

Registration & Landing Pages

- Create unique links to track registrations from different sources
- Add custom questions to a registration form
- Add marketing consent tracking to a registration form
- Allow people to attend an event without registering
- Auto-fields for event landing pages
- Bulk registration for an event
- Set up the registration form for an event

Create unique links to track registrations from different sources

Campaign Source Tracking is a feature that is used to create a unique URL for each location your event will be marketed. These links can be promoted in each location to allow you to track registrations.

Link Setup

This feature is located on the **Email & Marketing** page of the setup. Start by entering a name for the **Campaign ID** (i.e. facebook, linkedin, etc.) in the text field. Click **Create New** to generate a unique link for the Campaign ID.

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A unique Event URL will be created (i.e.

https://event.webcasts.com/starthere.jsp?ei=XXXXXXX&tp_key=6a60b4e5ff&sti=facebook) for this Campaign ID and listed under **Campaigns with No Registrants**. This unique URL should only be shared in its respective location to properly track registration.

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A Campaign will move to **Active Campaigns** once it has been used to register for the event. Campaign IDs can contain alphanumeric characters, along with hyphens and underscores.

Common uses for unique links include social media sites and websites or email blasts promoting the event. Campaign IDs can contain alphanumeric characters, along with hyphens and underscores.

Reporting

Campaign ID registration data can be accessed on the individual viewer level or on the event as a whole in the Reports.

To access Campaign IDs for individual registrants, enable the **Campaign Source Tracking** field under the Registration Data section of the Audience Details report. This will include a column in the reports to display the Campaign ID.

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To access total Campaign IDs on the event level, select the **Campaign Source Tracking Report** under the Event Analytics section. This will include a pie chart with total registrations from each Campaign ID. The percentage of registrations from each source will also be displayed in this report.

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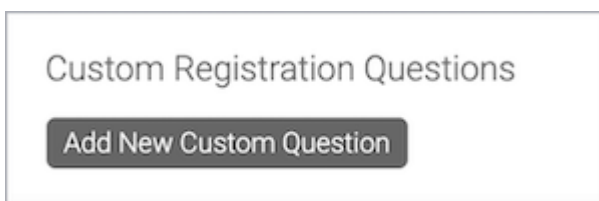
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Add custom questions to a registration form

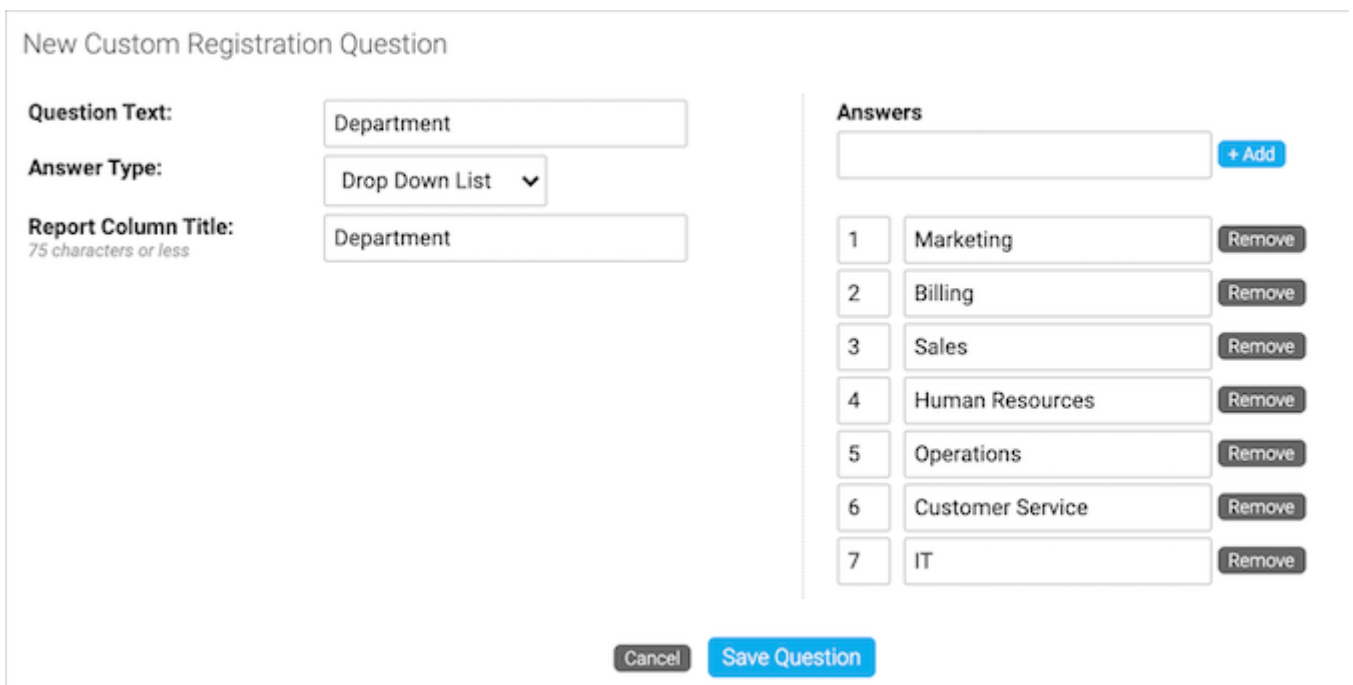
In addition to standard registration questions, you can add custom questions to the registration form and choose how registrants will answer each question. Registrants can either type their answers in an open text field or select from pre-defined answers that you set up. For more information, see [Answer Types](#) later in this article.

