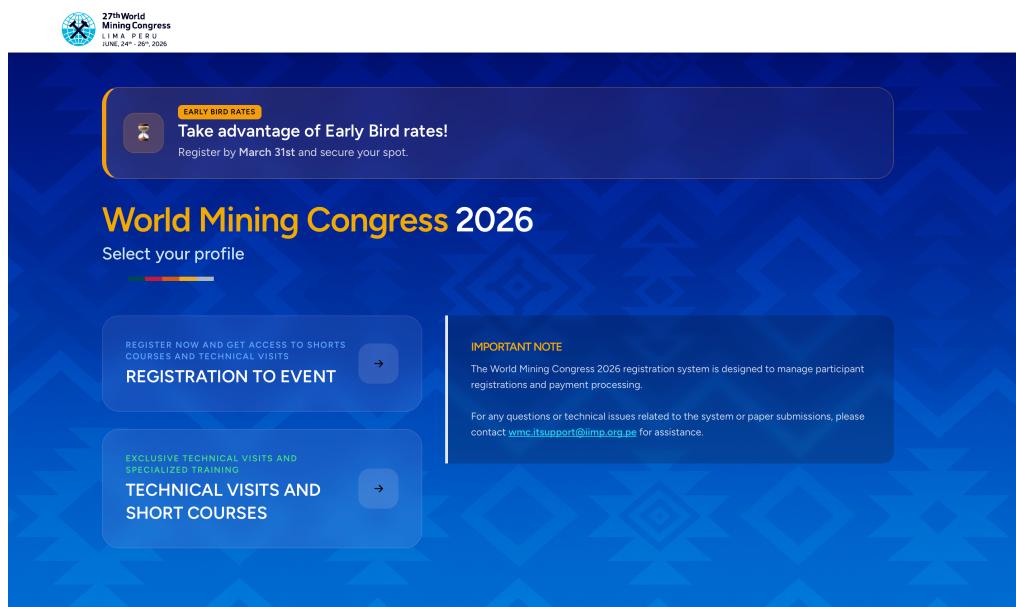


## Recommendations for World Mining Congress registration page



1.

- **Rename “Select your profile” to “Choose what you want to register for” (or “Select registration type”).** This aligns the language with what the system actually offers and avoids implying user roles that don’t exist on this screen.
- **Clarify the two paths with short descriptors under each card.**

Example:

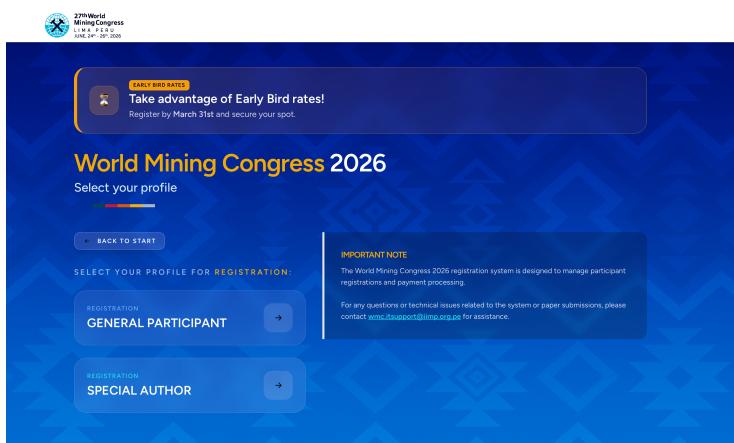
*Registration to Event* — “Register as a participant, select your category, and complete payment.”

*Technical Visits and Short Courses* — “Sign up for optional site visits and training programs.”

As you can add on the technical visits and short courses in the main registration, I wonder if we need this up front?

