event portal guide for brand partners

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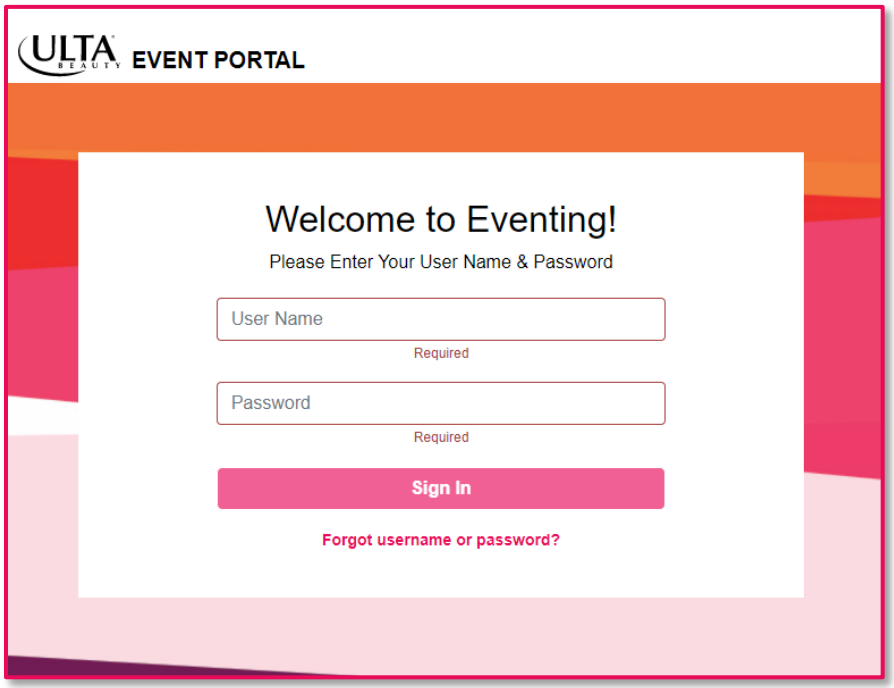
ulta beauty event portal

portal access



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

ulta beauty event portal

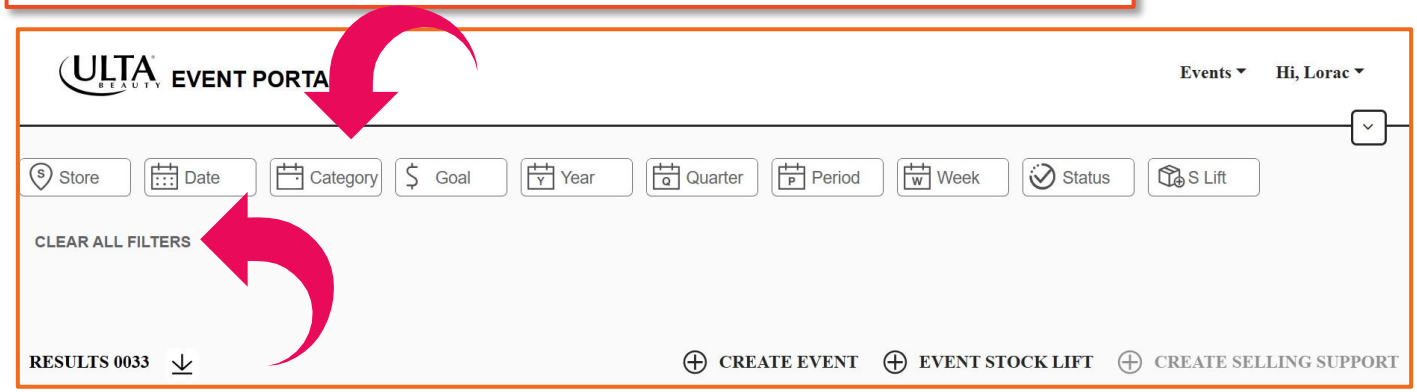
MENU

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

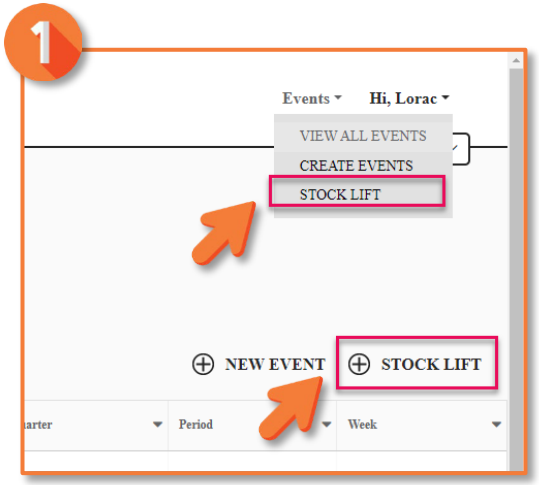


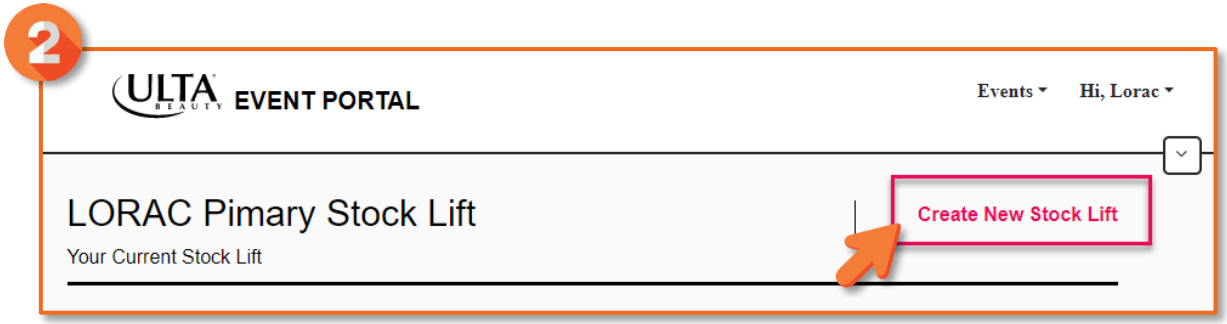
Click here to refresh the view.