To add a custom registration question:

1. On the left panel, click the **Registration** tab.
2. Scroll to Custom Registration Questions and click **Add New Custom Question**.



3. In the New Custom Registration Question section, enter the question (or field label), the type of question (will the registrant type their answer or select from defined answers?), and the column name to identify the question in reports.

A screenshot of a form titled "New Custom Registration Question". The form is divided into two main sections. The left section contains three input fields: "Question Text:" with the value "Department", "Answer Type:" with a dropdown menu showing "Drop Down List", and "Report Column Title:" with the value "Department" and a note "75 characters or less". The right section is titled "Answers" and contains a list of predefined answers. Each answer is in a row with a number, the answer text, and a "Remove" button. The answers are: 1 Marketing, 2 Billing, 3 Sales, 4 Human Resources, 5 Operations, 6 Customer Service, and 7 IT. At the bottom of the form are two buttons: "Cancel" and "Save Question".

| New Custom Registration Question | | |
|--|------------------|--------|
| Question Text: | Department | |
| Answer Type: | Drop Down List | |
| Report Column Title: | Department | |
| <small>75 characters or less</small> | | |
| Answers | | |
| <input type="text"/> + Add | | |
| 1 | Marketing | Remove |
| 2 | Billing | Remove |
| 3 | Sales | Remove |
| 4 | Human Resources | Remove |
| 5 | Operations | Remove |
| 6 | Customer Service | Remove |
| 7 | IT | Remove |
| Cancel Save Question | | |

4. If you selected Drop Down List, Checkboxes, or Radio buttons as the Answer Type, enter the answers to the question and click **+ Add**.

5. Click **Save Question**. The new question is listed under Custom Registration Questions.
6. Optional. Select **Require** to require registrants to answer the question to register.

| Order | Show | Require | Type | Question | |
|-------|-------------------------------------|-------------------------------------|----------------|------------|---|
| 16 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Drop Down List | Department | Edit Delete |

7. Repeat steps 3 to 7 to add more questions.
8. Click **Save and Continue** to save changes to the registration form.

You can edit or delete the custom questions at any time.

Answer Types

For each question, decide whether the registrant will type their answer or select from pre-defined answers. The following table explains options and recommended use.

| Answer Type | Used for |
|----------------------------------|---|
| Open Text Field | Open-ended questions that require a short answer |
| Open Text Area | Open-ended questions that require a longer answer |
| Drop Down List and Radio Buttons | Multiple-choice questions where only one answer can be selected. A drop down list hides the answers (registrants click to display options); radio buttons show all the answers. |
| Checkboxes | Multiple-choice questions where multiple answers can be selected |
| Single Checkbox | Questions where only one answer can be selected or for disclaimers or statements that need to be acknowledged |

Add marketing consent tracking to a registration form

You can collect marketing consent from event and portal registrants and provide links to privacy policies, terms of service, and more on the registration form. Event and portal reports let you easily identify those who provided consent and ensure you communicate only with those who opted in.

