

event portal guide

for brand partners

portal
access

navigation

stock
lifts

create
events

event
details

editorcancel
events

vendor
actions

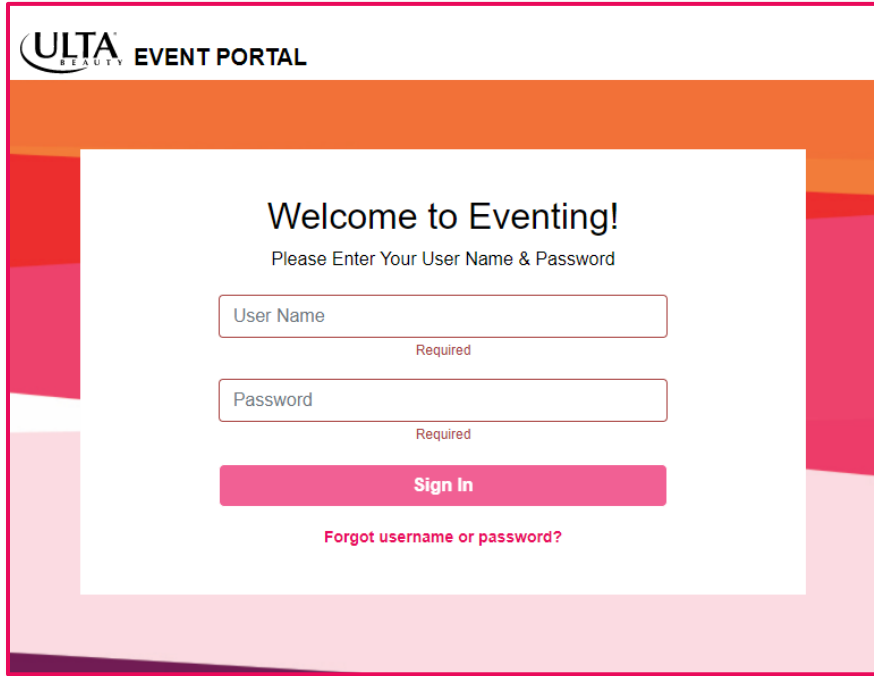
export
events

selling
support
requests

password
reset

frequently
asked
questions

portal access



The screenshot shows the Ulta Beauty Event Portal login interface. At the top left is the 'ULTA BEAUTY EVENT PORTAL' logo. The main heading is 'Welcome to Eventing!' followed by the instruction 'Please Enter Your User Name & Password'. There are two input fields: 'User Name' and 'Password', both marked as 'Required'. Below the password field is a pink 'Sign In' button. At the bottom, there is a link for 'Forgot username or password?'.

- 1 Please use Google Chrome to access the Ulta Beauty event portal.



- 2 Log in to the event portal by following the link below:
<https://eventing.ulta.com/events/all>

- 3 Use the username and password provided by the Ulta Beauty Events Team.

quick tip

If you forgot your password please reference password reset slides in this deck. For technical support please contact eventportal1@ulta.com

navigation

homescreen

A range of options is available at the top of the home screen to help you identify and access the information you need:

Store- Search Store Number, City, and/or State

Date- Date Range

Goal- Search in \$ amount

Year- Search for a year. For example, Y25 is 2025

Quarter- Select a quarter: Q1, Q2, Q3, or Q4

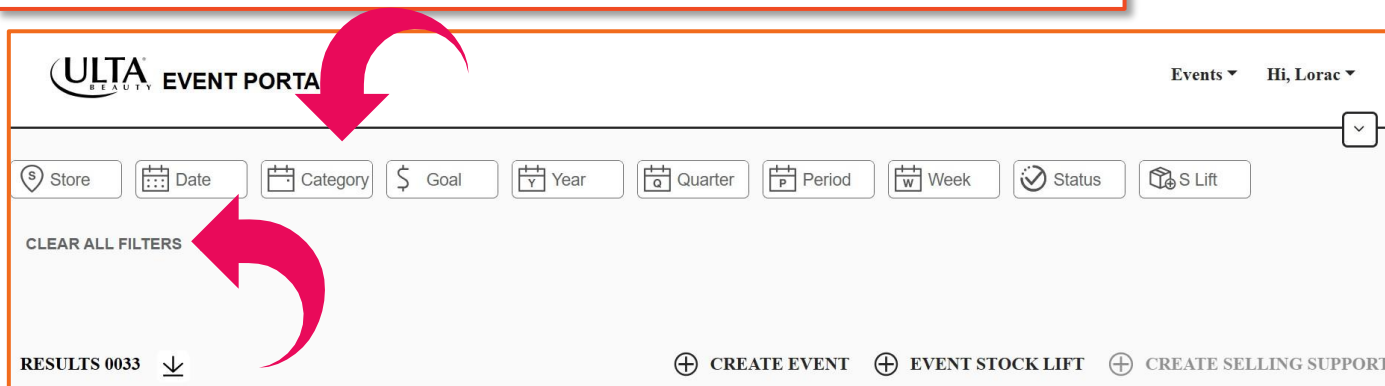
Period- Select a month: P1- P12, months February through January

Week- Select a week: W1-W52

Status- Select multiple statuses such as approved, not approved

S Lift- Yes or No (Stock Lift)

New! Category Filter helps you search by Events or Selling Support Visits



The screenshot shows the ULTA Beauty Event Portal interface. At the top left is the ULTA BEAUTY EVENT PORTAL logo. At the top right are links for 'Events' and 'Hi, Lorac'. Below the header is a row of filter buttons: Store, Date, Category, Goal, Year, Quarter, Period, Week, Status, and S Lift. A 'CLEAR ALL FILTERS' link is located below the filter buttons. At the bottom left, it says 'RESULTS 0033' with a dropdown arrow. At the bottom right, there are three buttons: 'CREATE EVENT', 'EVENT STOCK LIFT', and 'CREATE SELLING SUPPORT'. Two large red curved arrows are overlaid on the image: one pointing from the 'Date' filter button to the 'Date' filter button, and another pointing from the 'Date' filter button to the 'CLEAR ALL FILTERS' link.

Click here to refresh the view.

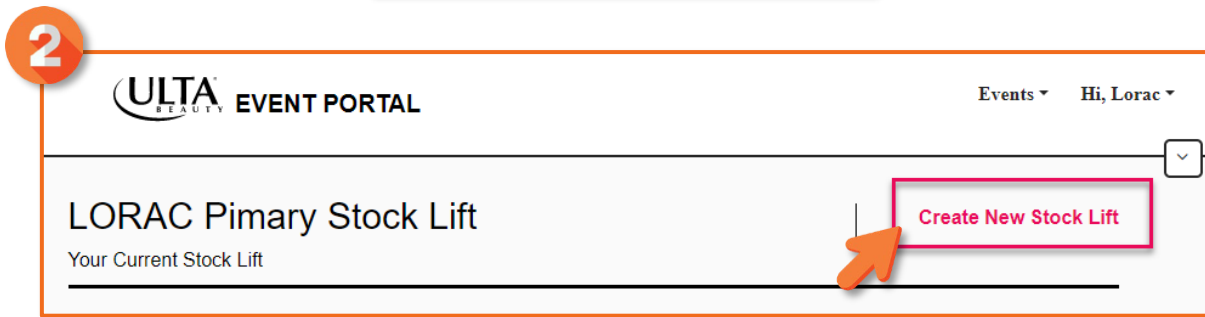
stock lifts- events only



how to create a stock lift

Step 1: Select Stock Lift through the Events dropdown menu or click the “+ stock lift” button.

Step 2: Click “Create New Stock Lift”.



stock lifts- events only



how to create a stock lift

Step 3: Select the appropriate quarter for the timeframe in which you will be submitting events.

Step 4: Click the "+" icon next to the goal amount for which you are submitting events.

Step 5: Click "Add New Item".

3

ULTA BEAUTY EVENT PORTAL

Events ▾ Hi, Lorac ▾

LORAC Stock Lift

In what fiscal quarter is this stock lift needed?