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”.

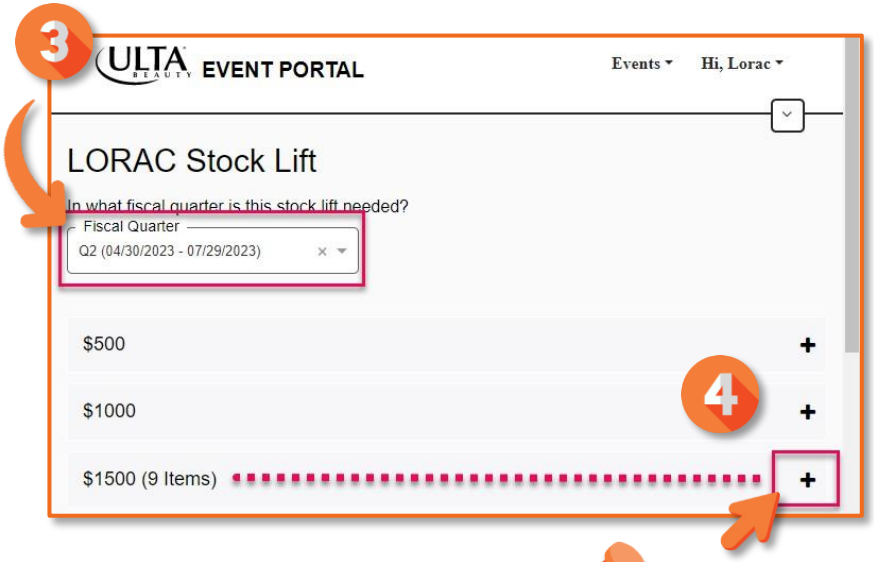


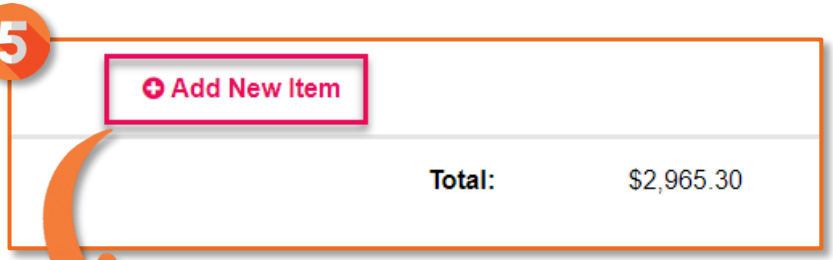


stock lifts- events only

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”.





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.

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BACK MENU

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.

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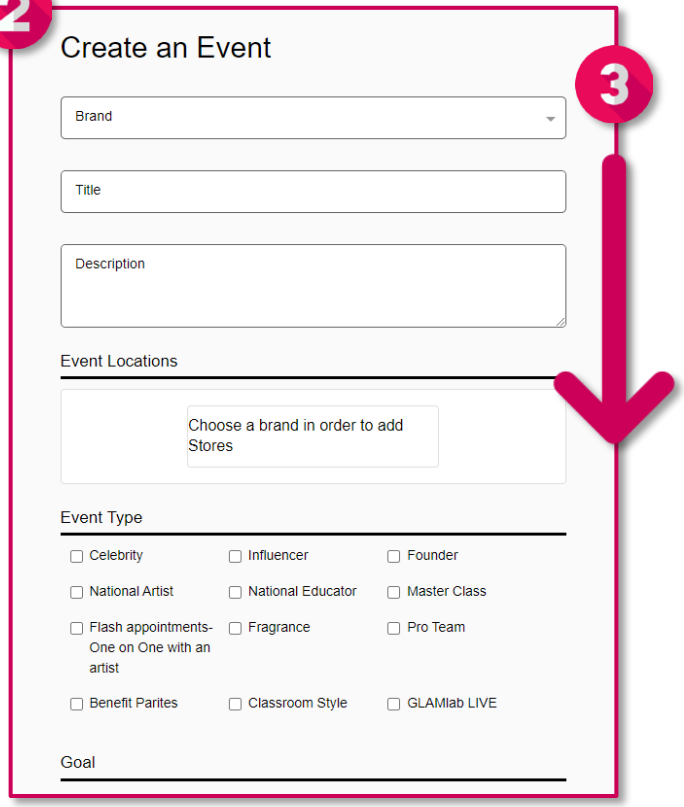
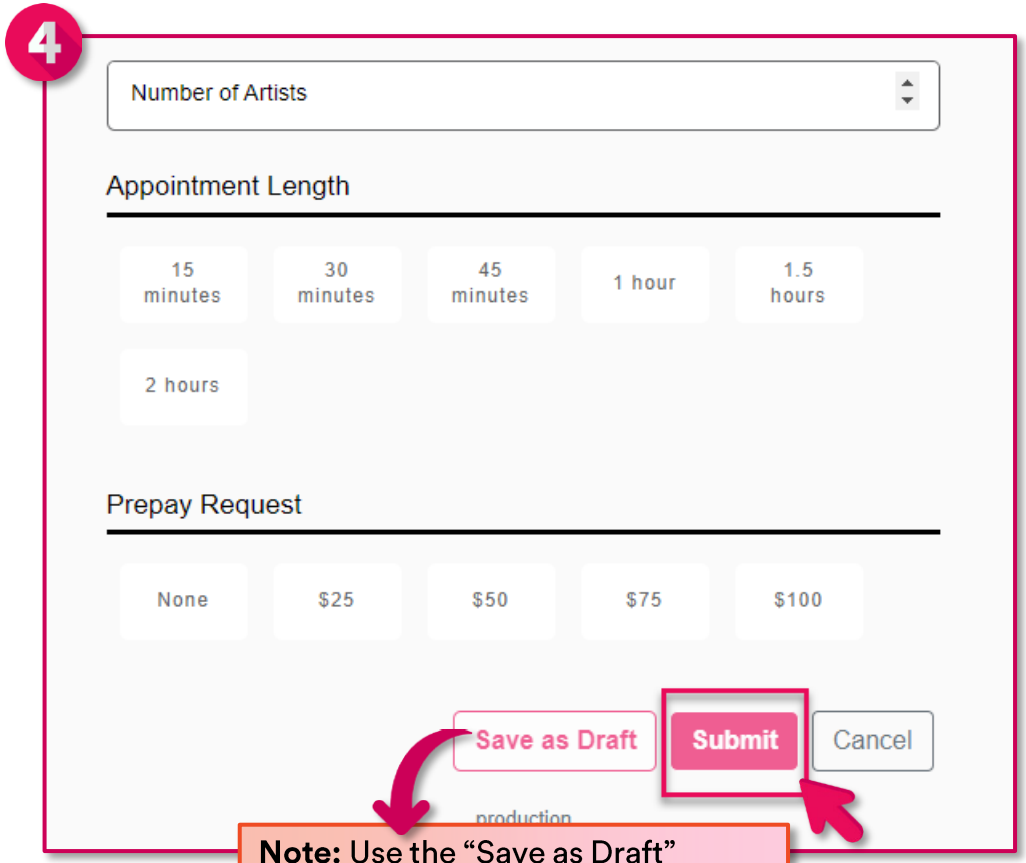


