

STOVA

ULTIMATE GUIDE TO

NAVIGATING EVENT REGISTRATION

A Special Report For Event Professionals

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Introduction

Registration is the heartbeat of meetings and events.

It impacts so many vital aspects of your event, from programming to networking, marketing, onsite experiences, analytics, and reporting.

This guide is your blueprint for event registration success.

You'll discover how to make the most of event registration software to increase traffic to your registration page, create a seamless arrival experience, and drive attendance and revenue for years to come.

Let's get started.

What is **event registration software?**

Registration software helps you set up and manage signups for upcoming events. It provides an easy, efficient way to gather guests' information, process payments, and confirm participation.

The best event registration platforms streamline countless tasks – ticketing, event promotion, onsite check-in, analytics, follow-up, and more – in one application.

10 Essentials for Effective Event Registration



As a first touchpoint, registration software is like a giant welcome sign. It tells guests you're thrilled to see them and ensures they have everything they need to make the most of their time at your event.

Great registration platforms help you:

- ✓ increase attendance
- ✓ drive revenue
- ✓ streamline operations
- ✓ personalize the attendee journey
- ✓ achieve your event goals

Look for these ten crucial elements below to ensure your registration process is an overwhelming success.



Ease of Use

Complicated technology turns users away. Choose a platform with simple navigation and design. A user-friendly interface ensures a smooth process from start to finish and encourages prospective attendees to complete their registration.



Welcoming Website

Your website should spark interest and turn visitors into registrants delighted to participate in your event. On the homepage, stick to the most important information to attendees, like your event name, dates, and location. You can build separate pages for other essentials, such as the agenda, speakers, and visuals that capture the spirit of your event.



Mobile Responsiveness

With mobile accounting for 58.67 percent of web traffic worldwide, mobile responsiveness is a must. Ensure your event registration software offers a seamless experience for attendees who register and buy tickets from their smartphones. Mobile ticketing options like digital wallets add convenience and encourage signups.



Customization

Every event is unique, so you need a platform with robust customization options. Ensure the solution lets you adjust branding, registration form fields, ticket types, ad banners, and more. Tailoring registration to your event needs enhances the user experience and reinforces your brand.



Numerous Ticket Types

Do attendees want one-day passes? Early-bird registration? VIP access? Members-only perks? Spur registration by catering to diverse budgets and preferences. Offering different ticket types allows for tiered pricing and gives attendees the power of choice. Consider creating a group package for employees at one company registering together for large conferences.



Varied Payment Options

Secure, efficient payment processing is another essential. Cater to a larger crowd by offering a variety of payment options. In addition to credit and debit cards and PayPal, integrate digital wallets like Apple Pay or Google Pay. Also, simplify global events by collecting credit card payments from leading payment gateways in multiple currencies.



Analytics and Reporting

Event data gives you a front-row seat to better understand your attendees. Look for a secure platform to track registrations and ticket sale trends. The software should let you view data in interactive, visual reports. You'll gain valuable insights to improve events in real time and in the future.



Security and Privacy

Protecting attendees' sensitive information is a top priority. Verify that the event registration platform provides robust security, such as SSL encryption and secure payment processing. Also, confirm that it complies with data protection regulations, including GDPR or CCPA. Displaying privacy and security policies on your registration site reassures attendees that their data is safe.



Scalability

What's your event's expected turnout? How much do you think attendance will grow in the future? Choose a flexible platform to handle your current needs and grow with your event.



Customer Support

Even the best plans can go awry. Choose a provider that offers exceptional support. Feel confident knowing help is available if you need it via phone, email, and live chat. You also want comprehensive onboarding and a knowledge base with support articles and training resources to help you make the most of platform features.

Integrated Solutions

Modern platforms enhance event registration and so much more.

When a part of an integrated event management system (EMS), registration connects seamlessly with your event tech stack.

As a result, there's no need to manage countless event details manually. Or retype information. Or risk losing critical information moving between applications.

Registration data syncs automatically with your event website, email marketing, analytics, onsite technology, travel & expense management, customer relationship management (CRM) systems, and more.

