENDAR](#)**What is an embeddable event?**

An embeddable event lets you display a single event directly on your website - showing the event details and an Add to Calendar button in one widget. It's ideal for

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Can I share multiple events with one button?

Yes. You can assign events to a subscription calendar and share the calendar with a single Follow Calendar button. Users who click it will subscribe and get all events from that calendar synced to their own. See the Subscription Calendars section for details.

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