Fiscal Quarter
Q2 (04/30/2023 - 07/29/2023) x ▾

\$500 +

\$1000 +

\$1500 (9 Items) +

5

+ Add New Item

Total: \$2,965.30

Step 5 continued:

- Follow the prompts on the screen to add SKUs and quantities.
- Scroll down to the bottom of the screen and click "Submit" once complete with all necessary goal amounts.

Note: Do not click the "Submit" button multiple times. Wait for your stock lift to process and you will receive a message stating, "Stock Lift Successfully Created".

Reminder

Order up to double the dollar amount of your goal. Do not exceed double the goal amount or the stock lift will not submit.

create events

Only brands with event access can utilize this feature



how to create an event

Step 1: Select Create Events from the Events dropdown menu or by clicking the “+ New Event” button.

Step 2: Enter all the details requested on this screen in step-by-step order.

Step 3: Start from the top and work your way down.

1

Events ▾ Hi, Lorac ▾

VIEW ALL EVENTS
CREATE EVENTS
STOCK LIFT

⊕ NEW EVENT ⊕ STOCK LIFT

Quarter ▾	Period ▾	Week ▾
Q4	P10	W42
Q4	P11	W44
Q1	P2	W8

2

Create an Event

3

Brand ▾

Title

Description

Event Locations

Choose a brand in order to add Stores

Event Type

☐ Celebrity ☐ Influencer ☐ Founder

☐ National Artist ☐ National Educator ☐ Master Class

☐ Flash appointments- One on One with an artist ☐ Fragrance ☐ Pro Team

☐ Benefit Parites ☐ Classroom Style ☐ GLAMlab LIVE

Goal

create events

Only brands with event access can utilize this feature



how to create an event

Step 4: Click the “Submit” button at the bottom of the screen once complete.

4

Number of Artists

Appointment Length

15 minutes

30 minutes

45 minutes

1 hour

1.5 hours

2 hours

Prepay Request

None

\$25

\$50

\$75

\$100

Save as Draft

Submit

Cancel

Note: Use the “Save as Draft” option if needed. If an event is saved as a draft and not submitted, it will not be reviewed for approval.

quick tip

If the "Submit" button does not work, there are missing fields. Begin at the top of the screen and work your way down to locate missing fields.

event details

Only brands with event access can utilize this feature

how to view specific event details

Step 1: Click anywhere inside the event row to read information for that specific event, which will populate on the right-hand side.

Step 2: Scroll down to view all event information.

The screenshot displays the ULTA Event Portal interface. At the top, there's a header with the ULTA logo and 'EVENT PORTAL'. On the right, there are dropdowns for 'Events' and 'Hi, Lorac'. Below the header, there's a navigation bar with icons for Store, Date, Goal, Year, Quarter, Period, Week, Status, and S Lift. A red circle with the number '1' highlights the 'Test Event Q4 Portal Webinar' row in the table. A red arrow points to this row. On the right side, a detailed view for the selected event is shown, with a red circle with the number '2' highlighting the 'Publish' status. A red arrow points to the 'Test Event Q4 Portal Webinar' title in the detailed view. The table has columns for Store, Date, Title, Goal, Year, Quarter, Period, and Week. The detailed view on the right includes sections for Description, Brand Contact, Store, District, Region, Ultra Event Manager, Attributes, Sales Goal, and Stock Lift.

Store	Date	Title	Goal	Year	Quarter	Period	Week
	11/19/22	Test Event Q4 Portal Webinar	\$1500	Y22	Q4	P10	W42
	12/03/22	Test Event Q4 Portal Webinar	\$1500	Y22	Q4	P11	W44
	03/25/23	Test Event Q1	\$1500	Y23	Q1	P2	W8
	05/04/23	Test Portal Deployment	\$1500	Y23	Q2	P4	W14
	06/18/22	Test Event	\$2000	Y22	Q2	P5	W20
	02/11/23	All about Eyes	\$2000	Y23	Q1	P1	W2
	03/18/23	Spring Skin Events	\$1500	Y23	Q1	P2	W7
	05/27/23	Test Q2 webinar	\$1500	Y23	Q2	P4	W17
	08/05/23	Master Event Strategy	\$2500	Y23	Q3	P7	W27
	12/17/22	Fall Launch- Test	\$1500	Y22	Q4	P11	W46