You **save time** and **improve attendee satisfaction** using a powerful one-stop shop.

What are some other benefits of
linking registration with your event tech stack?

More value

Integration automates repetitive processes. That means you have more time to focus on other essentials, like improving event experiences and return on investment (ROI).

Better outcomes

Registration generates a goldmine of data. Merge your registration and data analytics platforms. You'll gain insights into attendee pain points and preferences. Leverage this intel to personalize experiences and improve event outcomes.

Streamlined ticketing and badging

Integration boosts planner efficiency and eliminates long lines at check-in.

Higher attendance

By linking registration with email marketing, you can personalize attendee communications easily to increase turnout.

9 Tips for Captivating Event Websites

Your event website is the front door, welcoming guests and setting the tone for your event.

These best practices below help ensure your site engages visitors and inspires them to attend your event.



Make building the site easy

Complicated technology turns users away. Choose a platform with simple navigation and design. A user-friendly interface ensures a smooth process from start to finish and encourages prospective attendees to complete their registration.



Share vital info

Don't crowd your homepage with too much information. Highlight essentials instead, like the event name, date, location, and registration link. You can always build separate pages for other important info, including a detailed agenda with session descriptions, speakers, and networking events. For large events, offer an interactive schedule so attendees can personalize their experience.



Make registration and ticketing a breeze

As mentioned, modern registration software provides seamless integrations with payment and analytics platforms. It helps you anticipate attendee numbers and preferences to deliver successful events that increase revenue and guest satisfaction.



Engage attendees

Offer interactive elements like live polling, Q&A, and gamification to pump up engagement and anticipation for your event.



Drive connections

Why wait for Event Day to start building relationships? Your website should provide networking features, such as customizable attendee profiles, messaging, and scheduling tools. Attendees can connect with like-minded participants pre-event and arrange to meet in person at your event.



Grab attention with stunning visuals

Build excitement with images and videos from past events. Spotlight enthusiastic attendees, dynamic speakers, and fun networking experiences. High-quality visuals also help your event increase Instagram followers and engagement on other social channels. Be sure to optimize formats to ensure fast loading times. This feature is essential for users accessing your website on mobile devices.



Optimize for mobile

With 4.88 billion smartphone users worldwide, optimizing for mobile is essential. Give attendees the option to register by downloading your event app. Mobile lets you customize attendees' registration paths and personalize communications. It also enhances networking. Once attendees register, they can use features like appointment setting, AI recommendations, and live chat.



Build trust with social proof

Social proof comes in many forms, such as testimonials and endorsements from past event participants, speakers, and sponsors. Display positive feedback as quotes or in a video or carousel format. If your event has been endorsed or sponsored by leading organizations, feature their logos on your website to showcase the value of your event.



Communicate and support

Share event updates and changes to the agenda or logistics on your website. Provide precise contact info and support channels, too. Invite people to reach out for assistance via phone or email and link to a FAQ page. Integrating a chatbot for real-time assistance also builds trust and encourages signups.



Ensure Data Security and Privacy

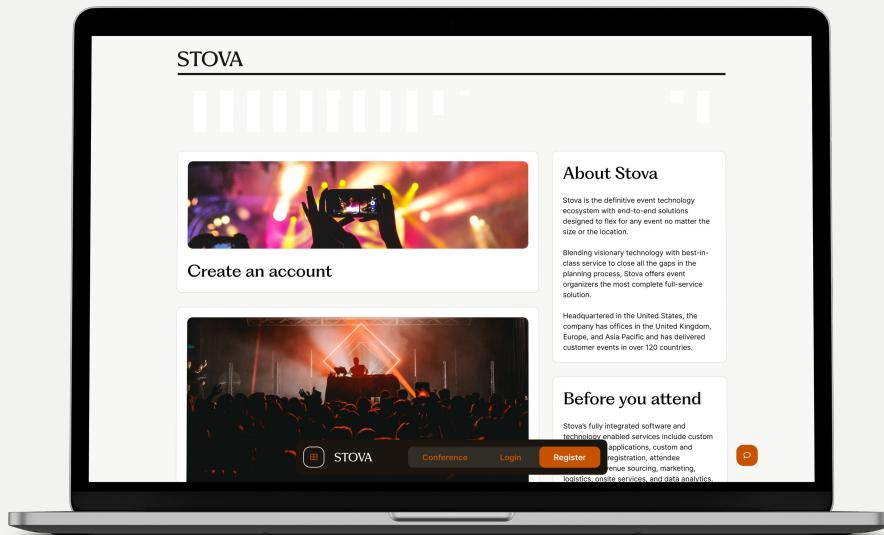
Data security and privacy must be top priorities when capturing attendee information for your event.