Registrants can unsubscribe from emails at any time by clicking **Unsubscribe** at the bottom of the email.

To allow attendees to opt in to emails:

1. Sign in to the Webcast Admin portal and edit the Live event or portal.
2. On the left panel, click the **Registration** tab.
3. Under Standard Registration Questions, select **[INSERT COMPANY NAME HERE] may contact me....**

| Standard Registration Questions | | | |
|---------------------------------|-------------------------------------|---------|---|
| Order | Show | Require | Type |
| | | | Question |
| | | | |
| | | | |
| | | | |
| 17 | <input checked="" type="checkbox"/> | | <div>[INSERT COMPANY NAME HERE] may contact me about other events, solutions, products or services that may be of interest to me. I can opt out at any time by clicking 'Unsubscribe' in event emails and more information can be found in the privacy policy below.</div> <div>[INSERT COMPANY NAME HERE] may contact me about</div> |

4. In the Question field, delete [INSERT COMPANY NAME HERE], enter the name of your company or organization, and edit the text as needed.
5. Click **Save and Continue**.

The following example includes the marketing consent option and additional links.

Complete this form to enter the webcast.
(* indicates required field)

First Name:

Louisa

Last Name:

Young

Company:

Email*:

louisa.young@email.com

☒ I agree that Alltrek may contact me by email about related events, solutions, or services.
I understand that I can opt out at any time by clicking Unsubscribe in event emails.

[Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#)

Submit

To find registrants who opted in to email communications:

Use the Audience Details report to retrieve a current list of people who opted in to receive email communications. You can run the report for a single event or for multiple events.

1. At the top of the Webcast Admin portal, click **Reports**.
2. On the Report tab, under Selected Events, click **Add Events/Folders**.
3. Select the event or portal and then click **Select Events and Folders**.
4. On the Reports tab, under Report Type, select **Audience Details**, click **Select Columns**, and then select **Registration Data**. Choose the data to include in the report.

Report Type ?

Report Templates ?

☒ Audience Details

▼ Select Columns

- ☒ Registration Data
- ☐ Q&A Question
- ☐ Survey Data/CE Results
- ☐ Usage

5. Expand the Filter Results By section and select **Exclude Unsubscribed Users**.

▼ Filter Results By ?

☐ Domain or Email

☐ Exclude Domains/Emails

☐ Include Only Domains/Emails

☐ Attendance

☐ No Shows

☐ Attendees

☐ Live

☐ OD

☐ SimLive

Viewer Data

☐ with Q&A Data

☐ with Survey Data

☒ Exclude Unsubscribed Users

☐ Audience

☐

☐

6. Click **Run My Report**.

Allow people to attend an event without registering

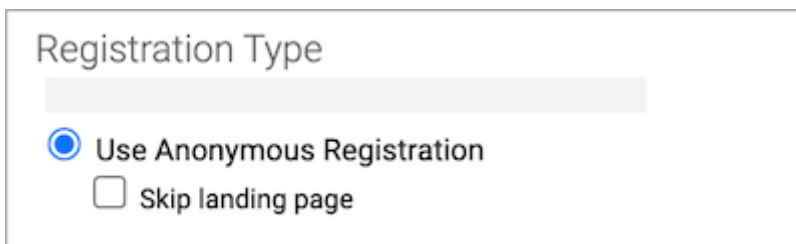
If you do not want to collect any information from attendees, set up the event with no registration form and allow people to attend anonymously. To allow attendees to access the event even faster, you can also have them bypass the landing page when they click the event link and join the event immediately.

Without a registration form:

- Information about individual attendees will not be available in registration reports
- Viewing data will not be available in event reports
- You cannot send event reminders and follow-up emails to attendees
- Attendees will appear in reports with a generic placeholder email address, such as `guest#####@webcasts.com`

To hide the registration form:

1. On the left panel, click the **Registration** tab.
2. Under Registration Type, select **Use Anonymous Registration**.

A screenshot of a web interface showing the 'Registration Type' settings. The title 'Registration Type' is at the top. Below it is a light gray horizontal bar. Underneath the bar are two radio button options: 'Use Anonymous Registration' which is selected with a blue radio button, and 'Skip landing page' which is unselected with a white radio button.