Event Details:

LORAC, Store
19-Nov-2022 12:00 PM
Test Event Q4 Portal Webinar

Status: Publish

DETAILS | HISTORY

Description
Test

Brand Contact
Test Contact
test@ulta.com
(888) 888-8888

Store
District
Region

Ultra Event Manager

Attributes
Flash appointments- One on One with an artist

Sales Goal
\$1500

Stock Lift
No

[Add Stock Lift](#)

edit or cancel events

Only brands with event access can utilize this feature



how to edit an event or request to cancel an event

During the event planning window, you can request an edit, request to cancel an event, or take action on Vendor Action Required events.

Step 1: Click on the event you want to view.

Step 2: On the event details, scroll down until you see “Request Edit” or “Request Cancel”

StoreDateGoalYearQuarterPeriodWeekStatusS Lift

CLEAR ALL FILTERS

RESULTS

1

	Date	Title	Goal	Year	Quarter	Period	Week
	11/19/22	Test Event Q4 Portal Webinar	\$1500	Y22	Q4	P10	W42
	12/03/22	Test Event Q4 Portal Webinar	\$1500	Y22	Q4	P11	W44
	03/25/23	Test Event Q1	\$1500	Y23	Q1	P2	W8
	05/04/23	Test Portal Deployment	\$1500	Y23	Q2	P4	W14
	06/18/22	Test Event	\$2000	Y22	Q2	P5	W20
	02/11/23	All about Eyes	\$2000	Y23	Q1	P1	W2
	03/18/23	Spring Skin Events	\$1500	Y23	Q1	P2	W7
	05/27/23	Test Q2 webinar	\$1500	Y23	Q2	P4	W17
	08/05/23	Master Event Strategy	\$2500	Y23	Q3	P7	W27
	12/17/22	Fall Launch- Test	\$1500	Y22	Q4	P11	W46

2

Region: Sales Ops - South Central
7209 SE 29th Street
Midwest City, OK 73110-6092
405-739-0410

Ultra Event Manager
Aleia Amend
AAmend@ulta.com
(916) 893-7141

Attributes
Flash appointments- One on One with an artist

Sales Goal
\$1500

Stock Lift
No

Add Stock Lift

Number of Artists
2

Appointment Length
30 minutes

Prepay
0

Request Edit

Request Cancel

This Store's Other Events

June 2023

MON TUE WED THU FRI SAT SUN

29 30 31 1 2 3 4

5 6 7 8 9 10 11

12 13 14 15 16 17 18

< 01/11 >

production

vendor actions

Only brands with event access can utilize this feature



how to respond to a “vendor action required” status

Step 1: Select the event that is Vendor Action Required.

Step 2: Click on the “History” tab to view alternate dates or notes.

The screenshot displays the ULTA Event Portal interface. At the top, the header includes the ULTA logo, 'EVENT PORTAL', and a user dropdown menu showing 'Hi, Lorac'. Below the header is a filter bar with buttons for Store, Date, Goal, Year, Quarter, Period, Week, Status, and S Lift. A 'CLEAR ALL FILTERS' link is also present. The main content area shows a table of events with columns for Store, Date, Title, Goal, Year, Quarter, Period, and Week. A red circle with the number '1' highlights the first row of the table, which is highlighted in orange. An orange arrow points to the first row. On the right side, a sidebar is open, showing details for the selected event. A red circle with the number '2' highlights the 'HISTORY' tab in the sidebar, which is highlighted in pink. An orange arrow points to the 'HISTORY' tab. The sidebar also shows the event title 'LORAC, Store', the date '10-Dec-2022 9:00 AM', and the status 'Vendor Action Required'. Below the 'HISTORY' tab, there are sections for 'DETAILS', 'Contact', 'Store', 'Attributes', 'Sales Goal', and 'Stock Lift'. The 'Sales Goal' is listed as '\$1500' and the 'Stock Lift' is listed as 'No'. At the bottom of the sidebar, there is a button labeled 'Add Stock Lift'.

