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 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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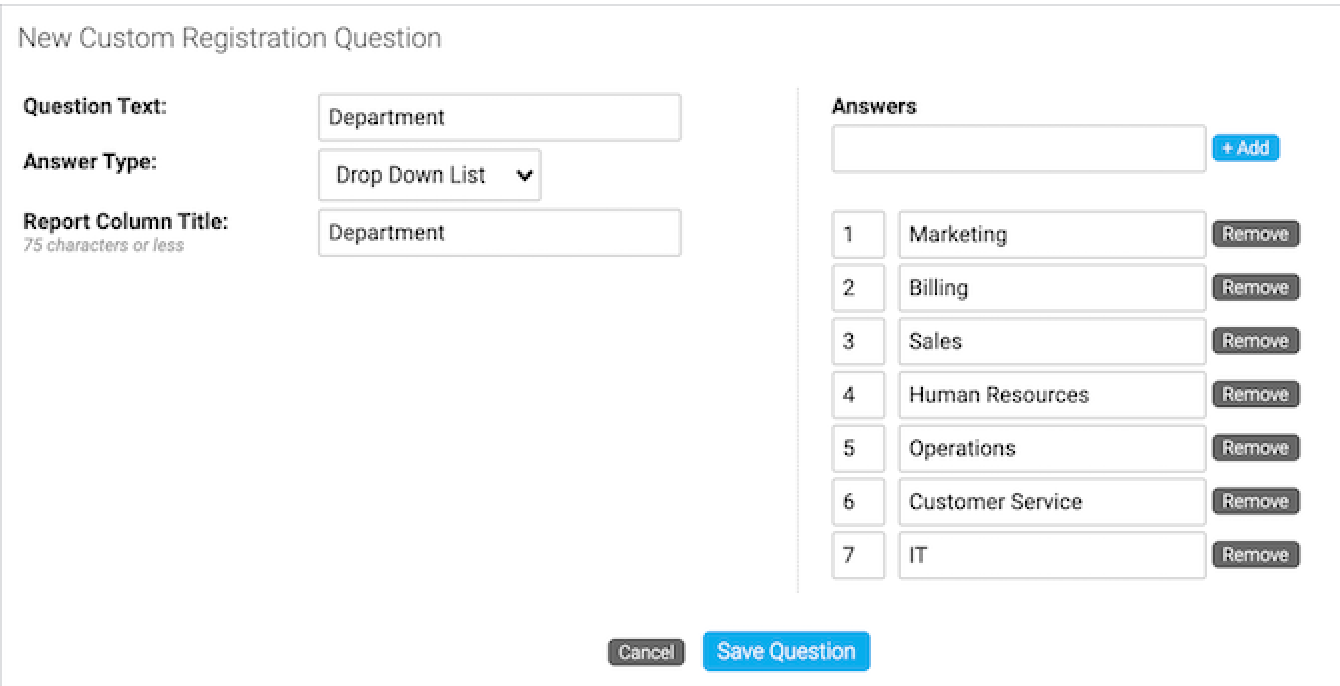
Add custom questions to a registration form

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**.

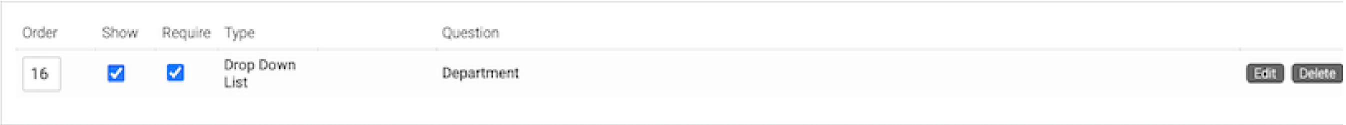
3. In the New Custom Registration Question section, enter the question (or field label), the type of question (will the registrant type their answer or select from defined answers?), and the column name to identify the question in reports.



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.



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

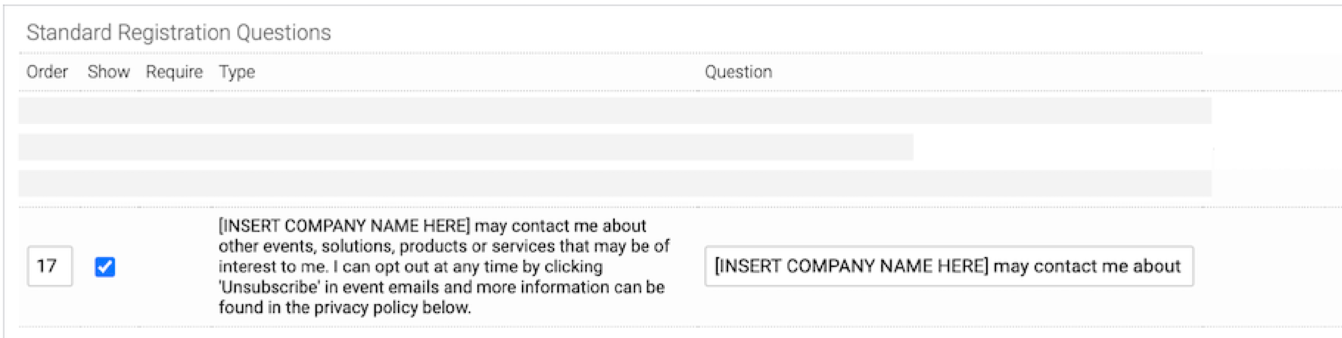
Add marketing consent tracking to a registration form

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.