Only brands with event access can utilize this feature

create events

how to create an event

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



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

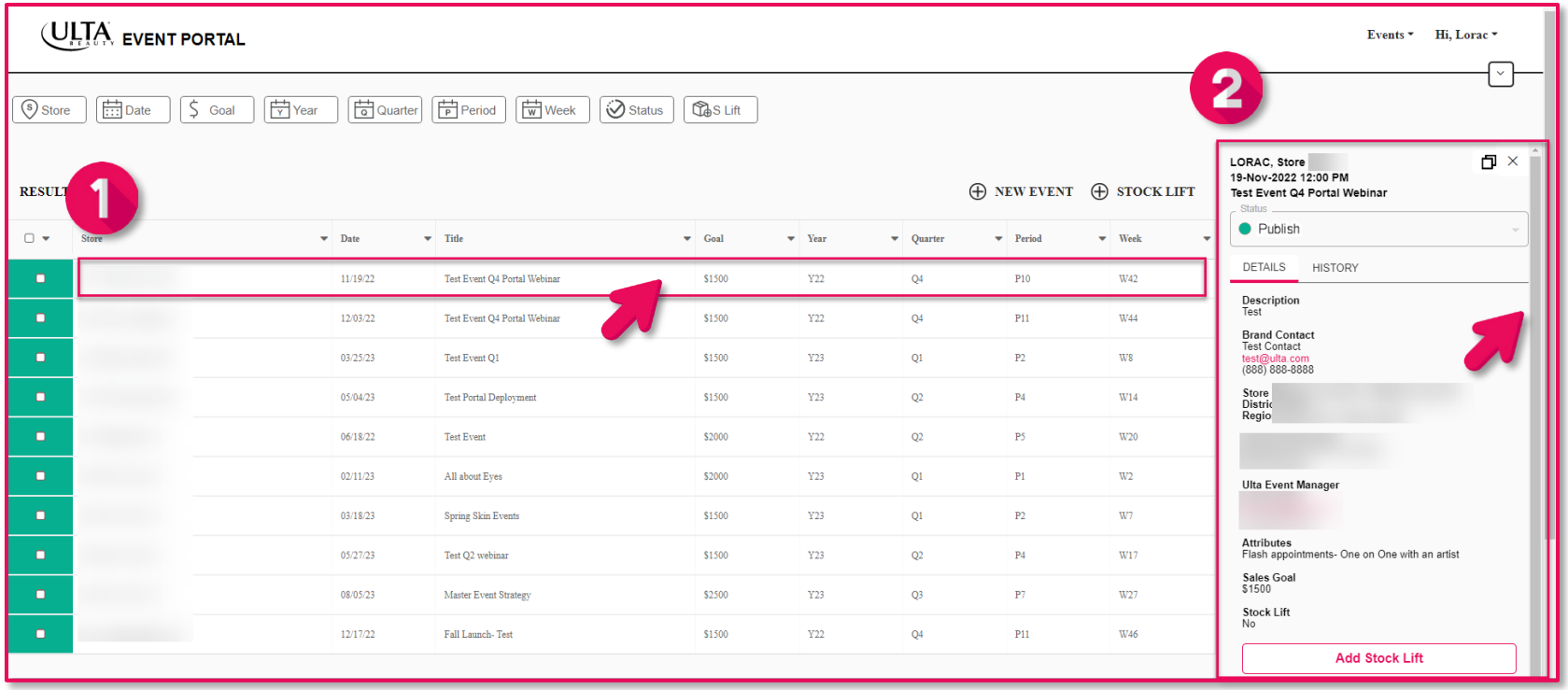
If the "Submit" button does not work, there are missing fields. Begin at the top of the screen and work your way down to locate missing fields.

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.