Store	Date	Title	Goal	Year	Quarter	Period	Week
	12/10/22	Test	\$1500	Y22	Q4	P11	W45

vendor actions

Only brands with event access can utilize this feature



how to respond to a “vendor action required” status

Step 3: If you are aligned to the alternate date, click on “Details”.

Step 4: Scroll down and click “Edit”.

Step 5: Select the appropriate date, scroll down, and click “Submit”. The event manager will review and approve.

3

LORAC, [redacted]
10-Dec-2022 9:00 AM
Test
Status
● Vendor Action Required
DETAILS HISTORY

4

+ NEW EVENT + STOCK LIFT
Number of Artists
2
Appointment Length
30 minutes
Prepay
0
EDIT
Request Cancel

5

+ NEW EVENT + STOCK LIFT
Event Title
Mascara A Launch
Date
05/20/2021
Start Time
9:00 AM
End Time
5:00 PM

export feature

↑ how to export

Step 1: Utilize filters to narrow down the results you wish to export.

Step 2: Click the box to select all events.

Step 3: Click on the export icon.

Step 4: Select “Export Events”.

Step 5: The Excel file will appear at the bottom of your screen.

The screenshot displays the ULTA Beauty Event Portal interface. At the top, the header includes the ULTA BEAUTY EVENT PORTAL logo, a user profile for 'Hi, Lorac', and a dropdown menu. Below the header is a filter bar with buttons for Store, Date, Goal, Year, Quarter, Period, Week, Status, and S Lift. A 'CLEAR ALL FILTERS' link is also present. The main content area shows a table of events. A red box labeled '1' highlights the filter bar. A red box labeled '2' highlights a checkbox in the table. A red box labeled '3' highlights an export icon (a downward arrow). A red box labeled '4' highlights a dropdown menu with options: 'Selected Events (101)', 'DESELECT ALL EVENTS', 'EXPORT EVENTS' (highlighted with a red box), and 'EXPORT STOCK LIFT'. A red box labeled '5' highlights a file download notification at the bottom right, showing a file named 'eventExportToExcel....csv'.

1

2

3

4

5

ULTA BEAUTY EVENT PORTAL

Events ▾ Hi, Lorac ▾

Store Date Goal Year Quarter Period Week Status S Lift

CLEAR ALL FILTERS

NEW EVENT STOCK LIFT

Selected Events (101)

DESELECT ALL EVENTS

EXPORT EVENTS

EXPORT STOCK LIFT

eventExportToExcel....csv

selling support requests



how to create a visit request

1. Click “Create Selling Support” feature on the main page.
2. Complete all fields and click “Submit”.

ULTA BEAUTY EVENT PORTAL

Events ▾ Hi, Lorac ▾

Store Date Category \$ Goal Year Quarter Period Week Status S Lift

CLEAR ALL FILTERS

RESULTS 0220 ▾

⊕ CREATE EVENT ⊕ EVENT STOCK LIFT ⊕ CREATE SELLING SUPPORT

Store	Date	Category	Title	Goal	Year	Quarter	Period	Week
	09/06/24	Selling Support	Brand Selling Support	N/A	Y24	Q3	P8	W31

2

Request Brand Selling Support Visit

Brand
LORAC

Description ✓
Selling Support Visit

Location

Store Location
Store: 1772 - ALAMEDA, CA

Selling Support Contact
Test

District: 6500
Region: Sales Ops - So Cal Arizona

Date
10/26/2024

Start Time
10:00 AM

End Time
5:00 PM

Number of Brand Partners ✓
2

Submit

Cancel Edit







selling support requests

✕ how to cancel a visit request

1. Click anywhere inside the event row to read information for that specific selling support visit, which will populate on the right-hand side.
2. Scroll down and select “Cancel”. This will automatically cancel the request.