Verify that the event management software you choose uses industry-standard security measures, such as SSL encryption and secure payment processing. Protecting attendee data during transmission and storage is critical.

In addition to that, ensure the software and processes comply with evolving data protection regulations, including GDPR and CCPA. A link to your privacy policy on your registration site builds trust and helps assure attendees their data is safe.

Stova exceeds government and industry requirements for data privacy and security. The company offers three cloud hosting locations (North America, EMEA, and APAC) to increase speed, data security, and compliance.

5 Creative Tactics to Promote Your Event



You've launched your website, booked the perfect venue, and arranged inspiring speakers.

But without adequate promotion, your event may never get noticed.

Promotion is critical to success. It piques curiosity, builds interest, and attracts the right audience to your event.

We've listed five creative strategies to help you amplify your marketing impact. Getting the word out there can have a massive impact on your registrations and event success.

Maximize returns with email marketing

Email is one of the most effective marketing channels. It generates an average ROI of \$36 for every \$1 spent.

Follow the tips below to get the most out of your email marketing spend.

- **First**, segment your lists into smaller, targeted groups. You can sort by demographics, past attendance, interests, event goals, etc.

- **Next**, personalize your campaigns to deliver the right message. Address prospects by name and entice them with incentives like early-bird pricing. Marketing automation eliminates repetitive tasks and makes personalization simple.
- **Finally**, merge email marketing with your event registration software to nurture leads. Effective email campaigns will convert them into registrants thrilled to attend your event.

Win with social

Social media generates buzz. Promote user-generated content. Also, share behind-the-scenes videos, countdown stories, and video snippets from thought leaders who will speak at your event.

- **Giveaways**

Why not boost anticipation with a referral or hashtag contest, too? Or host a social media photo contest and award prizes to people who score the most comments and likes. As an added benefit, social media contests make measuring engagement for post-event reports easy.

- **Sizzle**

Repurpose video footage from last year's gathering to create a quick sizzle reel that gives prospective attendees a feel for your event.

Feature testimonials, past speakers, and photos of attendees having a grand time at networking events. Sizzle reels build excitement when added to social media pages, websites, and email campaigns.

Team up!

The right partners lend valuable marketing resources; they extend reach and add credibility to your event.

Encourage event sponsors to post content about your event and share their content through your social channels. A win-win!

Widen your marketing net and collaborate with **micro-influencers, too**

Did you know influencers with less than 100,000 followers drive up to 60% higher engagement than macro-influencers? Amazing, right?

When picking marketing partners, make sure they're the right fit. Choose thought leaders who fit your brand and support your event with enthusiasm.

Optimize for keywords and conversions

Win the race to rank higher on Google with an optimized website. You'll help drive more traffic and registrations for your event.

To attract the right audience, choose strategic keywords. They're the ones prospective attendees search for online that will bring them to your site. Set up a domain name using your primary keyword as well to increase event visibility online.

Optimized websites are easy to navigate. Include prominent calls-to-action that take users directly to your registration page.

A common approach is to place a link at the top of your homepage for people who want to sign up right away. Place another in the middle of the page as a reminder and one at the bottom for visitors who prefer to read all your information first.

Drive engagement with killer content

Content that resonates with your audience fuels event registration and ticket sales.

To build excitement for your event, make the most of content—from storytelling to informative articles, engaging videos, and social media campaigns.

As part of your content strategy, take advantage of the media's extensive reach. Write a press release and invite journalists to your event.

