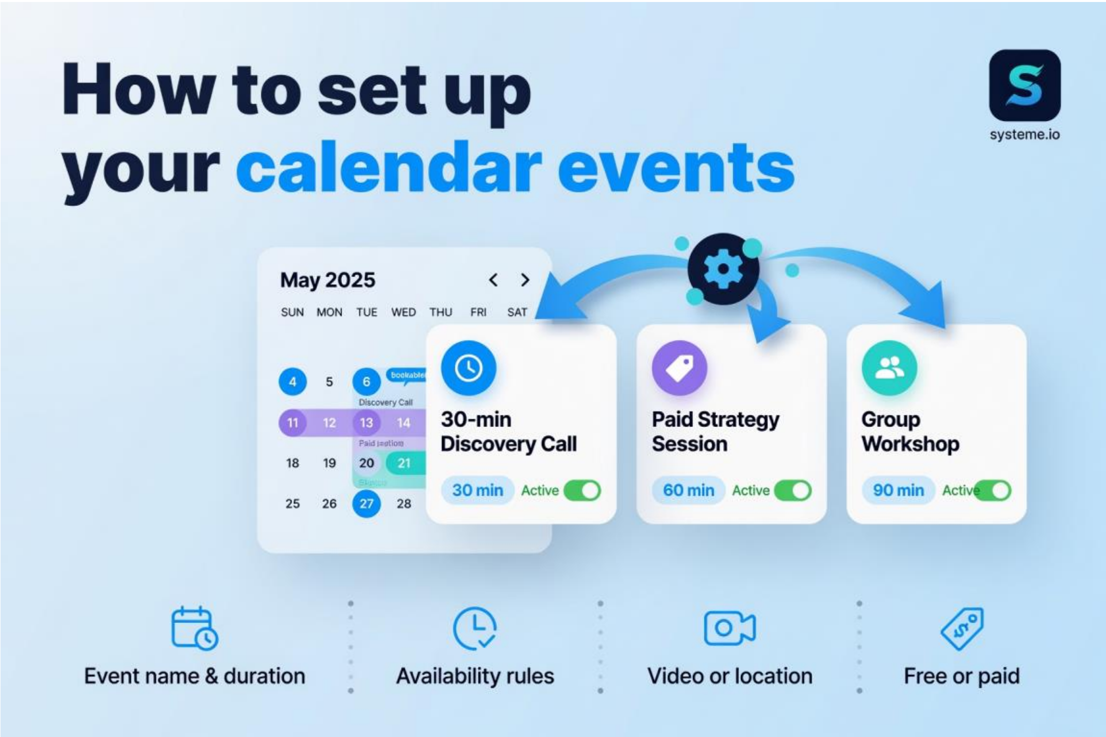
How to Set Up Your Calendar Events

Introduction

Calendar events are the bookable appointment types your clients see when they open your scheduling page—a free consultation, a coaching call, a technical session, or a group workshop. Without at least one event configured, your booking calendar cannot accept reservations.

On systeme.io, setting up calendar events happens in the CRM Calendar area under the **Events** tab. You choose an event type, define details such as name and duration, connect how and where the meeting takes place, and align availability so open slots match your real schedule.

This guide explains how to access the Events tab, create a new event, configure settings, and prepare your events for free or paid bookings on funnels and pages.



What Calendar Events Are

An event is a template for a type of appointment. It stores the title guests see, how long the session lasts, who hosts it, whether it is online, by phone, or in person, and the rules that control when slots appear.

The Events tab lists every event you have created. You can edit an existing event, duplicate a successful format, or add new offers as your business grows—all inside the same systeme.io account that powers your funnels and email automation.

Example

A consultant creates two events: “20-min Discovery Call” (individual, free) and “90-min Strategy Intensive” (individual, paid). Each has its own duration, description, and availability.

Accessing the Events Tab

From your dashboard, open **CRM** in the menu, then click **Calendar**. The calendar workspace includes tabs for **Events**, **Bookings**, and **Availability**.

Select **Events** to see all configured appointment types. Use **Create new event** on this screen whenever you want to add another bookable offer.

- **Events** — create and edit appointment types.
- **Bookings** — review appointments already scheduled.
- **Availability** — manage broader schedule rules that events can use.

Creating a New Event

Click **Create new event** in the Events tab. A popup asks you to choose an **event type** before you continue:

- **Individual event** — each time slot can be booked by one person. Best for 1-on-1 coaching, consultations, audits, and sales calls.
- **Group event** — multiple people can book the same time slot. Best for webinars, group coaching, classes, and live sessions with a capacity limit.