CLEAR ALL FILTERS | 0090 Naperville, IL ✕

RESULTS 0017 ⌵ ⊕ CREATE EVENT ⊕ EVENT STOCK LIFT ⊕ CREATE SELLING SUPPORT

Image	Date	Category	Title	Goal	Year	Quarter
	10/12/24	Selling Support	Brand Selling Support	N/A	Y24	Q3
	03/11/23	Event	Test Event Q1	\$1500	Y23	Q1
	05/27/23	Event	Test Q2 Webinar	\$1500	Y23	Q2
	07/15/23	Event	Test Q2 webinar	\$1500	Y23	Q2
	08/12/23	Event	Test	\$1500	Y23	Q3
	10/21/23	Event	Lorac Spring Looks	\$500	Y23	Q3

Appointment Length
N/A

Prepay

EDIT

Cancel Selling Support

This Store's Other Events

September 2024

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

selling support requests

how to filter & view visits

Select “Selling Support” under the “Category” filter on the main page.

The screenshot shows the ULTA Event Portal interface. At the top, there's a header with the ULTA logo and 'EVENT PORTAL' text. On the right, there are links for 'Events' and 'Hi, Lorac'. Below the header, there's a navigation bar with various filters: 'Store', 'Date', 'Category', 'Goal', 'Year', 'Quarter', 'Period', 'Week', and 'Status'. The 'Category' dropdown menu is open, showing options like 'Event' and 'Selling Support', which is highlighted in pink. A red arrow points to the 'Selling Support' option. Below the filters, there's a 'CLEAR ALL FILTERS' button. On the left, there's a 'RESULTS 0223' section with a download icon. On the right, there are three buttons: 'CREATE EVENT', 'EVENT STOCK LIFT', and 'CREATE SELLING SUPPORT'. At the bottom, there's a table with columns: Store, Date, Category, Title, Goal, Year, Quarter, Period, and Week. The first row of data shows a green square in the Store column, the date 09/06/24, the category Selling Support, the title Brand Selling Support, and other details.

Store	Date	Category	Title	Goal	Year	Quarter	Period	Week
■	09/06/24	Selling Support	Brand Selling Support	N/A	Y24	Q3	P8	W31

! reminders

- A minimum 2-week notice is recommended but selling support visits can be requested or cancelled at any time and will be auto approved/auto cancelled
- Selling support visits will not receive a stock lift or payroll.
- Event requests must follow the quarterly timeline process.

password reset directions



how to reset your password

The next two slides will walk you through how to reset your password for the Ulta Beauty Event Portal.

Step 1: Go to eventing.ulta.com, select “Forgot Password”

Step 2: You will be directed to an Ulta Beauty log in screen, select “Forgot Password” again and enter your **event portal** email and username. Make sure to enter the email address that is linked to the event portal access

Step 3: After you have entered your username, select “Continue”

1

Welcome to Eventing!

Please Enter Your User Name & Password

User Name

Password

Sign In

[Forgot password?](#)

3

ULTA BEAUTY

Reset Your Password

Enter your email address or username below to reset your password.

Username

Continue

[Back to Sign In](#)

2

ULTA BEAUTY

Username

Password

☐ Remember my username

Continue

[Forgot Password](#)

password reset directions

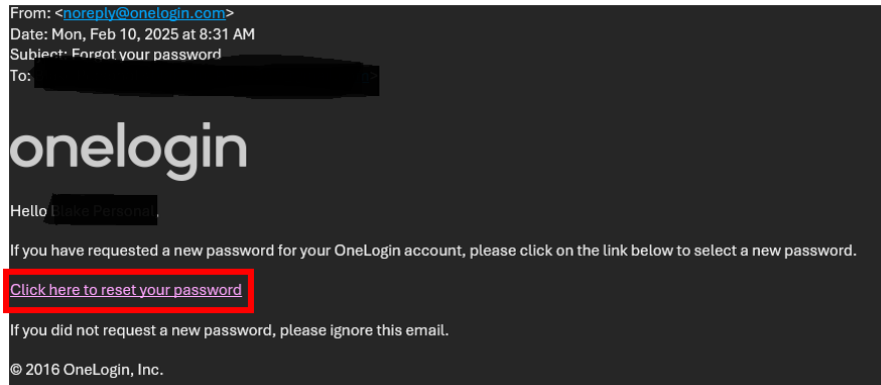


how to reset your password

Step 4: Please wait a few minutes, you should receive an email from OneLogin. Please click the link in the email