Registration Type

☒ Use Anonymous Registration

☐ Skip landing page

3. Optional. Select **Skip landing page** to have attendees bypass the landing page.
4. Click **Save and Continue**.

Auto-fields for event landing pages

Jump to: [Auto-field reference](#) | [Custom calendar reminders](#)

By default, the landing page includes the event title, the event date and time, and a calendar reminder button. It uses *auto-fields* - that is, placeholders or variables - to pull in these specific details. The benefit of auto-fields is that they automatically update when you make any changes to your event title or date on the Event Settings tab.

To customize information on the landing page, scroll to the Customize Landing Page Content section and open **Landing Page Content**. Available auto-fields are listed below the text editor.

Auto-field reference

The format of an auto-field is __AUTOFIELD__ (the auto-field in ALL CAPS with two underscores before and after). The following table explains the available auto-fields and the text they display.

| Auto field | Description |
|---------------------|---|
| __TITLE__ | Event title |
| __DATE__ | Scheduled day, date, and time |
| __DURATION__ | For Live events. The scheduled duration of the event |
| __REMINDERBUTTON__ | Add to Calendar button |
| __REMINDER__ | The URL of the calendar reminder. Downloads an ICS with event details |
| __REMINDERBUTTON1__ | Add to Calendar button for the first custom calendar reminder |
| __REMINDER1__ | The URL of the first custom calendar reminder. Downloads an ICS with event details |

Custom calendar reminders

Live events have a built-in calendar reminder that downloads a calendar file with the scheduled date and time, event URL, and other information. You can set up additional calendar reminders for the event. On the Event Summary tab, open **Optional Event Settings** and click **Add New** . Auto-fields are created for each new calendar reminder, with a number appended.

Optional Event Settings

Calendar Reminders

| Name | Scheduled Time | Add In Fields | |
|-------------------|--|-----------------------------------|------|
| Default Reminder | 11/30/2021 10:00 AM EST to 11/30/2021 10:29 AM EST | __REMINDER__ __REMINDERBUTTON__ | Edit |
| Custom Reminder 1 | 11/30/2021 7:00 AM PST to 11/30/2021 8:00 AM PST | __REMINDER1__ __REMINDERBUTTON1__ | Edit |

+ Add New

Bulk registration for an event

Add-on. Please contact your sales representative for additional information.

With bulk registration, you can register hundreds or thousands of attendees for an event at one time. Set up your registration form first, then upload a spreadsheet with columns for each registration question on the form (attendee names, email addresses, etc.). To learn more about setting up the registration form, see [Set up the registration form for an event](#).

Notes:

- Bulk registration doesn't send a registration confirmation email. Set up a reminder email to send event details to registrants.
- You can view the registrant data you uploaded in the Audience Details report. To learn more about running reports, see [Run event reports](#).
- You can't make changes to registrant data or unregister someone once you upload the file.

Upload file requirements

Create a spreadsheet and enter registration details for each attendee you want to register.

- Supported formats include CSV, TSV, TXT, XML, XLS, XLSX
- Limit the number of registrants per upload to 2,000 or less
- Include one column for each registration field on your registration form
 - For standard registration questions, label columns with the Type label

| Standard Registration Questions | | | | |
|---------------------------------|-------------------------------------|--------------------------|------------|---|
| Order | Show | Require | Type | Question |
| 1 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | First Name | <input type="text" value="First Name"/> |

- For custom registration questions, label the columns the Report Column Title you set up

New Custom Registration Question

Question Text: What is your favorite color?

Answer Type: Open Text Field ▼

Report Column Title: Favorite color?
75 characters or less

- For each registrant, complete all fields that you required in the registration form. Required fields can't be blank.
- Email address is always required. Each registrant's email address must be unique. Duplicate email addresses are not accepted.
- Plain text should be used. Special characters, including commas, are not supported.

