



PRE-EVENT REGISTRATION

Registration Set-Up:

- Determine who will champion the registration process
- Determine registration policies and guidelines:
 - Cancellation policy
 - Refund policy
 - Group discounts
 - Other discounts
 - Payment policy
 - Early bird vs. regular fees
 - Early bird deadline
- Determine how registrations will be taken:
 - Phone
 - Fax
 - Mail
 - Online
- Determine who will take registrations:
 - In-house
 - Outsourced
- Select registration vendor (if outsourcing)
- Determine what information you want to collect on your registration form:
 - Name, Title, Company, Address, Phone, Fax, Email
 - Package type, course selections
 - Conference events, meals, tours, etc.
 - Demographic information
 - Payment information
- Set up toll-free number to accept phone registrations, determine fax-in number, and mail-in address
- Create registration forms:
 - Manual/faxable form
 - Conference brochure form
- Create online registration form
 - Test online form
 - Link online registration form to website