



How to effectively manage online delegate registration

Article Summary

Delegates are increasingly demanding the ability to register and pay for events online. This article explains how event managers can manage this activity – either themselves, or through the use of an event management software provider. Online registration provides benefits of increase control and efficiency, whilst at the same time reducing costs for the event host.

Article Body

Event managers are under increasing pressure; pressure to create and manage successful events, but also under pressure to keep costs low and efficiencies high. This means that they often walk a thin line between creating an event that is of value to delegates and creating an event that is managed on a small budget. This can cause issues as saving money isn't always harmonious with the desire to manage and host a high value event.

Many event managers are now realising the benefits of control and efficiency that technology can bring to the event management process. Automating key activities and taking advantage of the Internet can help save time and money and can also create a more efficient event experience for both event managers and delegates. One of the leading areas where events and the Internet are coming together is that of delegate registration.

Previously, event managers would have to manually select target delegates from a database, they would then create and send direct mail invitations (which comes with additional costs of printing and postage) and then manage the registrations via the telephone, fax and post. There would be little or no tracking or reporting capabilities and they would incur additional costs through the ongoing communication between themselves and the registered delegates. Managing the list of delegates would be time consuming – managed on huge, complex spreadsheets. However, we are now seeing this traditional model of delegate registration being slowly overtaken by that of an Internet based model.

The Internet based model of delegate registration takes advantage of the increase in the use of the Internet throughout the globe. According to a Radicati Group study from May 2009, there are about 1.9 billion email users worldwide. That equates to just over one in every five persons on the earth using email. For 2014, Radicati Group projects 2.5 billion email users worldwide. These statistics show that people are now becoming accustomed to using email as part of their everyday lives.

Add this to the fact that in 2010, 30.1 million adults in the UK (60 per cent) accessed the Internet every day or almost every day (source ONS Opinions Survey). People now accept the Internet and all it has to offer, and now expect business to meet their needs online as well as offline. The use of email and social networking means that people are increasingly living their lives online; this means



that they want to be able to undertake basic transactions online as well - and that includes registering to attend events.

The online registration procedure should look something like this:

- Website branded to your corporate specification
- Sending branded, personalised e-invites to a targeted selection of prospect delegates via a sophisticated email marketing tool
- Providing a single click transaction from e-invite to branded event landing page
- Allowing your delegates to register online through your website
- Sending automated delegate booking email confirmations
- Producing personalised delegate packs tailored specifically to each individual delegate
- Collating and storing relevant information and producing delegate badges prior to the event

This model benefits the delegate as well as the event manager. For the delegate, they receive targeted, personalised e-invites, can register and pay online and then experience a complete closed loop by receiving event confirmation and updates via email. For the event manager, they are able to take a step back away from the registration process, whilst still staying in control. Full tracking and reporting capabilities will be included in the email marketing tool which will enable the event manager to see who opened the invite, who clicked on links and more. This will help to improve the quality of the data, the follow ups and the success of future campaigns.

The event manager can also customise the online booking form for each event they hold – ensuring that they receive the most important data for that event. This information can be used for additional marketing and to create personalised delegate packs on the day. Custom delegate badges, complete with barcodes can also be created at a click of a button.

Managing the delegate registration process can be made easier by outsourcing this area to an event software company. This kind of service provides all of the above activities – freeing the event manager up to work on more strategic tasks. Event management software organisations are able to take control of the delegate registration process through the use of their sophisticated event software solutions – all for a flat and affordable fee. This kind of partnership is often preferable to event companies who are just starting to make use of technology when organising their events. The other side of the coin would be to fully invest in an event software solution which would come with a delegate registration model. Although in this case, the event managers would still need to oversee and control this part of the process themselves.

Resource Box

For more information on [online delegate registration](#), talk to evocos. In the past year alone evocos event management solution has created over 7000 events/workshops & training courses and managed approximately 75,000 delegates/members and has taken over 50,000 online bookings. evocos offers a complete online delegate registration service called 'evocos Delegates' which has been hugely popular with event managers in the UK.



Incorporating integrated reporting and analysis tools as well as social media, email marketing, website integration, registration, online payment, badge production, resource management and event surveys, evocos is one of the most comprehensive online event management software solutions on the market today.

The evocos event software team ensures you are able to seamlessly manage your events; gaining huge cost and efficiency benefits. Visit <http://www.evocos.co.uk> for more information or call 0800 369 8677.