



ELLISSALSBY

**THE HOW TO GUIDE
TO MAXIMISING EFFICIENCY WITH
DELEGATE REGISTRATION**



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Introduction

Events have evolved in recent years, they are no longer a one off meeting experience, events bring people together to achieve ambitious objectives and the delegate experience starts well before the opening presentation.

Organisers must consider the delegate journey from the very start.

1. Marketing your event on line



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- Clearly state the event objectives, dates, venue and target audience
- Why should your delegates attend?
- What will your delegates be able to do better as a result of attending?
- Ask a colleague to sanity check the site from a delegates point of view before going live
- Your marketing should create a 'buzz' and get your delegates engaged throughout the journey
- Clean your invitation list and remember to include the option to unsubscribe
- Make sure your event web site / registration is mobile friendly
- Chase abandoned / part completed registrations

2. Remove paper based processes



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- Promote your event on line
- Language to be consistent with the audience expectation
- On line registration is traceable so reduces / eliminates queries
- Pre populate as much information as possible, to make the process easier for the delegate
(delegates hate long winded registration forms)

3. Encourage group registration



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Event attendance in groups is the preferred option for many events, so remember to build this into your registration site

Consider discounts:

- ✓ Group
- ✓ Early bird
- ✓ Student
- ✓ Senior



4. Reducing no shows

- Provide an opportunity for delegates to cancel to free up spaces for sold out events
- Send joining instructions and an email programme leading up to the event to remind delegates of the event and benefits of attending
- Provide telephone / email helpline for delegates to advise you they will not be attending in the days leading up to the event



5. Networking

Consider:

- An event Facebook page
- Twitter
- Twitter wall at the event
- LinkedIn page

Encourage your delegates to engage prior to the event, so maximum value can be achieved

Event success is often judged on the number / quality of contacts you make, so make the most of this



6. Badges

Consider:

- Badge branding
- Good size font that is easy to read from a distance
- Data should tie back to the registration for reporting
- Including an event agenda on the back of the badge, identifying break out sessions that have been selected
- A facility to create badges on the day for name changes
- Break away, branded lanyards
- Using data scanners for large events to scan your delegates in and out of sessions



7. Survey / event evaluation

- Create your questions around your original event objectives
- Focus on a few excellent questions not a long list
- How will you collate the data?
- What are you going to do with it?
- How will you address any negative feedback?
- To encourage a high response rate consider a prize draw
- To make your survey measurable, use multiple choice or yes/no responses with an opportunity for comments

Need help with your next event?



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For help with bringing these great ideas to life,
contact the Ellis Salsby team today

Ellis Salsby can also help you find the best venue
for your event.

Ellis Salsby team has many years' experience in supporting
clients arrange **Really Successful Events.**



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Whatever your Event

We find venues for events

- ✓ Meetings
- ✓ Training Courses
- ✓ UK & Overseas Conferences
- ✓ Road Shows
- ✓ Team Building Days
- ✓ Dinners Dances
- ✓ Seminars
- ✓ Assessment Days

We organise every detail

- ✓ Projectors
- ✓ Full AV Kit
- ✓ Themed Rooms
- ✓ Entertainment
- ✓ Speakers
- ✓ Delegate Registration
- ✓ Overnight accommodation
- ✓ Transport



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Need a venue?

Are you looking to organise:

- ✓ Sales conference
- ✓ New product launch
- ✓ Business promotion
- ✓ Staff meeting
- ✓ Training session
- ✓ Workshop
- ✓ Road show
- ✓ AGM
- ✓ Team building
- ✓ Assessment centre

Ellis Salsby team has many years' experience in finding the best venue for your event, your location and your budget.

Why Ellis Salsby?



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Before, during and after our events, our clients have told us that they feel:

“Comfortable, knowing you’re managing it for us”

“Delighted you’re on board to deal with any issues”

“Happy with great feedback from delegates”

“Confident that Ellis Salsby manage the lot”

Contact Ellis Salsby Ltd



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**Really
Successful
Events**

