

Topic: Importance of the event registration system

In today's society where content is "king" and information is crucial, an event registration system can be the "make or break" of a conference, according to professional corporate events planner Kathryn Laslett of Corporate Challenge Events.

"Using an online registration system that has the necessary capabilities will make your event planning much more efficient, effective and effortless."

"The main benefit of an online registration system is it creates one simple collection point for all information you require as a corporate events planner."

"Registration systems are used today to collect information from delegates, potential or confirmed speakers, sponsors, exhibitors, contractors and staff."

"This includes information such as name, contact details, special dietary requirements, and selection of conference sessions, team building courses and group activities."

"A good registration system will also have reporting capabilities which means you can generate all those key onsite lists at the click of a button."

"A good system can also be built into an event website and shared as a link, as well as customised to feature company or event branding."

"The basic functions should be simple to use and are designed to be user-friendly."

Kathryn advises to consider the following questions when identifying a registration system...

1. How often you are going to use it?
2. How many registrations are you planning for?
3. Will there be a cost for delegates to attend your event?
4. How many questions do you need to ask of delegates?
5. Will files need to be uploaded by users?
6. Do you need the system to feature your branding?

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