Select the type that matches your offer and click **Confirm**. You are then taken to the event settings page where you complete the configuration.

Tip

If you are unsure, start with an individual event for discovery calls. Add group events later when you run workshops or cohort programs.

Configuring Event Details

On the event settings page, fill in the information guests and your team will rely on. While labels may vary slightly in the interface, these are the core areas to configure:

Event name and description

Use a clear name (for example, “30-minute Marketing Audit”) and a short description that sets expectations: what you will cover, what the guest should prepare, and any policies.

Duration

Choose how long the appointment lasts. Common lengths include 15, 30, 45, or 60 minutes. The duration you set here appears on booking confirmations and in the Bookings tab.

Host details

Specify who leads the session. For solo businesses this is usually your name; for teams, assign the correct host so clients know who they will meet.

Location and meeting type

Define whether the meeting is **online**, **by phone**, or **in person**. For online sessions, connect **Zoom** or **Google Meet** so a meeting link can be included when someone books.

Availability and scheduling rules

When setting up the event, you define when appointments can be booked: days, hours, buffer time between meetings, and limits such as maximum bookings per day. Buffer times help you avoid back-to-back calls without a break.

- Set weekly hours that reflect when you actually take calls.
- Add buffer time before or after slots if you need preparation or notes.
- Align time zone settings with your audience when you serve multiple regions.

Free Events vs. Paid Events

After your event exists, you decide how it is offered on your marketing assets. The same event structure supports lead-generation calls and paid sessions.

- **Free bookings** — embed or link the event on a funnel page so prospects schedule without payment, ideal for discovery and qualification.
- **Paid bookings** — connect the event to your sales flow so clients pay when they book, ideal for consulting packages and premium sessions.

Dedicated help articles cover publishing free and paid calendar bookings on funnels; the event you configure here is the foundation both flows use.

Explore the full booking stack on [systeme.io]() to keep events, payments, and CRM data in one place.

Booking Page and Guest Experience

Each event can power a public booking experience. You customize how the booking interface, form fields, and confirmation steps look using the drag-and-drop editor, so the page matches your brand.

When a guest completes a booking, the system can send a confirmation email, add the contact to your CRM, and attach video conference details for online events. Managing these touchpoints from one platform reduces manual follow-up.

Best Practice

Run a test booking for every new event: pick a slot as a guest would, confirm emails and meeting links arrive, and check the appointment appears under Calendar → Bookings.

Setup Checklist

- Open CRM → Calendar → Events.
- Click Create new event and choose individual or group type.
- Enter event name, description, and duration.
- Set host and meeting type (online, phone, or in person).
- Connect Zoom or Google Meet for online events.
- Define availability, buffers, and daily limits.
- Customize the booking page and confirmation flow.
- Publish on a funnel or share the booking link.
- Verify the test booking in the Bookings tab.

Troubleshooting

Issue	Possible Cause	Recommended Solution
Create new event button does nothing	Browser or session issue	Refresh the page, sign in again, or try another browser.
Guests see no available times	Availability or buffers too restrictive	Review event availability settings and the Availability tab for overlapping rules.
Wrong meeting type on confirmations	Location settings incomplete	Edit the event and confirm online, phone, or in-person options are saved correctly.
No video link in email	Zoom or Google Meet not linked	Reconnect integrations and place a new test booking.
Event not listed on funnel page	Wrong event selected in page element	Re-select the event in the funnel editor and republish the page.

Frequently Asked Questions

Where do I create calendar events in systeme.io?

Go to **CRM** → **Calendar** → **Events** and click **Create new event**.

What is the difference between individual and group events?

Individual events reserve one guest per slot. Group events allow multiple guests on the same slot, subject to the capacity you configure.

Do I need at least one event before accepting bookings?

Yes. Create and save at least one event, then connect it to a booking page or funnel.

Can each event have a different duration?

Yes. Duration is set per event, so a 20-minute discovery call and a 60-minute coaching session can coexist.

Can I use the same event for free and paid flows?

You typically create events for specific offers; free and paid publishing paths are configured when you add the event to funnels and payment options. Use separate events when pricing and messaging differ clearly.

Related Resources

- How to Use the Booking Calendar Feature on systeme.io
- How to Manage Your Contacts with the systeme.io MCP Server
- How the systeme.io Affiliate Program Works

Build funnels, events, and payments on one platform—get started with systeme.io.

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