Submit Registration Data to a Webcast Form

Getting Started

There are two options to submit registration data to a webcast:

1. Send registration data to the webcast registration server endpoint, which we will refer to as **Webhooks**. With Webhooks the end user would remain on the client or 3rd party hosted, non-webcast, website after registration.

   Example Use Case: Take registration on a 3rd party system and leverage a webhook or POST data to server function to automatically register the user within the webcast.

2. Redirect a user along with their registration data to the webcast, which we will refer to as **Frictionless Registration**. With Frictionless Registration the end user will be redirected to the webcast and automatically registered and logged into the webcast.

   Example Use Cases: Users login to your website to access a library of events. With a single click the user is taken from your site directly to the webcast player, while the webcast captures the user's data.

Webhooks

Before you get started

- A "pass" parameter is required for Webhooks. If you do not already know your "pass" parameter value please contact Support for assistance.

- The webcast uses "email" as the primary field and is required for all registrations. Duplicate values will result in a "User already registered" response message.

- User registration data is immutable and will not be updated by resending registration data with a duplicate email address. It is important to include all desired registration data on the initial webhook submission

- All parameters are case-sensitive

- The webcast will only capture data for registration fields enabled on the webcast form

- Parameter values should be properly URL encoded (Ex. Blank spaces should be replaced with %20)

- Fields containing html or other script tags will be blocked by the system's security filter

- To trigger a registration confirmation email from the webcast include the "tp_regconfemail" parameter and set it equal to "1". If this parameter is not included or is included but not equal to 1 the webcast will not send a confirmation email. Additionally, the webcast confirmation email must be enabled in order to be sent.

- Security options enabled for the webcast will not stop registrations. These settings are only tested when the audience member attempts to enter the actual presentation.

Methods

Method Details	
HTTP Methods	POST and GET
Content Type	text/html
Response Format	text/html

Base Path

```
https://event.webcasts.com/viewer/regserver.jsp?
```

Parameters

Parameter	Required	Description	Format	Character Limit

ei*	Yes	Event ID (Ex. 1234567)	Number	7
email*	Yes	Email Address	Ascii email	128
pass*	Yes	Client ID (Ex. abcd001)	Alphanumeric, utf-8	7
tp_key*	Yes	Security key in the webcast URL	Alphanumeric, utf-8	10
unsubscribe*	Yes, if enabled on the webcast form.	Unsubscribe to email communications for this specific webcast event ID. 1 = yes(unsubscribe from communications), 0 = no(do not unsubscribe from communications)	0, 1	1
fname	No	First Name	Alphanumeric, utf-8	250
lname	No	Last Name	Alphanumeric, utf-8	250

company	No	Company Name	Alphanumeric, utf-8	250
title	No	Business Title	Alphanumeric, utf-8	250
address1	No	Street Address	Alphanumeric, utf-8	250
address2	No	Street Address - Extra	Alphanumeric, utf-8	250
city	No	City	Alphanumeric, utf-8	250
state	No	State	Alphanumeric, utf-8	250
country	No	Country	Alphanumeric, utf-8	250
postalcode	No	Postal/Zip Code	Alphanumeric, utf-8	20
phone	No	Primary Phone Number	Alphanumeric, utf-8	20
cell	No	Cell/Mobile Number	Alphanumeric, utf-8	20
fax	No	Fax Number	Alphanumeric, utf-8	20

tp_hidden	No	A hidden field not shown on the registration form that does not need to be enabled.	Alphanumeric, utf-8	250
sti	No	Campaign Source Tracking -designed to track the registration source	Alphanumeric, utf-8	250
tp_regconfemail	No	Enable a Registration Confirmation Email from the Webcast	1	1
customQuestion	No	Non-default webcast registration field	Alphanumeric, utf-8	250

If the "unsubscribe" field is enabled on the webcast the parameter must be included in the webhook

Example Request

Python

```
import http.client


conn = http.client.HTTPSConnection("event.webcasts.com")
```

```
payload = 'ei=1111111&pass=abcd001&email=example%40webcasts.com&fname=Amelia&lname=Earhart'
headers = {
  'Content-Type': 'application/x-www-form-urlencoded',
  'Cookie': 'JSESSIONID=C199ABD14256D74D9EA2AA8B7F84B92E'
}
conn.request("POST", "/viewer/regserver.jsp", payload, headers)
res = conn.getresponse()
data = res.read()
print(data.decode("utf-8"))
```

Return Messages

Message	Description
"Success."	The registration has been successfully submitted to the event.
"Event not found."	Invalid Event ID
"Unauthorized."	The client pass ID does not have access to the Event ID.
"Registration for this event is prohibited."	The event is configured for anonymous registration.
"Email not found."	A valid email address is required for registration. This message indicates an email was not passed.
"Email format not valid."	Invalid email formatting
"User already registered."	An audience member is already registered for the event ID based on email address.
"No reg data sent."	General error - Contact Support for help.

