

Which link should I give to my parents? The scheduling link for the account or the scheduling link for the selected event?

The link you choose depends on how much variety you want your parents to see. Here is how to decide which one is right for your current setup:

Option 1: The Account URL (The "Front Door")

Use this if you want a permanent link that you can use year-after-year.

- **Where to find it:** Go to **Global Setup / Business** under the **Account URL** section.
- **How it works:** This link displays **all open events** on your account. If you have multiple events active, parents will see a dropdown menu to select the correct one.
- **Customization:** You can create a "friendly" link (e.g., `https://pickatime.com/YourSchoolName`) by checking the **Set Custom URL** box and entering your preferred text.
 - *Note: It takes about 5-10 minutes for a new custom URL to become active.*

Option 2: The Event URL (The "Direct Path")

Use this if you want to skip the selection screen and send parents straight to a specific schedule.

- **Where to find it:** Go to **Events / Preview > UI Setup**.
 - **How it works:** This link lands the parent directly inside that specific event.
 - **Crucial Note:** Even with this link, if other events are currently "Open" on your account, parents may still see a toggle option to switch between them.
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Which one is better?

If you have...	Recommended Link	Why?
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Only One Open Event	Account URL	It's simpler and acts as a permanent bookmark for your organization.
Multiple Open Events	Event URL	It saves the parent a click by landing them exactly where they need to be.
Events for Different Groups	Category Link	(See below) If you want to hide other events entirely from certain parents.

Restricting Visibility with Categories

If you have multiple open events (e.g., "Middle School" and "High School") and you want to ensure parents **cannot** toggle to the wrong one, you should use a **Category Link**. By assigning an event to a category and providing that specific link, the system will hide all other open events on the account from that parent's view.

Pro-Tip

Always test your link in an **Incognito or Private browser window**. This allows you to see exactly what the parent sees without your administrative login session interfering with the view.

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