Media can help you **capture the attention of influencers and attract new supporters to drive reservations through the roof.**



Make Check-In and Badging a Breeze

Congratulations – you grabbed attention, built excitement, and persuaded attendees to travel to your event.

When they arrive, will you greet them with long wait times at check-in? Of course not!

Snaking lines and complicated badging procedures make a poor first impression.

The good news: Attendees can skip the line with help from these innovative onsite technologies below.

Super Badges

Goodbye, misspelled names and ho-hum, pre-printed, black-and-white nametags.

Modern event badges come in custom colors with photos and social media handles. Many also use NFC, QR, BLE, or UHF technology for quick, easy scanning.

Another great thing about modern badges? You can tailor them to show different categories and interests. When attendees walk in the doors, they'll receive a custom badge that makes it easier to strike up conversations with prospects who share their interests.

Mobile App Badging

Attendees can also check in using the mobile app. For example, Stova's Fast Pass cuts check-in time from minutes to seconds. Using their smartphones, attendees scan a unique QR code, print a badge, and breeze into the event.

QR codes are like taking a personal assistant to an event. In addition to check-in, they simplify networking. No more hunting for lost business cards. Or cramming notes into tiny spaces on the back of cards.

Empower attendees to scan each other's QR codes and connect automatically through the mobile app. They can add notes, chat throughout the event, and follow up afterward. All the info they need is at their fingertips, ready to pull up in a moment's notice.

Speedy Onsite Check-in

Modern check-in and badging solutions make life easier for organizers, too.

Forget tedious badge stuffing. Goodbye, flipping back and forth through lists, all showing different updates. With an integrated solution, one central database updates automatically in real-time to keep everything in sync.

Invite attendees to register and print badges onsite at self-serve kiosks. You'll expedite check-in and set a positive tone with attendees from the start.

For instance, the following solutions from Stova guarantee a smooth process.

- **BadgeNext** has everything you need for an all-in-one, pre-installed badge printing and check-in solution. This plug-and-print software handles events of any size. No need to call Professional Services. You can set up BadgeNext yourself and be ready to go in minutes.
 - **Traffic indicators** give efficiency another boost. Attendees receive notifications about traffic at badge-printing stations. They can choose a convenient time for swift check-in.
 - **Facial recognition kiosks** create a personalized welcome at large tradeshows. State-of-the-art systems greet the attendee by name, verify registration, and print a custom badge in seconds. They can also provide AI networking recommendations. No matter the event size, guests enjoy a customized VIP arrival experience.
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Other Self-Service Options

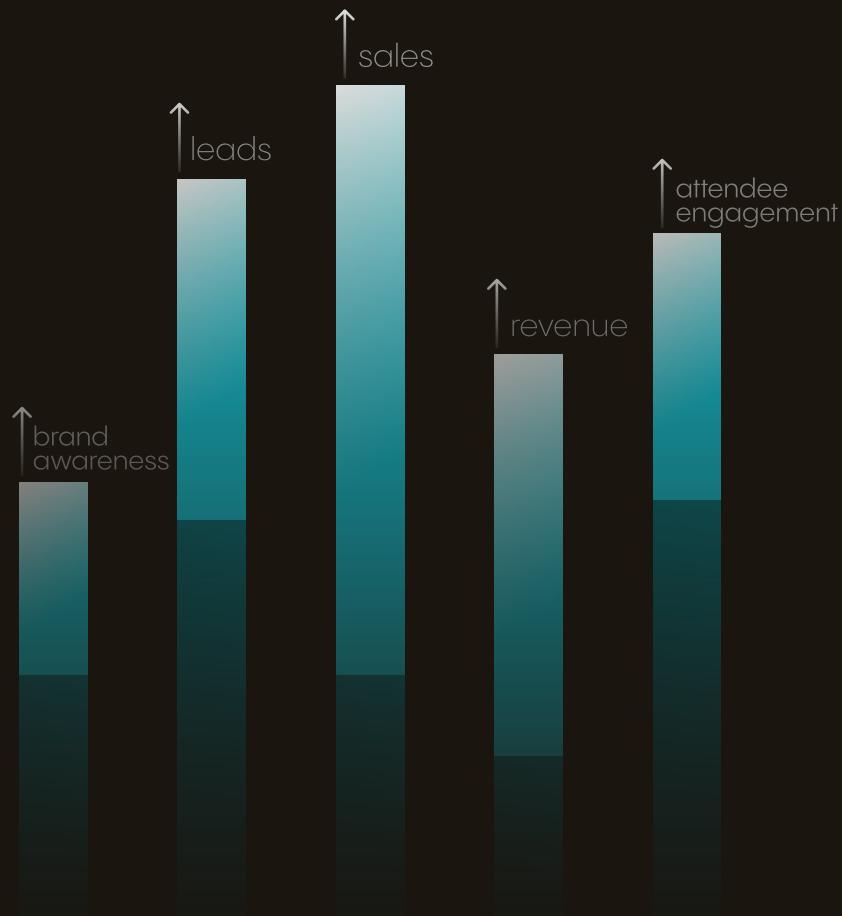
Why limit check-in to the event venue? Reduce crowds even more with the options below.