Register attendees

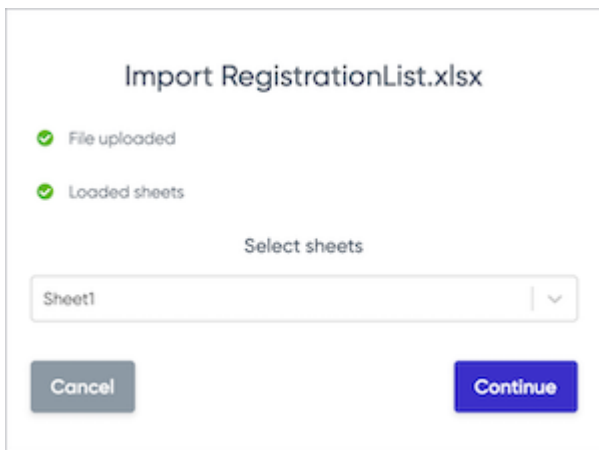
To upload a registration list:

1. On the Event Summary tab, in the Event Details section, click **Upload Registrants**.

Event Details

Upload Registrants

2. On the Viewer Registration Data window, click **Upload data from file** to select the spreadsheet and upload it.
3. Select the sheet you want to import the data from and click **Continue**.



Import RegistrationList.xlsx

✓ File uploaded

✓ Loaded sheets

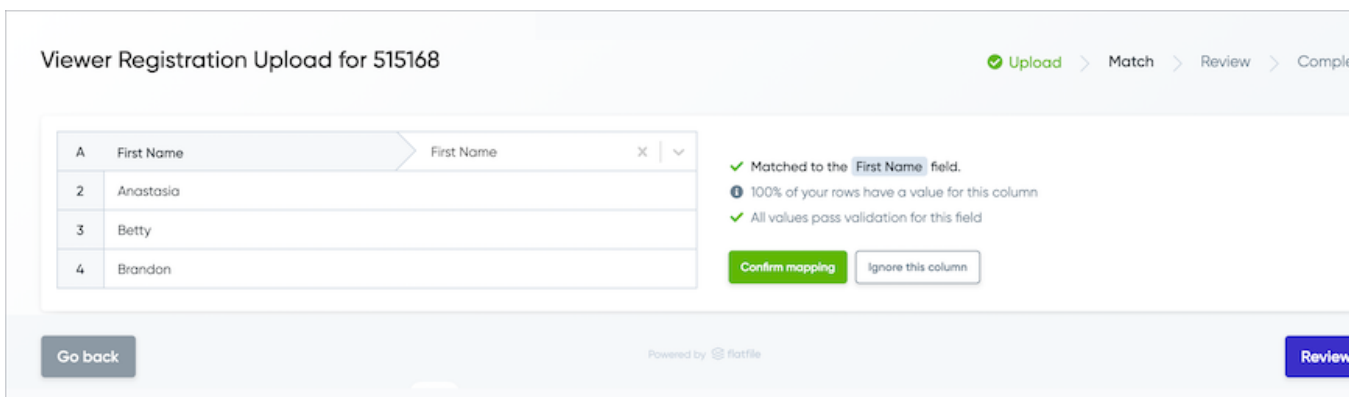
Select sheets

Sheet1

Cancel Continue

- The uploader detects the header row in the spreadsheet and matches each column to a field on the registration form. Confirm the header row and then confirm that each column is mapped correctly.

To not include a data column, click **Ignore this column**.



Viewer Registration Upload for 515168

Upload > Match > Review > Complete

| A | First Name | First Name |
|---|------------|------------|
| 2 | Anastasia | |
| 3 | Betty | |
| 4 | Brandon | |

✓ Matched to the First Name field.

100% of your rows have a value for this column

✓ All values pass validation for this field

Confirm mapping Ignore this column

Go back Powered by flatfile Review

- Click **Review**.
- Correct any errors and edit registrant information before submitting. To only view errors that need to be corrected, set the Only show rows with problems option to **ON**.

Important: You can't make changes to registrant data after you submit it.

