**STAKEHOLDER ENGAGEMENT TOOL**

GUIDANCE SHEET 3

# HOW TO ORGANISE THE REGISTRATION OF PARTICIPANTS TO A SHERPA MAP EVENT?

One significant factor that acts as a bridge between planning a SHERPA MAP event and making it successful is the registration process. Indeed, the effectiveness of the registration process strongly contributes to determine how many people will actually participate in your event.

Here are some guidance and tips that you can adopt in order to design a seamless registration experience that participants will appreciate.

### 1. Choose a smooth registration medium.

The first step is to choose a registration medium where your potential attendees will register for the event. Event registration online is the recommended choice. Online registration calls for an effective and convenient platform for event registration. There are many solutions that could be used for online registration. Some event registration platforms that could be, in principle, suitable for organising a SHERPA MAP event are EventBrite, EU Survey, Google Forms, and SurveyMonkey. They are briefly described here below. The tools are presented in alphabetical order, not in order of priority.

- **EventBrite** is an event management and ticketing website. The service allows users to browse, create, and promote local events. The service does not charge a fee to event organizers if the event is free. The online registration form makes it possible for participants to register online. This registration page is made in the style of your event. The fields are efficient and well equipped with filters, pull down menus or radio buttons. The system allows participants to receive a personal link directing to the registration form of the event, where they can fill in or change their data. Another feature is to file different participant types (VIPs, internal staff or members). With a personal code or link, they are authenticated and granted access to the system. You can give them different opportunities and questions, such as a free dinner for VIPs and special workshops for members. The system also allows participants to choose parallel sessions in the registration form. Maximum numbers per session can be set. If a session is full, it will be declared, and it is not possible to choose the session. Last, with the parallel session management you can add and edit descriptions of speakers and sessions. These descriptions will pop up when the participant clicks on the session in the registration form.

- **EU Survey** is an EU-based online service that can be used for preparing registration forms for events. Its interface is relatively user-friendly and generates automatic reports of the responses with charts and statistics.
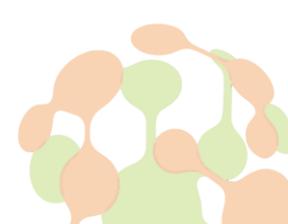
Results can be exported in different formats. Two additional strengths of this tool are that it is free and that it is available in the 23 official languages of the European Union.

 • **Google Forms** is a tool that allows collecting information from users via a personalized survey. The information is then collected and automatically connected to a spreadsheet. The spreadsheet is populated with the survey responses. The Forms service's features include, but are not limited to, menu search, shuffle of questions for randomized order, limiting responses to once per person, shorter URLs, custom themes, automatically generating answer suggestions when creating forms, and an 'Upload file' option for users answering questions that require them to share content or files from their computer or Google Drive. To create a Registration form in Google Forms, visit the Google Forms site and click on the 'Event Registration' template. They give some suggested questions you may want to ask on the template.

 • **SurveyMonkey** is an online survey development cloud-based software that allows to gather registrations, send directions all in a single form. No more group emails to deal with, no more maps as attachments. The best part of using SurveyMonkey for planning your SHERPA MAP event is that you will get information back in a format you can actually use. Know right away which speakers to book. Immediately see how many chicken, beef, or vegetarian meals to order. And when you are done with your event, send a post-event survey that helps you see what to improve for the next one.

2. **Use a short registration form**.

Registration forms should be concise along with being relevant. The recommended info and data to include are:

- Full Name
- Organisation name and address
- Email
- Phone

In addition, custom fields should be considered to gather data that matters for the event, as suggested below:

- Questions about expectations for the meeting; previous experience with the main subject;
- Dietary preferences;
- Food allergies;
- Mobility issues;
- Visual or hearing impairment;
- Date and time of arrival/departure, flight number;
- Role (Speaker, Participant, Moderator, etc);
- Consent for GDPR-compliant use of photos and videos, as well as for any other personal data collected for the event.

### 3. Follow up on registration.

Having invitees register for a SHERPA MAP event does not necessarily mean that they will actually show up. People might simply forget about your occasion or lose interest. A good practice is therefore to make sure that even after target participants have registered, follow ups are done through relevant messaging and confirmations. This ensures that your invitees remember your event and keeps them motivated.

Reminders sent by email should include event updates as they come to build the interest in the event. When writing a reminder email for a SHERPA MAP event, you don't need to include all the information about it. The basic elements to include in an event reminder are:

- A personal greeting to make the invitees feel special;

- The purpose of the event;

- The date and time of the event;

- Information regarding where the event venue is. Consider adding a screenshot of Google maps, and add it as an image to your event reminder;

- It could be useful also to consider adding information regarding parking or public transport information, or anything else that comes to your mind and you think is relevant and helpful (for instance you can also add a link to your email for recipients to let you know if they cannot make it);

- Your contact info for participants who might have questions;

- The logo of the project and the EU logo.

With regards to the ideal frequency for sending a reminder, a best practice is to send event reminder emails three times:

- one week before the event;

- one day before the event;

- on the day of the event.