

## a seamless registration process

**After launching a successful marketing plan and getting numerous potential attendees to click that “register” button on the event website, an organizer may think their pre event job is done. But having a simple and seamless registration process after that initial click is equally crucial to guaranteeing that attendees actually follow through.**

A complex or disorganized registration process can cause frustration among registrants, so much so that they may decide to not attend the event all together. Those that do complete a muddled registration process may head into the event with a negative impression. Not only does a clear and easy registration process increase the number of people who actually complete it, it also creates a level of trust between attendees and the event organizers.

The three important things to remember when building your event registration page is simplicity, consistency and convenience.

**Keep forms and pages simple and professional:** Once someone decides they want to attend your event, they want the registration process to be as quick and efficient as possible. Try to keep the number of pages and forms to click through to a minimum. Really think about what information is truly essential

### registration pages should be:

1. Simple
2. Consistent
3. Convenient

for you during the registration process and what can be collected later.

To save even more time, make your registration fields pre-loadable for returning attendees; once they type in their email address, all their basic information will automatically be filled in. Customizing questions by attendee type (speaker, sponsor, basic attendee, etc.) will streamline the process by only showing attendees the questions that matter to them.

**Build a level of trust through consistent event branding:** Attendees are basically making a purchase, often a large one, when registering for an event. They want to make sure their payment and other information is safe and secure. After they click the registration button, make sure the pages that follow are consistent with your event branding. This creates a level of comfort and reassurance for the attendee. Anything that looks dramatically different may look questionable or off putting.

It's also important to test and retest your payment functions for your event, especially if you are accepting multiple currencies. Nothing causes more anxiety for an attendee when they see an error message after inputting their payment information. Don't forget important details like professional confirmation emails, displaying refund and private policy information clearly. All of these features help build a level of trust between the organizers and attendees that will carry through the rest of the event process.

**Make support and changes convenient:** No matter how straightforward you think your registration process is, there are bound

to be questions from attendees. Provide contact information for support in an easily accessible area. Go even further by having a help chat window or include a link to FAQs on your event website. Having attendees' questions answered quickly and easily can make the difference between having a committed attendee or one that finds an excuse not to register.

The option to edit and/or finish an incomplete registration should also be convenient. Consider linking your registration to your email marketing and send an email to someone who started a registration but didn't finish it. If they were frustrated by a question and left, give them a reason to come back. When allowing attendees to edit their registration information, make sure they can't change details that have already been solidified on your end, i.e. rooming information already sent to a hotel.



### remember to:


1. Keep registration forms and pages simple and professional
2. Build a level of trust through consistent event branding
3. Make support and changes convenient

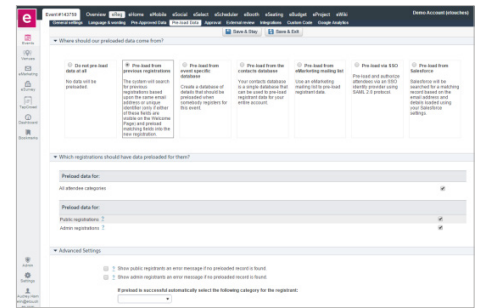
Our fully secure registration and reporting module is at the core of our event management solution. This highly configurable tool will allow you to create a totally personalized registration experience for your attendees.

## 1. save your attendees valuable time when registering

By preloading data either from your database or from a previous event, attendees will only need to enter their email and other details will be pre-filled automatically.

- Under the registration module settings, go to the "advanced settings" tab and select the "pre-load data" sub-tab
- Select "pre-load from previous registrations" and select which field should be used to recognize attendees (usually email address)
- Select which attendee categories you want the preloaded data to apply to
- Choose if you want the preloaded data to be compulsory and if you want to apply a specific category to these attendees


 **Save time! Preload data directly from your company database using Salesforce or SSO integrations.**

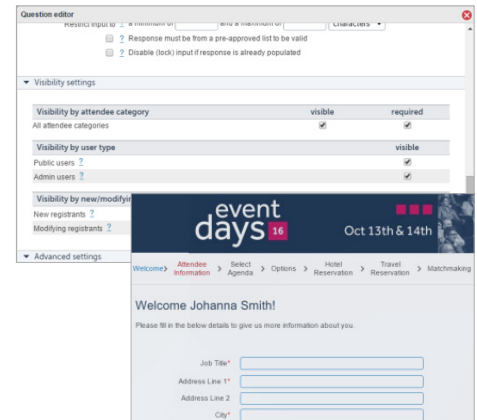


## 2. personalize the registration experience

By using visibility filters you can adapt questions or even the header and footer displayed throughout the registration process to the attendee category.

