



The registration process: step 1

CHOOSE A SMOOTH ONLINE REGISTRATION MEDIUM



EVENTBRITE

- User-friendly.
- It allows to browse, create, and promote local events.
- Free for no charging events.

- Efficient and well equipped registration fields with pull-down menus, filters or radio buttons.
- Different participant types (VIPs, internal staff or members) can be filed.

Information for parallel sessions can be set: notification on full session, maximum number of participants, descriptions of speakers and sessions, etc.

EU SURVEY



- Automatic reports of the responses with charts and statistics.
- User-friendly interface.
- Results can be exported in different formats.
- Free.
- Available in the 23 official languages of the EU.

SURVEY MONKEY

- It allows to gather registrations, and send directions all in a single form.
- Results are automatically analysed by the interface.
- Export the information into many formats (CSV, XLS, PDF, PPT, and SPSS).
- Collect feedback via weblink, email, mobile chat, and social media through a survey.
- Not free, but offers several flexible plans.
- Available in different languages.



GOOGLE FORMS

- Collect information via a personalised survey.
- Free and paid version.
- Spreadsheet automatically generated with the answers.
- Features: Menu search, shuffle of questions for randomised order, shorter URLs, custom themes, answer suggestions, 'Upload file' option.





The registration process: step 2



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

What other custom fields should be considered to gather data that matters for the event?

- Questions about expectations for the meeting; previous experience on 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.



The registration process: step 3

To ensure that your attendees remember your event after registering and keep them motivated, a good practice is to do follow-ups **through relevant messaging and confirmations**. These reminders sent by email should **include event updates** as they help to build interest in the event.



What are the basic elements for follow-up emails?

- 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.
- It could be useful also to consider adding information regarding parking or public transport, 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 acknowledgement.



How often should reminders be sent?

- One week before the event.
- One day before the event.
- On the day of the event.