

Create a Form

Creating an event with a lasting impression involves taking thousands of data points and transferring the learnings to experiences. Bizzabo's Forms feature gives you the tools to get more information from your clients, in order to design an event that resonates.

There are three steps: creating the form, editing the form and organizing the responses.

Creating a Form

1. Jump into **Marketing & Web > Event Website > Website Editor**
2. Open the Page Element drawer on the lefthand side and drag in a Form element
3. Hit Edit to open the form element

Editing a Form

Editing a form is very similar to editing the registration table - you are able to add in out of the box questions or create your own. Once someone fills in the form, their contact will be created or updates with the relevant submission information. Read more about the difference between [contacts and registrants here](#).

You can edit:

- Form name
- Form instructions
- Fields
- Post submission message
- CTA copy
- Legal terms
- Layout

To edit the fields, click "Add Recommended Fields". From there, you will be able to choose from pre-existing fields from our defaults and your previously created custom fields as well as creating new ones.

Organizing Form Submissions

Once you've got your form together, a [static list](#) will be created, titled "Form Name - Form Form Submissions". That's it!

💡 **Idea** - Use forms in conjunction with custom contact properties and additional lists to manage your apply to attend and speaker applications. After you've set up your form for applications, create a custom [contact property](#) called "Approval Status" with relevant status' (approved, denied, pending etc.). You can now create subsequent [smart lists](#) based off this newly created property (i.e enter smart list if status = approved).

Note: Our form tools in conjunction with lists is good for light applications of apply to attend and speak flows. For more robust events, we recommend speaking with your CSM prior to releasing your workflow.