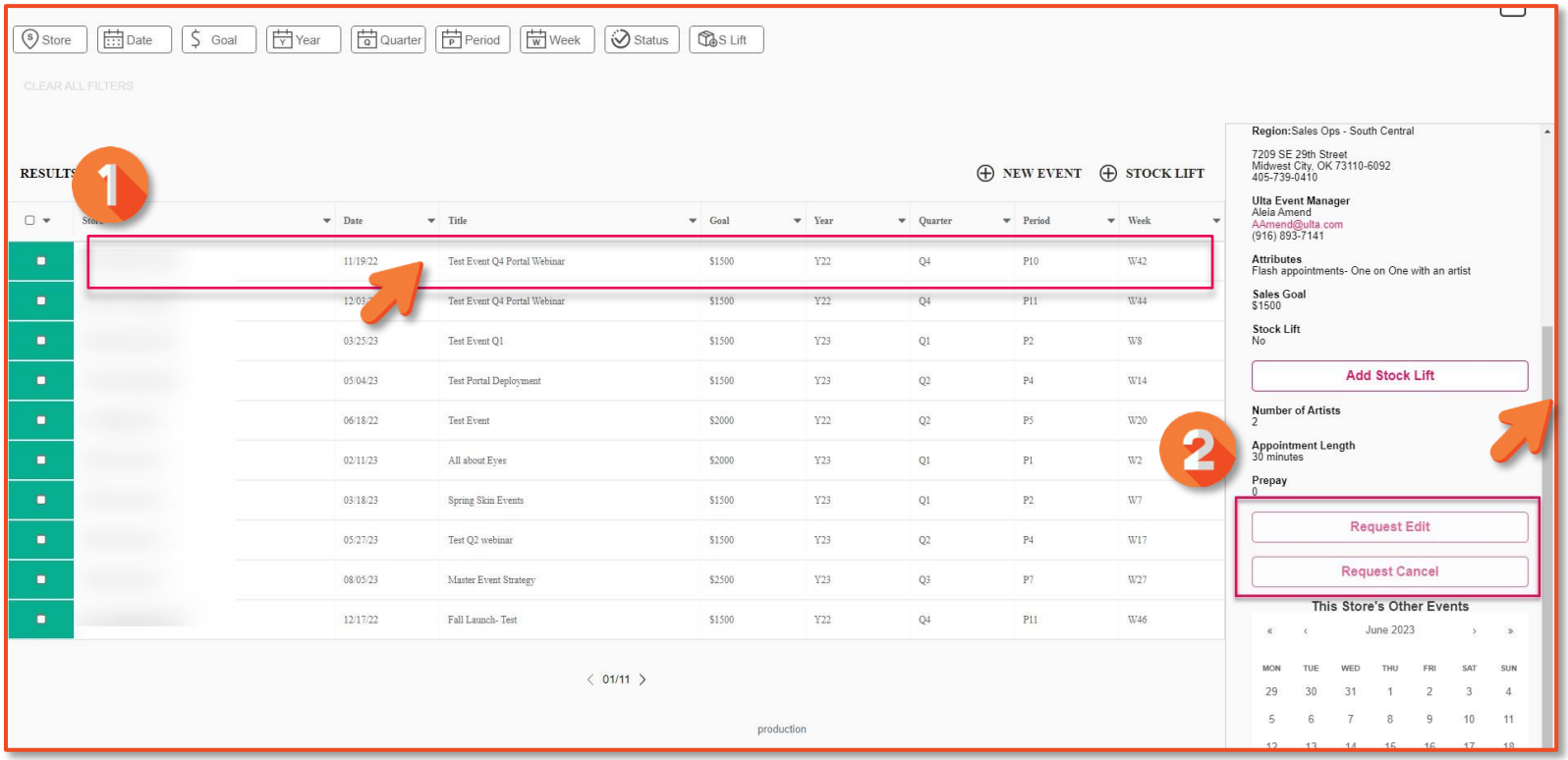


edit or cancel events

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”



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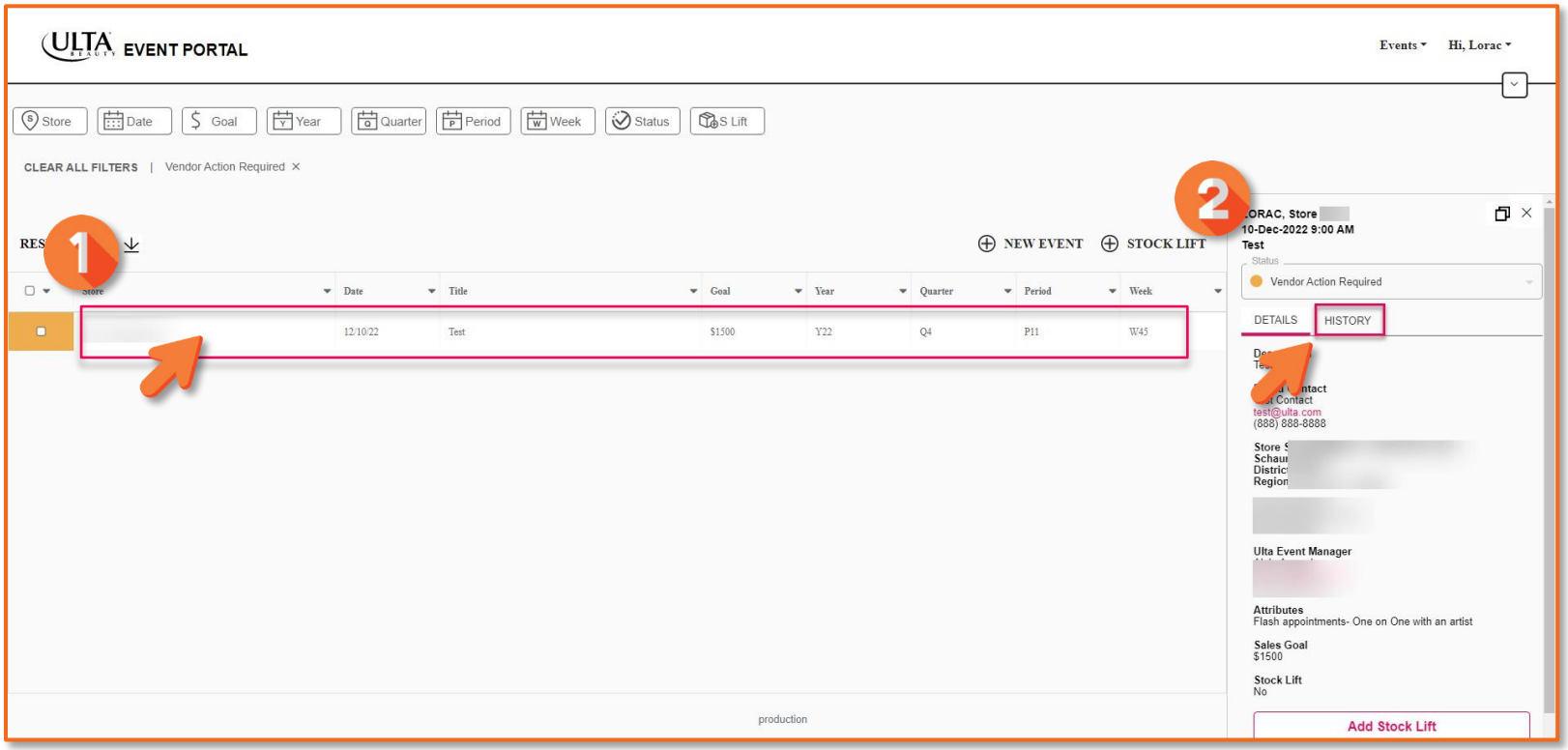
MENU

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.