Step 5: You will be linked back to the OneLogin Page and be asked to change password. Enter your new password to meet the requirements and press "Submit"

4



5

quick tip

Please ensure your password follow the guidelines shown in the pictured "red box". When the password meets all requirements all boxes should be green checkmarks.

frequently asked questions- new selling support visits

Do brand partners still need to check in?

Yes, brand partners are still required to follow the normal check in process upon arrival. Ask for the manager on duty and utilize the sign in log

Will selling support visits have a goal, stock lift or payroll included?

No, only events have goal, stock lift, payroll included. However, reporting will be pulled for selling support visits

If a brand has an event scheduled, will they also enter a selling support visit?

Brands will enter one or the other to reflect their visit. Events will follow the normal process of approval through the event team. Selling support visits will auto approve and auto cancel upon brand entry

Where will store generated events live? As an event or selling support visit?

In the selling support visit field. Continue to work directly through store teams to plan SGE's. Brand will then enter visit details as a selling support visit and enter SGE in the description field. Corporate events will continue process of being requested in the portal as an "event"

Why can't I select Create Events?

Brands must first work through event team to build event strategy and be able to participate in corporate events. Please reach out to your merchant partner and event team with questions

How far in advance do I need to schedule my selling support visit?

2 weeks ahead of visit date is preferred however you can enter or cancel a selling support visit at any time

What if my schedule changes or I need to switch locations and I do not have access to the event portal?

Reach out to someone from your brand that can quickly access the event portal. If this is not possible, call the new store location to let them know you are visiting

frequently asked questions- new selling support visits

Will selling support visits ever be approved or denied?

Brand partners are welcome to support as needed. Visits are quick and easy to enter or cancel and will be auto approved and auto cancelled. Store teams may reach out with feedback about visits, but all entries will be auto approved and auto cancelled

What is the best way to utilize the portal for upcoming events and or selling support visits?

Remember to utilize the filters, especially the new Category filter. Filters are a great way to navigate through the portal and streamline your view

Can I export selling support visits?

Yes, feel free to use the export feature. We also encourage you to utilize the portal regularly since it has most accurate and up to date information

What if I need to edit a visit?

To make this process simplified for our brands you will only need to enter visits or cancel. For minor edits work directly through the store team. If you need to switch stores, you must cancel and re enter new location

Can another brand provide selling support while I am hosting an event?

Yes, we welcome brands to still provide selling support when another brand is eventing. The event brand will be the focus for the store team that day, but we encourage all brands to collaborate to win!

Will everyone on my team need their own login?

Brands will use a generic brand log in for every member of their team. Make sure to have 1-2 members from each brand own password updates and cascade to all event portal users asap. For trouble logging in or accessing the portal please reach out to eventportal1@ulta.com

Remember to utilize our brand partner guiding principle as a tool for successful brand visits in store

For technical event portal questions or selling support visit questions please reach out to eventportal1@ulta.com

For event questions please continue to reach out to your direct event partners as notated in the event portal

frequently asked questions- new selling support visits

What if a brand representative supports multiple brands within 1 visit?

Enter visit as your highest priority brand. Within the description, please notate additional brands you will be supporting. Reporting will only pull for brand entered

Since my brand team will share one brand login, can multiple users from my brand access the portal at the same time?

Yes, multiple users can access the portal at the same time. You will determine as a brand who will have access to the event portal

Is portal usage accessible through an app?

There are future plans for technology enhancements. Stay tuned!

What is the process for non selling support visits?

Continue to follow the normal process of working through your merchant partner

Remember to utilize our brand partner guiding principle as a tool for successful brand visits in store

For technical event portal questions or selling support visit questions please reach out to eventportal1@ulta.com

For event questions please continue to reach out to your direct event partners as notated in the event portal