- **Kiosks at airports** and train stations handle event registration. They can also notify the attendee's hotel and car service, so guestrooms and drivers are ready. Treat attendees to a white-glove welcome.
 - **Kiosks at event hotels** check in attendees for the event and print badges to cut lines and wait times, too.
 - **Kiosks in the parking garage** at your venue streamline check-in, too. Consider providing discounted parking to encourage kiosk use.
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One last word about check-in...

While tech enhances the arrival experience in remarkable ways, ensure a staff member stays at check-in to welcome attendees.

This person can answer questions and say hello. You'll speed up check-in while keeping the human touch.



Leverage Registration Data to Rocket Event ROI

One of the biggest advantages of event registration software is the data it generates.

As mentioned, leading all-in-one EMS platforms combine registration with other event technologies, including your mobile app, customer relationship management (CRM), and data analytics solutions.

The integration synchronizes data to provide a comprehensive picture of event performance in real-time.

For example, linking registration with analytics tools can provide rich intel on registration trends and conversion rates. As shown in the chart below, you can turn these insights into action to fuel registration.

Data-Driven Decision-Making

Insight	Action
Registration Trends	
Uncover effective marketing channels and campaigns.	Refine marketing to focus on high-performing tactics.
Segment your list by attendee type (C-suite executives/people living in key geographic regions/working in target industries). See which segments are generating the most registrations (or not).	Reallocate resources to reach priority audiences not on pace to hit your goals.
Conversion Rates	
Analyze conversion rates from website visitors to registrants.	Identify friction points. Refine tactics on the fly to achieve your registration goals.
Measure the impact of specific discounts and packages on conversion rates.	Drop incentives that aren't delivering and put more resources into those that are.
Spot drop-off points in the registration form	Optimize your form's design, field requirements, and payment options to enhance the user experience and boost sign-ups.
Determine webpages, session descriptions, and speaker bios where a visitor clicks and dwells.	Send targeted ads and follow-up communications based on attendee interests.

What else can you learn from attendee registration and pre-event behavioral data?

You get a window into attendee preferences, pain points, and place in the buyer's journey.

Use this event intelligence to help attendees and sponsors make the most of their time at your event. Turn insights into action and maximize event value, as shown below.

Data-Driven Decision-Making

Insight	Action
Attendee Behavior	
Uncover where an attendee is in the buyer's journey based on session selection and digital networking.	<p>Recommend relevant content and activities:</p> <ul style="list-style-type: none"> · Awareness Stage = Sessions on a broad industry challenge · Decision Stage = Demos, meetings, and activations to compare products and build a shortlist
Gain a deeper understanding of attendee preferences and pain points based on session selections and page views.	<ul style="list-style-type: none"> · Refine programming to meet audience needs. · Personalize session, exhibitor, and networking recommendations to fit attendee interests.
Identify attendees who return every year.	Consider assigning them roles as brand ambassadors or community leaders for this year's event.
Pinpoint peak/off-peak onsite check-in times.	Adjust staffing to control costs, while also delivering a stellar arrival experience.
Sponsorship Packages	
Identify high-value attendee segments, such as C-suite executives or decision-makers.	Offer exclusive sponsorship opportunities and meet-and-greets to reach target audiences.
Track session attendance, engagement, and dwell time, as well as foot traffic at exhibitor booths.	Create data-rich reports for sponsors to help them engage their audience better.
Match sponsor products and services to attendees based on industry, job function, title, and session selection.	Create sponsorship packages and pricing tiers offering different levels of visibility and access to target groups.