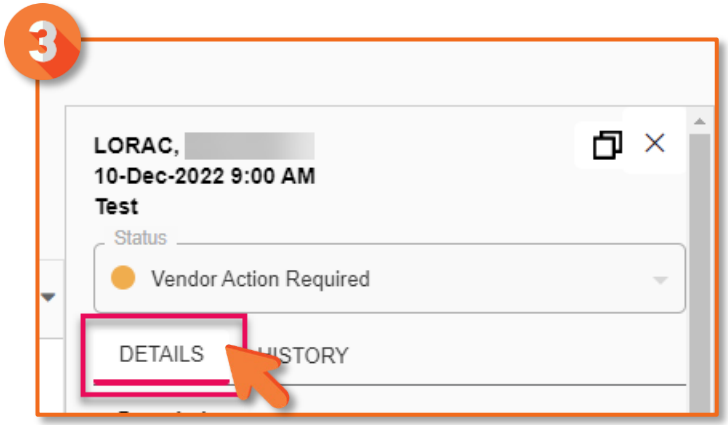


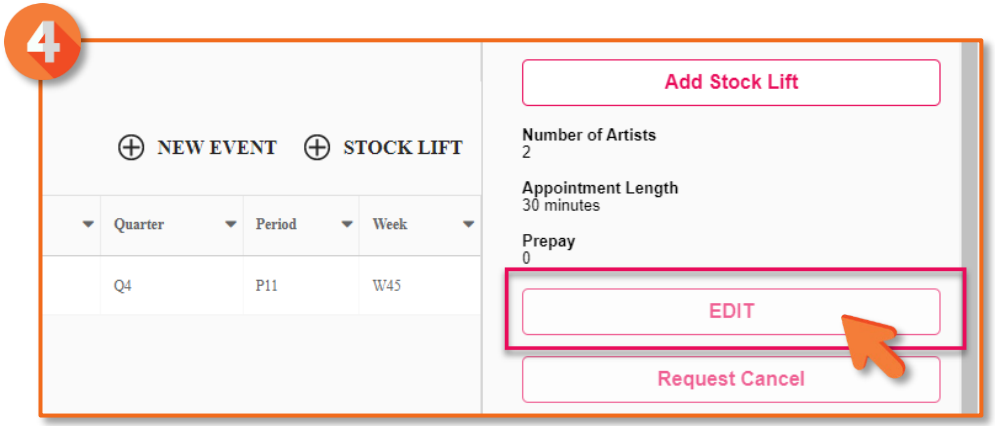
Only brands with event access can utilize this feature

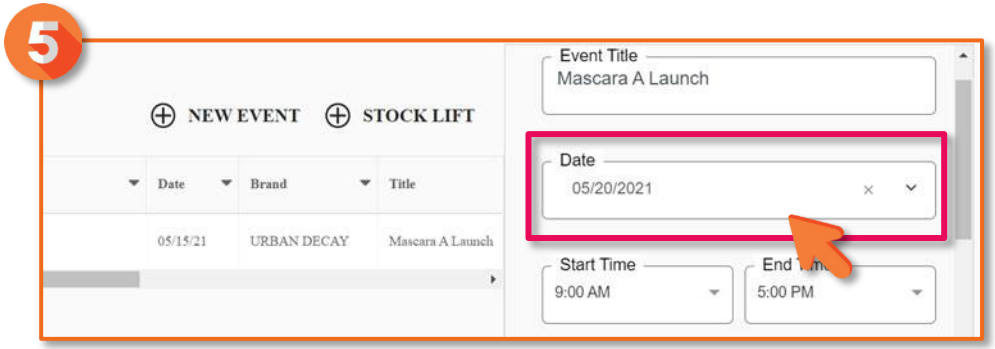
vendor actions

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.