Frictionless Registration

Before you get started

- All parameters are case-sensitive

- The webcast will only capture data for registration fields enabled on the webcast form

- The webcast uses "email" as the primary field and is required for all registrations. Duplicate values will result in a "User already registered" response message.

- User registration data is immutable and will not be updated by resending registration data with a duplicate email address. It is important to include all desired registration data on the initial webhook submission

- Parameter values should be properly URL encoded (Ex. Blank spaces should be replaced with %20)

- Fields containing html or other script tags will be blocked by the system's security filter

- To trigger a registration confirmation email from the webcast the webcast confirmation email must be enabled.

Methods

Method Details	
HTTP Methods	POST and GET
Content Type	text/html
Response Format	text/html

Base Path

`https://event.webcasts.com/starthere.jsp?`

Parameters

Parameter	Required	Description	Format	Character Limit

ei*	Yes	Event ID (Ex. 1234567)	Number	7
email*	Yes	Email Address	Ascii email	128
tp_key*	Yes, if enabled on the webcast	Optional security key in the webcast URL	Alphanumeric, utf-8	10
unsubscribe	No	Unsubscribe to email communications for this specific webcast event ID. 1 = yes(unsubscribe from communications), 0 = no(do not unsubscribe from communications)	0, 1	1
fname	No	First Name	Alphanumeric, utf-8	250
lname	No	Last Name	Alphanumeric, utf-8	250

company	No	Company Name	Alphanumeric, utf-8	250
title	No	Business Title	Alphanumeric, utf-8	250
address1	No	Street Address	Alphanumeric, utf-8	250
address2	No	Street Address - Extra	Alphanumeric, utf-8	250
city	No	City	Alphanumeric, utf-8	250
state	No	State	Alphanumeric, utf-8	250
country	No	Country	Alphanumeric, utf-8	250
postalcode	No	Postal/Zip Code	Alphanumeric, utf-8	20
phone	No	Primary Phone Number	Alphanumeric, utf-8	20
cell	No	Cell/Mobile Number	Alphanumeric, utf-8	20
fax	No	Fax Number	Alphanumeric, utf-8	20

tp_hidden	No	A hidden field not shown on the registration form that does not need to be enabled.	Alphanumeric, utf-8	250
sti	No	Campaign Source Tracking -designed to track the registration source	Alphanumeric, utf-8	250
tp_regconfemail	No	Enable a Registration Confirmation Email from the Webcast	1	1
customQuestion	No	Non-default webcast registration field	Alphanumeric, utf-8	250

Example URL

```
https://event.webcasts.com/starthere.jsp?ei=1111111&tp_key=ab123c4567&email=example@webcasts.com
```

Custom Registration Questions

For both Webhooks and Frictionless registration any non-default webcast registration field is known as a custom registration question. All default registration questions are listed above. Please familiarize yourself with the below to ensure data for your custom webcast registration questions are captured.

- The parameter names should match the corresponding "Report Column Title"

- Parameter names are case and space sensitive

- Parameter names have a 75 character limit

- For custom webcast registration questions setup as "Checkboxes" with multiple answers, repeat the parameter name for each answer submitted. The answers will appear grouped together in the reports.
  Eg.
  "…&customQuestion=answer1&customQuestion=answer2&customQuestion=answer3…."

- For custom webcast registration questions setup as a "Single Checkbox", include "checked" as the answer if the checkbox was selected. Leave the answer blank if the checkbox was not selected.

- For custom webcast registration questions setup as: "Checkboxes", "Radio Buttons", or "Drop Down List", the value(s) sent must match the webcast "Answers" values exactly to be captured. For this reason if the webcast registration form will not be used it is recommended that all custom registration questions be set to "Open Text Field" or "Open Text Area" type.

- Character limit is 250

Example Workflow

Setup client hosted registration page and webcast, both will all desired registration fields enabled. The client hosted form would leverage Webhooks to pass registrant data to the webcast while keeping the registrant on your website. The webcast would have registration closed and include a link back to the client hosted registration page. This ensures your marketing automation platform has up to date information for tasks like re-invites. The confirmation and reminder emails leverage frictionless registration links so viewers are automatically placed in the webcast player with a single click.

To close / hide the registration form on the webcast, but still allow registration to flow from your 3rd party registration page you can close registration from the "Manage Access" button under "Event Details" on the Event Summary page of any webcast.

Revision #17

Created 19 December 2022 16:18:29 by Ian MacMillan

Updated 30 October 2023 19:04:38 by Ian MacMillan