- **Make “Registration to Event” the dominant primary action.** Increase its visual weight (size, color contrast, or placement) and treat “Technical Visits and Short Courses” as a secondary option, since most users’ main task is event registration.
- **Add a direct CTA in the Early Bird banner.** A “Register now” button that anchors or links to the main registration flow converts urgency into action instead of leaving users to hunt for the next step.
- **Define the workflow before the click.** Add microcopy under the main button such as “Step 1 of 3: Choose participant type → Enter details → Payment” to set expectations and reduce abandonment.

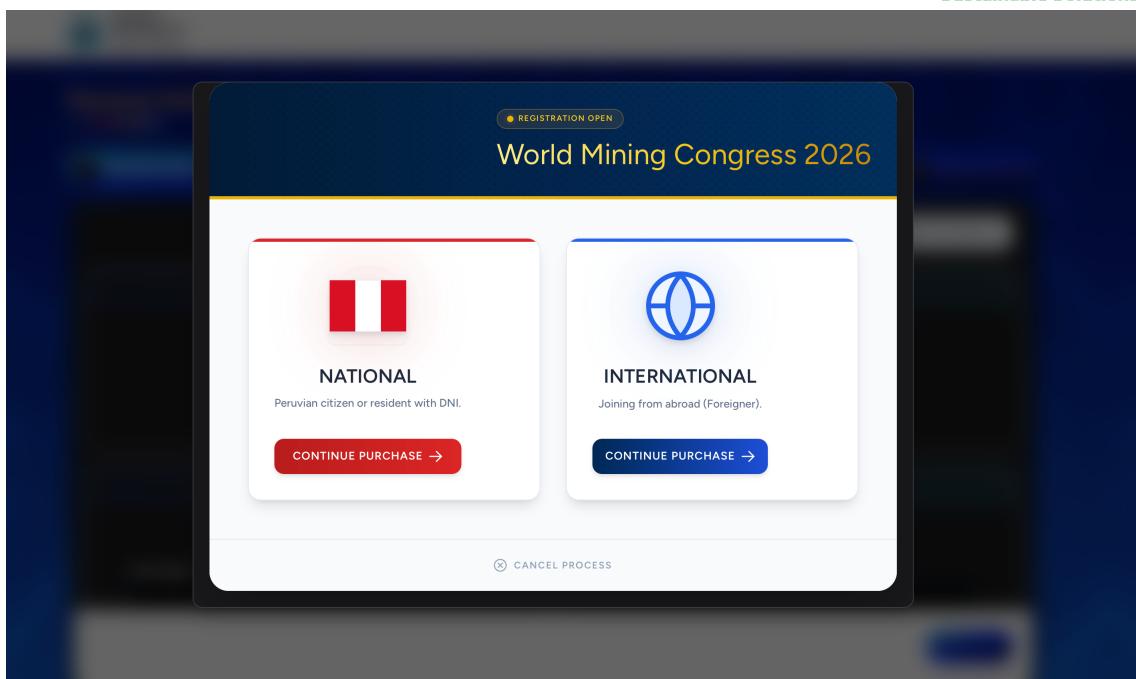
- **Move support and system notes out of the main decision area.** Relocate the “Important Note” into a collapsible “Help / Technical support” section so it doesn’t compete with the primary task.
- **Ensure consistent terminology across the flow.** If later screens use terms like “Participant Type” or “Category,” reflect that language here to maintain a coherent mental model.
- **Check accessibility on action elements.** Ensure the primary button and small explanatory text meet contrast and size standards so the decision path is clear for all users, especially on laptops in bright environments.