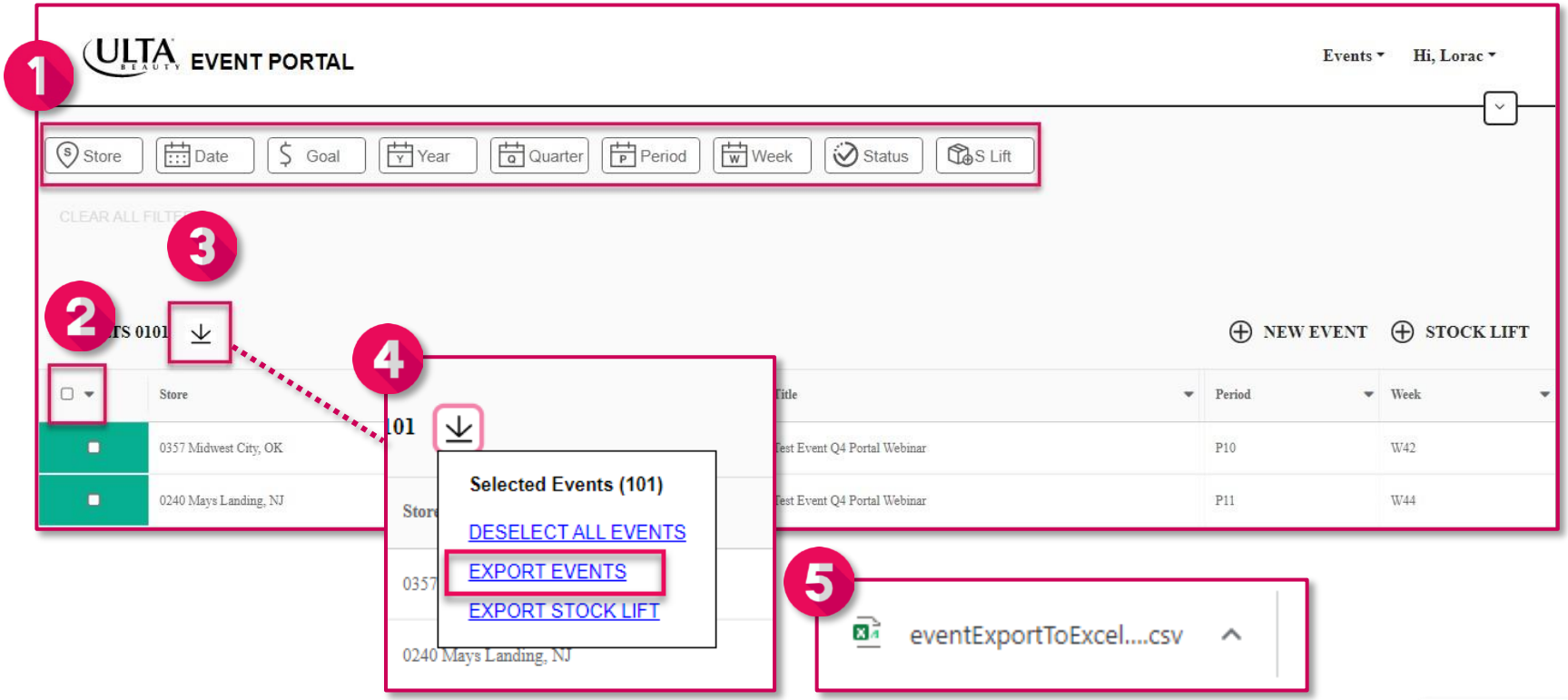




export feature

how to export

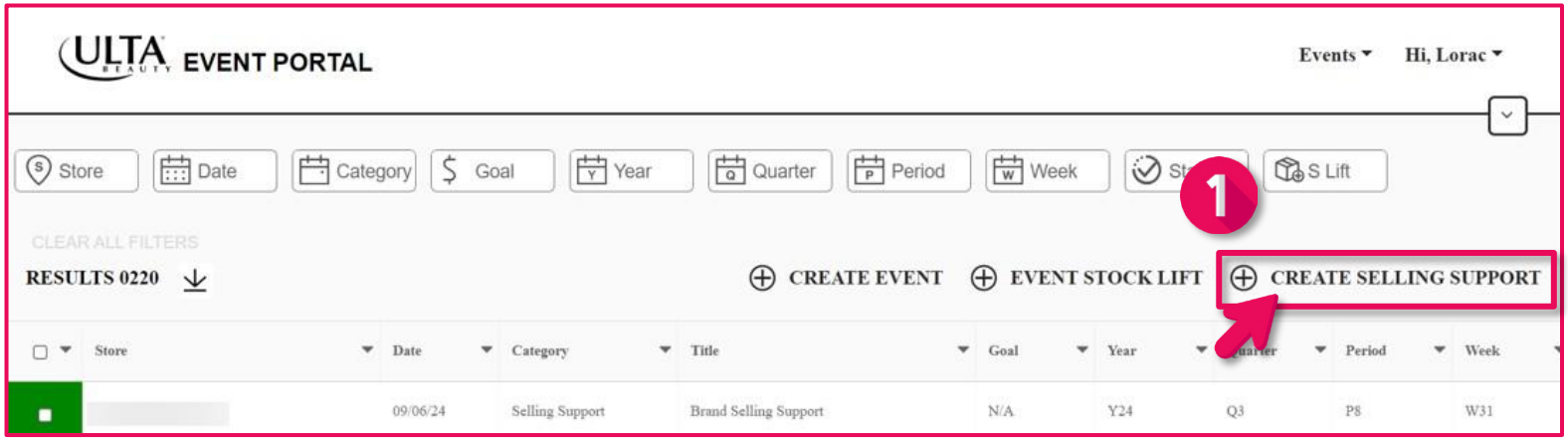
Step 1: Utilize filters to narrow down the results you wish to export.
Step 2: Click the box to select all events.
Step 3: Click on the export icon.
Step 4: Select “Export Events”.
Step 5: The Excel file will appear at the bottom of your screen.