Viewer Registration Upload for 515168

✓ Upload >
 ✓ Match >
 Review >
 Complete

☐ Only show rows with problems
 ☐ Show modifications

| | First Name | Last Name | Company | Email | * What is your favorite color? |
|----|------------|------------|--------------------------|-----------------------------|--------------------------------|
| 2 | Anastasia | Petrov | Monobotics | anastasia.petrov@email.com | Red |
| 3 | Betty | White | Cybervolution | bettywhite@email.com | Green |
| 4 | Brandon | Hudson | Appalachian Technologies | brandon.hudson@email.com | Magenta |
| 5 | Dharmin | Singh | TechCity.io | dharmin.singh@email.com | Gray |
| 6 | Francis | Smith | Zapateado Streaming | francis.smith@email.com | White |
| 7 | Fred | Gibson | Mi-Drive | fred.gibson@email.com | Blue |
| 8 | Jacques | Proulx | SiteBrite | jacques.proulx@email.com | Teal |
| 9 | Joe | O'Brien | Keyboarder | joseph.obrien@email.com | Black |
| 10 | Jose | Gomez | Silicon Reality | jose.gomez@email | Maroon |
| 11 | Lisa | Simpson | Retoolz | lisa.simpson@email.com | Pink |
| 12 | Madelyn | Alexander | Innovary | madelyn.alexander@email.com | Orange |
| 13 | Marsha | Lloyd | Alltrek | marsha.lloyd@email.com | Yellow |
| 14 | Muhammad | Raza | Blogvine | muhammad.raza@email.com | Red |
| 15 | Nicole | Lafreniere | NovaTech | nicole.lafreniere@email.com | Red |
| 16 | Patricia | Labelle | Unwire | patricia.labelle@email.com | Blue |
| 17 | Pooja | Patel | Tech Labs | raymond.ortiz@email.com | Black |
| 18 | Raymond | Ortiz | Computyng | raymond.ortiz@email.com | Yellow |
| 19 | Yuki | Tanaka | Nanolocity | yuki.tanaka@email.com | Green |

Go back

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Continue

7. Click **Continue**.

8. A message asks if you're ready to submit the data. Click **Yes**.

The registrant list is loaded. When finished, a confirmation message shows the number of successful and failed registrations, and the attendees that weren't registered because their email address was already registered.

9. Click **Ok**.

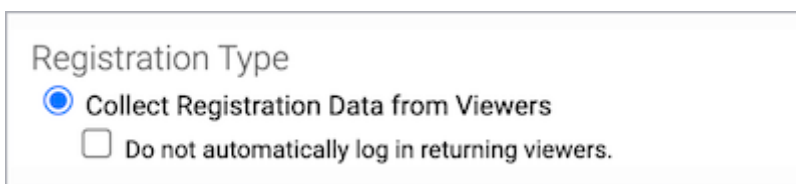
Set up the registration form for an event

The event landing page includes a registration form. You can use the standard registration form questions, or create your own custom questions. You can make the questions optional to answer, or require registrants to answer the questions to complete their registration. The information you collect from registrants is available in event reports.

To learn more about creating custom registration questions, see [Add custom questions to a registration form](#). You can also [allow people to attend an event without registering](#).

To set up the registration form:

1. Sign in to the Webcast Admin portal and edit the event.
2. On the left panel, click the **Registration** tab.
3. Under Registration Type, select **Collect Registration Data from Viewers** to display the registration form on the event landing page.



Registration Type

☒ Collect Registration Data from Viewers

☐ Do not automatically log in returning viewers.

4. Optional. Select **Do not automatically log in returning viewers** to require returning registrants to enter their email address to join the event.
5. The first four fields are displayed. Under Email, click **More** to display the rest of the standard fields.

Note: By default, First Name, Last Name, Company, and Email are included on the form. You can set the name and company fields to required or hide them. Email is required for registration and cannot be hidden.

6. Choose which fields to include (and the information to capture from registrants):
 - Select **Show** to include a field
 - Select **Require** to require registrants to complete the field

- Optional. Under Question, change the field label (for example, you could change Email to Email Address).

| Standard Registration Questions | | | | |
|---------------------------------|-------------------------------------|-------------------------------------|------------|---|
| Order | Show | Require | Type | Question |
| 1 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | First Name | <input type="text" value="First Name"/> |
| 2 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Last Name | <input type="text" value="Last Name"/> |
| 3 | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Company | <input type="text" value="Company"/> |
| 4 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Email | <input type="text" value="Email"/> |
| ▶ More | | | | |

7. To change the order of the fields on the registration form, in the Order column, delete the numbers and enter new numbers.
8. Click **Save and Continue**.