CONCLUSION

This guide explored proven best practices for event registration to help you:

- ✓ enhance the attendee experience
- ✓ select the right software for your events
- ✓ drive registration with engaging marketing
- ✓ ensure data security and privacy
- ✓ improve events in real-time and in the future

Armed with tried-and-true methods, you can streamline event planning and boost attendance and revenue for years to come.

Ready to enhance registration at your events?

Contact Stova and speak to an expert

[Book a Demo](#)

How Friendly Is Your Registration Form?

No one wants to spend a lot of time filling out a registration form. Best to make the process quick and easy.

A user-friendly registration form:

- ✓ drives higher completion rates
- ✓ boosts the perception of your brand
- ✓ improves data accuracy
- ✓ enhances attendee satisfaction

Use our checklist below to increase the overall success of your events.

⌚ Quick and Quicker

- Offer a simple form with minimal required fields. Request only the info you need to get the user started.
 - Collect the rest later. Gathering info through subsequent interactions reduces abandonment rates and increases opportunities for user engagement.
 - Fields that force users to leave the form and go elsewhere for details, like dates or ticket numbers, are where you'll lose them. Ditch those questions or put them at the end of the form.
 - Customize questions by attendee type, such as speaker, sponsor, or attendee. You'll streamline the process by only giving users relevant questions.
 - Take it further and show or hide fields based on attendee preferences or previous responses for a quicker, more personalized experience.
-

☒ Branding

- Ensure a consistent look and feel across all event touchpoints (registration form, website, emails, etc.)
- Choose colors, logo, and design elements that resonate with your brand identity for a cohesive experience.

⌚ Intuitive Design

- Make users feel at home with a design, layout, and form elements they're accustomed to seeing.
 - Include concise, easy-to-understand field labels and instructions to help ensure accurate data entry.
 - Make forms flow easily down the page. Show one column of input fields with labels above the fields.
 - Avoid side-by-side fields. For best usability, attendees should read and enter info from top to bottom, not left to right.
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✍ Smart Fields and Validation

- Ever get to the end of a form and discover you need to go back and make a correction? Frustrating, right? Provide inline validation to inform users immediately of mistakes or omissions to minimize friction.
 - Let autofill do the work. You'll streamline data entry for returning attendees.
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📱 Mobile-Friendly Forms

- Make sure the form layout, font size, and button placement are optimized for smaller screens.
 - Consider implementing features like mobile-friendly date pickers and click-to-call buttons for contact info.
 - Why not integrate a chatbot into your mobile event app? Build trust by providing instant answers to questions about your event.
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🏨 Hotel and Travel Booking Options

- Include hotel booking options in the registration form. What about registrants who aren't ready to book? Allow them to add or edit hotel reservations later.
- Offer a room-sharing option to help make your event more affordable.

- Consider linking registration software with a global distribution system (GDS). The integration automates transactions with travel agencies and service providers. Make it easier for attendees to find accommodations and ensure your data connects seamlessly.
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☆ Inclusivity and Special Requests

- Ask registrants to share any accessibility requirements or special needs they might have during your event.
 - Include options for meal preferences, such as vegan, kosher, or gluten-free meal choices.
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✉ 24/7 Support

- Provide contact information for support in an easily accessible area.
 - Include a help chat window and link to your FAQ page. Immediate answers can make the difference between a committed attendee and someone who finds a reason not to complete the form.
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✉ Friendly Reminders

- Connect your registration and email marketing solutions to simplify outreach to people who don't finish their registration.
- Give a reason to come back. Follow up with emails highlighting your incredible keynote speaker and exciting networking opportunities throughout the event.