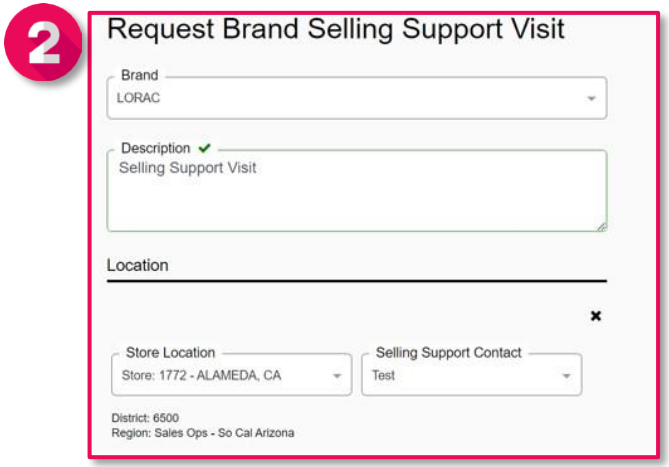


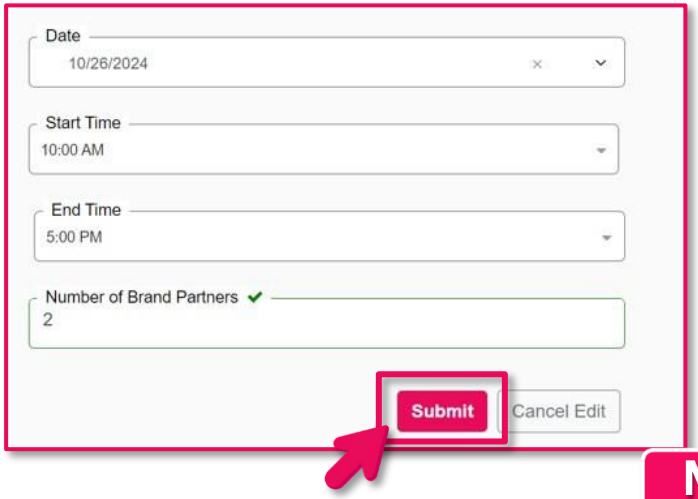
selling support requests

how to create a visit request

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







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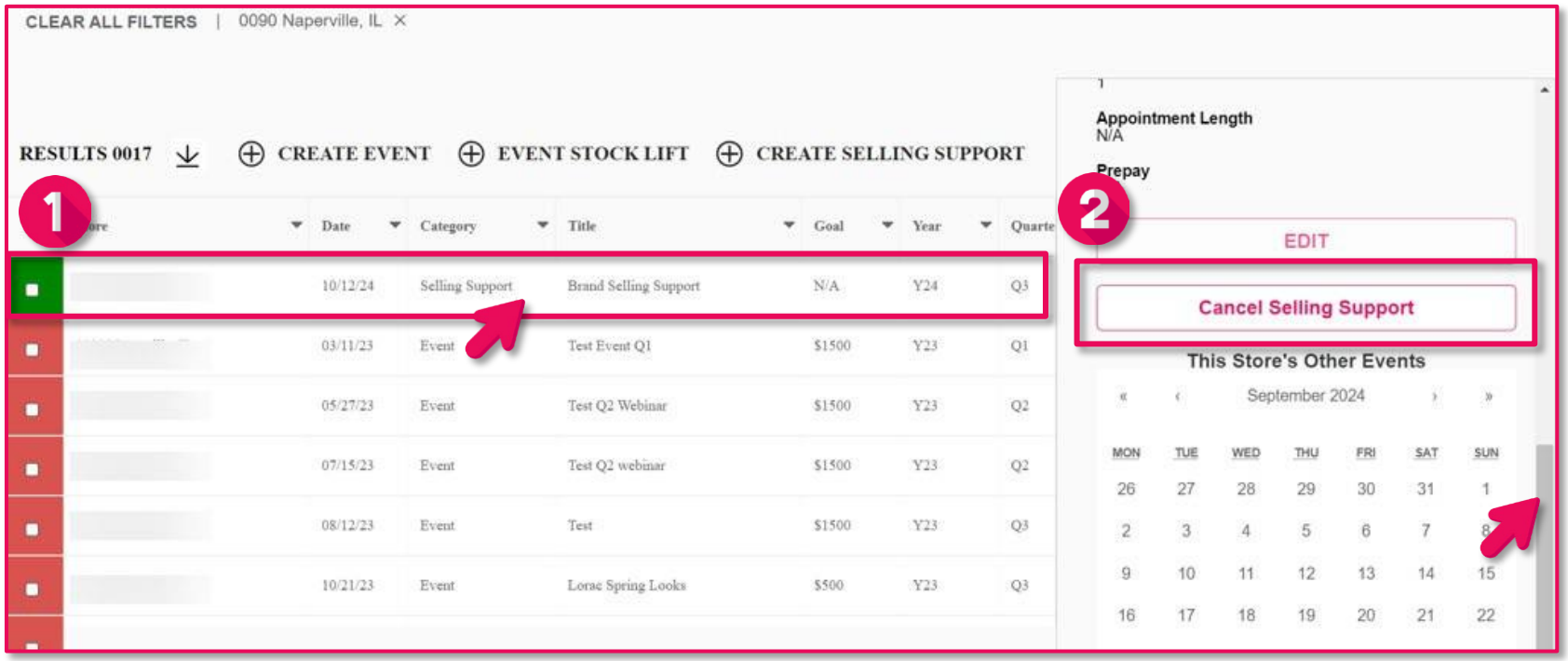
MENU NEXT

selling support requests

how to cancel a visit request

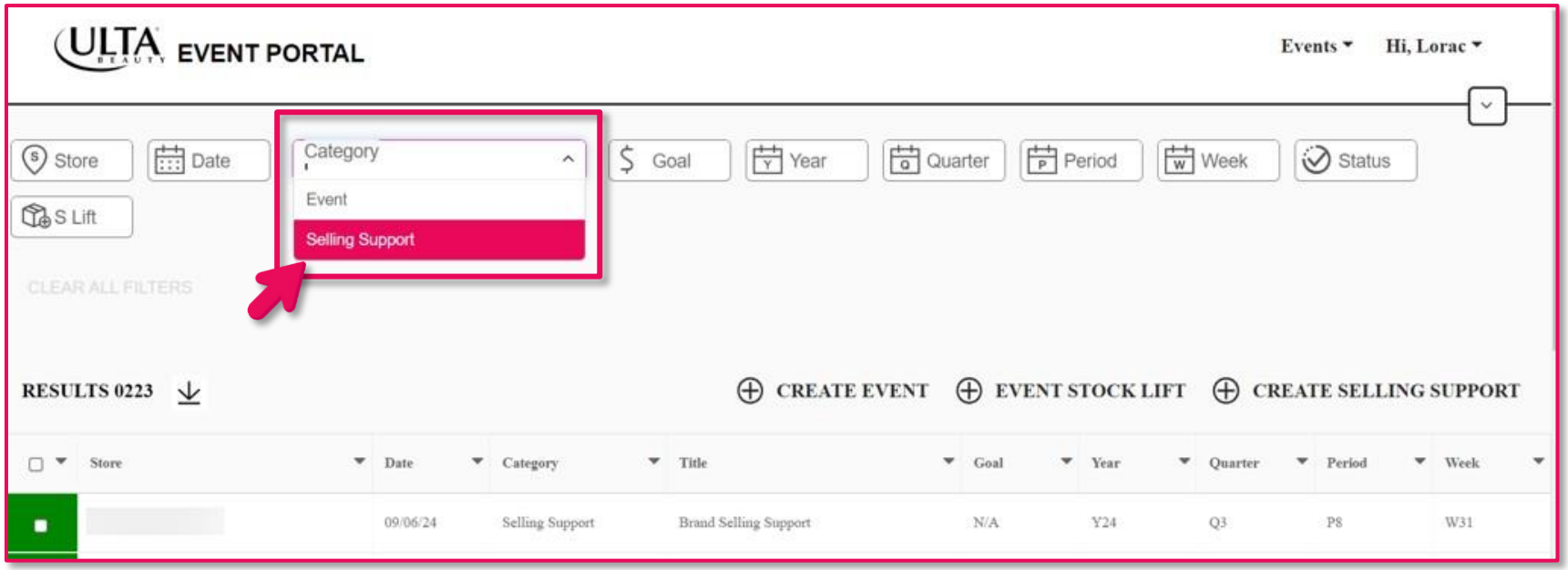
1. Click anywhere inside the event row to read information for that specific selling support visit, which will populate on the right-hand side.
2. Scroll down and select “Cancel”. This will automatically cancel the request.