- In the registration module settings, select the "active questions" subtab in the "attendee info" tab
- When creating or editing a question, set up which attendee categories can see it and define if it should be seen by new and/or modifying registrants
- Under the "look & feel" tab, select "headers/footers" to decide if you want to edit an existing header/footer or add a new one
- Add merge fields to your header/footer to display the attendee's personal information throughout the registration process


 **Visibility filters based on attendee category & status are also available in "header & footer" setup.**

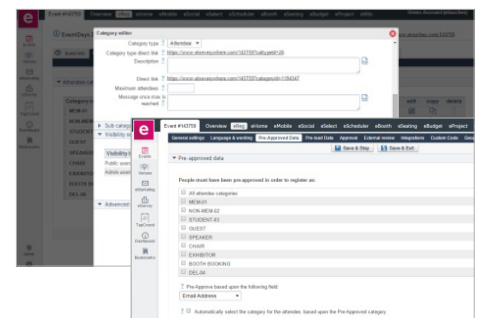


## 3. make sure your attendees choose the right category

Send a registration link to attendees who can register for a specific category and hide it from others, password-protect each category or re-approve a list of emails for added security.

- In the registration module settings, go to the category tab
- When editing or creating a category, you will find the category direct link at the top of the window
- To protect a category with a password, enable the option and create a password or a list of accepted passwords
- In advanced settings go to the pre-approved data tab to add a list of email addresses that should have access per category

 **If needed, category pre-approval can also be based on other system fields like last name or company name.**



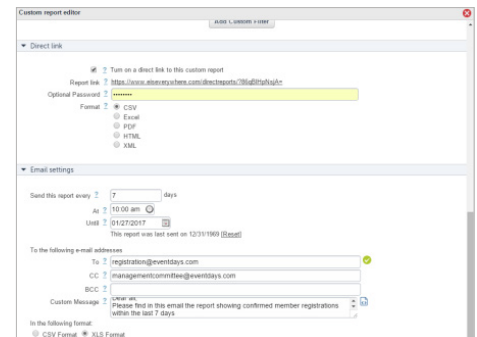
We know the importance of having a reliable reporting tool to see how your event is performing and to share key figures with stakeholders. Our reporting features are fully configurable and include the ability to run cross-event reports to easily benchmark events.

#### 4. share your reports

Create fully configurable reports and share them with your team in no time by using a real time link. To share specific information at any time, the registration module allows you to set up automatic emails with enclosed reports.

- Hover over the registration module and select "reports & functions"
- Go to the custom reports section to create or edit reports
- In the direct link section, enable the direct link to your report and password protect it if needed
- In the email settings section, schedule an automated reporting email and define recipients


 **Save time!** Custom reports set-up is automatically copied when duplicating an event.

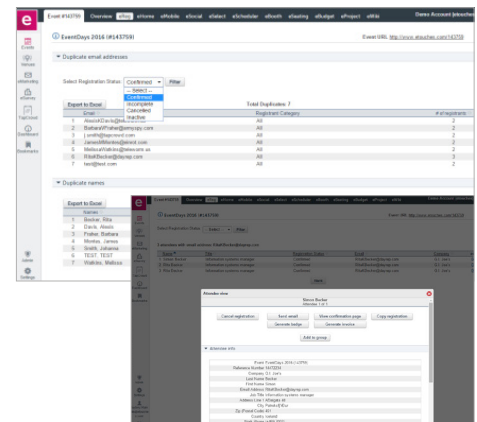


#### 5. make sure your attendee list is accurate

By using our "duplicate report" feature, you make sure that your statistics are accurate and do not include duplicates. This results in a lower number of attendees than expected.

- Hover over the registration module and select "reports & functions"
- Go to the reports section, select "duplicate report" and set up the filter to make sure you only display confirmed registrations
- Click on one attendee to see all registrations made under his or her name
- Click on the edit icon of each registration to update or cancel unused registrations

 **Prevent duplicate registrations based on first name, last name and email address by checking the corresponding box under the "advanced settings" tab.**



#### 6. benchmarking events

Comparing registrations & revenue between the current and a previous event can be very useful. It allows you to see if everything is going great or if you need to increase your marketing efforts to get more people to register.

- Hover over "events" in the sidebar and select "cross-event reports" and then select "event comparison"
- Select the events you want to compare; you can select as many events as you want
- The graph is generated immediately; you can now easily switch from revenue to attendees to effectively compare events

 **Hovering over graph lines will show the exact figures allowing precise analysis.**



**Find out more about the registration module** 