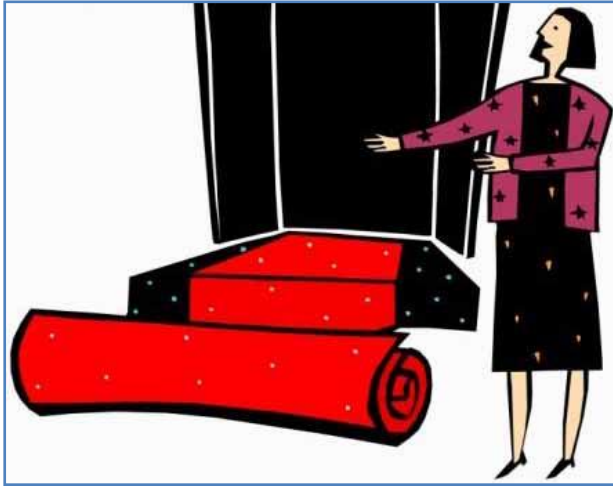


Event Management Software Delivering benefits of Express Online Registration to frequent visitors (white paper)



Events Registration, online and otherwise is often painful and cumbersome, more so if an attendee intends to register for multiple events. Having to fill multiple forms that again and again ask for the same information can be frustrating and painstakingly slow. Sometimes as much as 80% of event audience has to undergo the hassles of multiple registrations as they intend to attend multiple events.

Such a scenario is highly detrimental to event revenues as it discourages rather than excites an attendee for registration. Many times events lose high number of potential audience as the event management systems are not tuned in a way to recognize the obvious and decrease the registration steps for repeat audience. The loss is even higher in case of high profile clients who have even less time, thus resulting in high potential revenue losses.

Another problem posed by such a registration model is a fragmented customer data. Every time a user registers for an event, the system treats him as a unique customer making him look like multiple people while in reality it is the same guy registering again and again. This is a real problem in data analysis as it leads to misleading statistics. Another flip side is that the CRM department treats a single customer as multiple entities, contacting and hassling him again and again for the same information.

Smart event management software recognises the problems posed by the need for multiple registrations by a single event audience. The solution here lies in technology and a robust event management model. Each event visitor is provided with a unique ID and a personalized online account. The visitor enters all his information at a single place and this information is referred to while he signs up for different events. In this way the user need to re-enter his information at multiple places. All the visitor needs to do is to sign into his account before signing up for an event. The EMS software automatically retrieves the visitor data and pre-fills it in the registration form. Single click registration facility can also be provided.

This Event management system also solves the problem of customer fragmentation across single and multiple events, thus making it simpler and easier to serve the event clients.

The advantages of express online registration and personalized user accounts are several. It not only encourages users to sign up for many more events, but also delivers more accurate statistics

to the event managers. Higher event attendance is a logical repercussion of implementing such a scheme.

To understand how Event Management software can help you event management or to know more about Express Online visitor registration, please contact us at sales@completevent.com