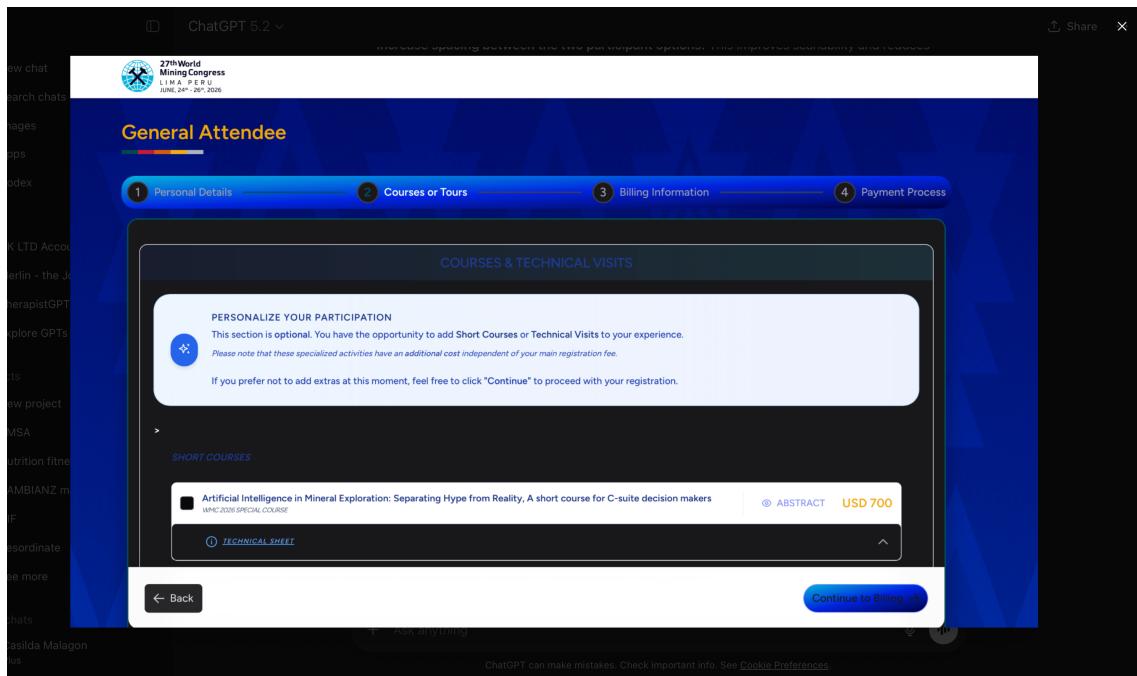
**Make the entire card clickable, not just the arrow.** Users naturally click the text or the box; limiting interaction to the arrow increases mis-clicks and hesitation.

- **Add a short reassurance line about pricing visibility.** For example: “You’ll see prices and what’s included before you pay.” This reduces anxiety at the decision point.
- **Increase spacing between the two participant options.** This improves scanability and reduces accidental selection, especially on touch devices.
- **Standardize capitalization and hierarchy in labels.** For example, avoid mixing small “Registration” labels with large uppercase titles, which can create visual noise and reduce clarity.
- **Ensure consistent language between the main heading and options.** If the heading says “registration,” avoid switching to “profile” or other terms elsewhere in the flow.

Take out Special author, better to give the authors a discount code to be added at the end.



Could you choose this earlier in the process? In the first screen?



Change the copy to something more persuasive, for example:

### **Enhance Your Congress Experience**

Go beyond the main programme with expert-led short courses and on-site technical visits designed to turn insight into action. Learn directly from industry leaders and gain practical knowledge you can apply the moment you return to work.

These optional sessions offer deeper dives into emerging technologies and strategic challenges shaping the future of mining.

Select the courses or visits that match your interests or continue to only core congress programme.

LIMA - PERU  
JUN 28 - 2020

### General Attendee

1 Personal Details    2 Courses or Tours    3 Billing Information    4 Payment Process

**Category Details**

SELECTED PROFILE  
**GENERAL ATTENDEE – NON-MEMBER**

USD 1

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**Billing Information**

The information is incorrect? Click here to modify

Document Type *	Document Number *	Business Name / Full Name *
PASSPORT	111111	casilda malagon
Address *	Billing Contact *	Billing Email *
20 sandrigham avenue	casilda malagon	casilda@cambianz.com

Review that the error message appears in the centre and in English.

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### General Attendee

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**Category Details**

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I cannot go past this screen.