Ticketing platforms take a cut of every registration and keep your attendee data behind their login wall. A self-hosted event system puts the schedule, the registration flow, and the attendee list on your own domain—whether you run a company-wide calendar, a club program, or a ticketed public platform.

Why Your Events Belong on Your Own Site

Third-party event platforms solve discovery, but they insert their branding into your ticket flow, charge per-registration fees, and accumulate the attendee relationship on their side. A self-hosted event manager reverses the equation. Every event page lives on your domain, builds SEO authority under your brand, and feeds registrations into your own database. Attendee emails belong to you, not a marketplace. And because the event system runs inside your CMS, event pages share the same template, navigation, and content pipeline as the rest of your site—blog posts, landing pages, and membership areas all reinforce one another.

The same engine works at three different scales. A single organization uses it as an internal scheduling tool. A club or association uses it as a member-facing program calendar. And an entrepreneur can open front-end event creation to third-party organizers—effectively building a ticketed event platform on a domain they own.

How the Event System Works Day to Day

Events are organized in nested, color-coded categories with tags for cross-cutting labels. Each event carries a date range, a location (auto-completed via map API with pin placement), a description, file attachments, an image gallery, and one or more ticket types with independent pricing, caps, and overbooking rules. Recurring events are configured through a flexible repetition engine—daily, weekly, monthly, yearly, specific days of the week, or custom intervals—and each instance can be edited independently or as a series.

Registration opens and closes on dates you set. Attendees choose a ticket type, fill in a registration form (which you can customize with a dedicated form-builder integration), and pay through any connected gateway. The system generates a printable PDF ticket with a barcode, sends confirmation and reminder emails automatically, and tracks attendance status in a subscriber manager. A seating-chart option shows a visual seat map for venue-based events. On the back end, a customizable dashboard groups events by time period—ongoing, this week, this month, upcoming—and lets you filter by location, category, or tag.

Feature Highlights

- Unlimited events, categories, locations, and ticket types
- Recurring events with daily, weekly, monthly, yearly, and custom-interval patterns
- Front-end and back-end event creation with AJAX editing
- PDF tickets with barcodes and configurable email notifications
- Seating charts for venue-based events
- Payment gateways: card processors, bank transfers, and offline options
- Map integration with auto-complete addresses, directions, and event pins

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- Global and per-event discount codes with shopping-cart support
- Calendar, list, and map views with smart AJAX search and filtering
- Import from Google Calendar, Facebook, CSV, and other event extensions
- SEO: Schema.org structured data, per-event meta editing, and heading tags
- 12+ modules: upcoming, featured, popular, archive, slider, attendees, and more
- Integrations with form builders, newsletter tools, gallery managers, and comment systems
- Group-based permissions, template overrides, and 20+ community language packs

Corporate Scheduling: One Calendar for Every Team

For a mid-size or large company, the event system becomes an internal scheduling hub. Departments create events in their own color-coded categories—HR publishes benefits-enrolment deadlines, Engineering posts sprint demos, Marketing schedules campaign launches, and Facilities lists maintenance windows. Employees see a unified calendar filtered by the groups they belong to, and recurring-event patterns eliminate the need to recreate weekly stand-ups or monthly town halls manually.

Because the CMS already manages user groups and access levels, you can restrict who sees which events and who can register. A leadership offsite is visible only to the executive group. A safety-training session is visible company-wide but requires registration so the compliance team can track completion. Reminder emails go out automatically, and the subscriber manager provides an audit-ready attendance list—no spreadsheet required.

Who Uses This and How

Clubs and associations publish a season program—matches, meetings, workshops, social nights—with map locations, registration caps, and automatic reminders. Members browse the calendar, register with a click, and receive a PDF ticket or confirmation. The events archive preserves a public history of past activities.

Conference and festival organizers sell multi-tier tickets (early-bird, standard, VIP) with seating charts, attach speaker bios and session files, and display the full schedule in calendar or list view. Discount codes drive early sales, and barcode-enabled PDF tickets streamline door check-in.

Platform operators open front-end event creation to third-party organizers, each restricted to their own category by group permissions. Organizers build events, set ticket prices, and manage their own registrations. The site owner collects traffic, advertising revenue, or a negotiated fee per event—running a regional “what’s on” portal or a niche ticketing service without writing a line of code.

The Trade-Off

Self-hosting an event platform means managing payment-gateway contracts, email

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deliverability, and server capacity for registration spikes. There is no built-in marketplace audience—you drive discovery through SEO, social sharing, and your mailing list. The return is zero per-ticket fees, full ownership of the attendee database, and the flexibility to shape the registration flow, the calendar layout, and the branding exactly as your organization requires.

Extension referenced in this article:

RSEvents!Pro by RSJoomla!?•?rsjoomla.com

Full-featured event and calendar extension for the CMS. Unlimited events, recurring patterns, front-end event creation, PDF tickets with barcodes, seating charts, payment gateways, Google Maps integration, Schema.org SEO, subscriber management, 12+ modules, import from Google Calendar and CSV, and group-based permissions. 106 reviews on the JED • 264,000+ downloads.

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