selling support requests

how to filter & view visits

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



reminders

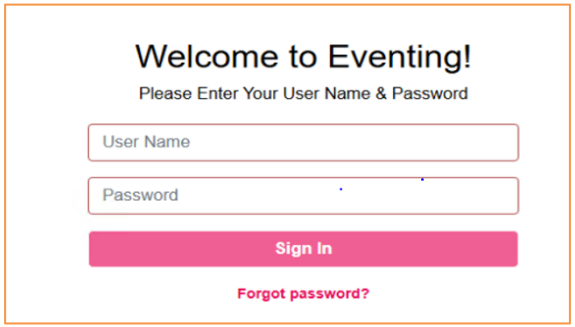
- A minimum 2-week notice is recommended but selling support visits can be requested or cancelled at any time and will be auto approved/auto cancelled
- Selling support visits will not receive a stock lift or payroll.
- Event requests must follow the quarterly timeline process.

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



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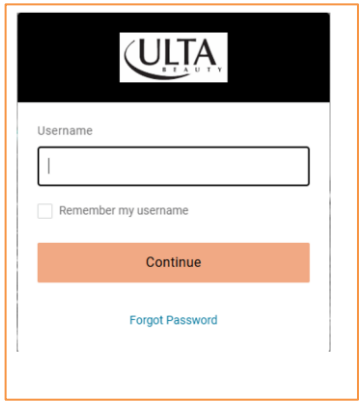

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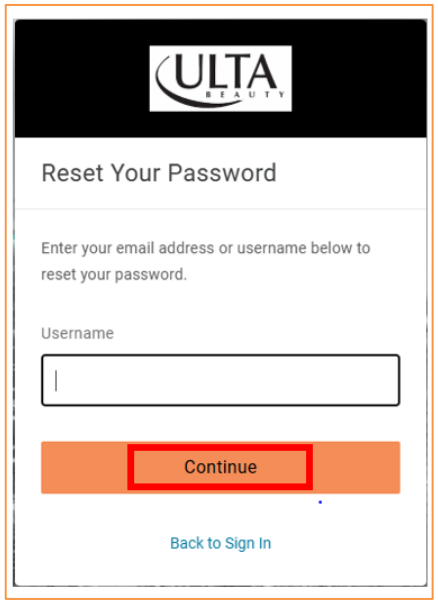


ulta beauty event portal

BACK MENU

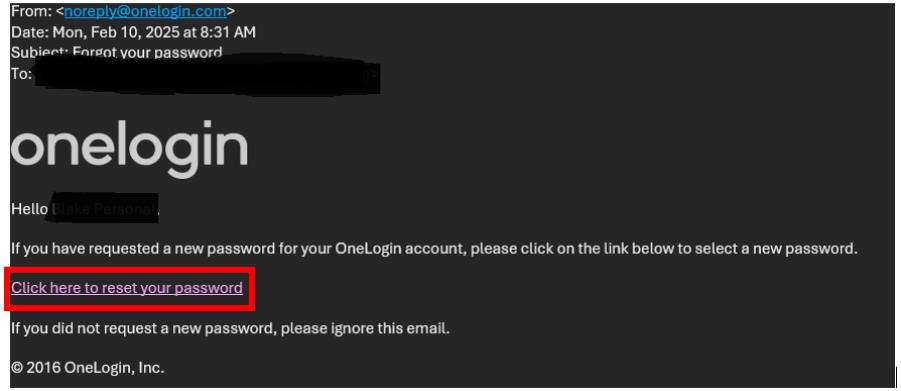
password reset directions

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



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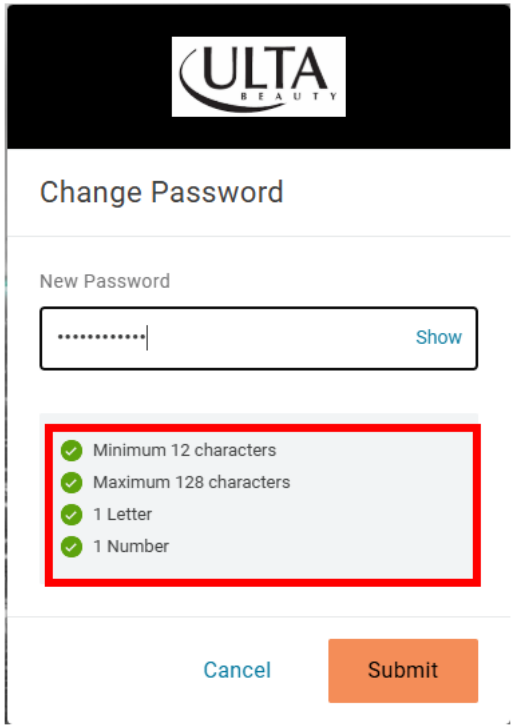

quick Tip

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.

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BACK MENU

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

MENU

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

MENU

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

MENU