If a registrant does not select the marketing consent check box on the registration page they will not receive webcast registration confirmation, reminder or follow-up emails for the webcast. Registrants can also unsubscribe from emails at any time by clicking **Unsubscribe** at the bottom of the emails.

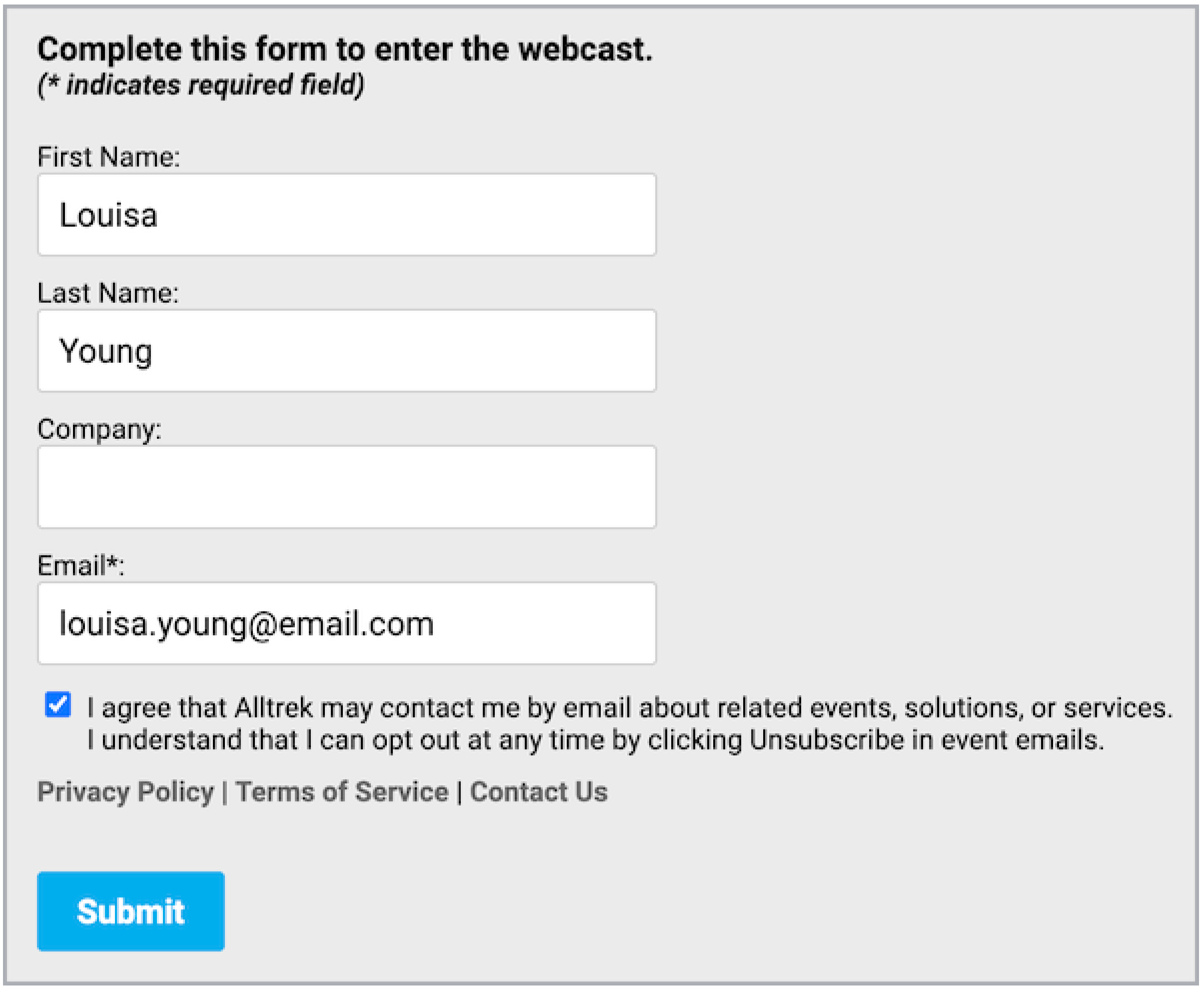
To allow attendees to opt in to emails:

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...**.



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**.

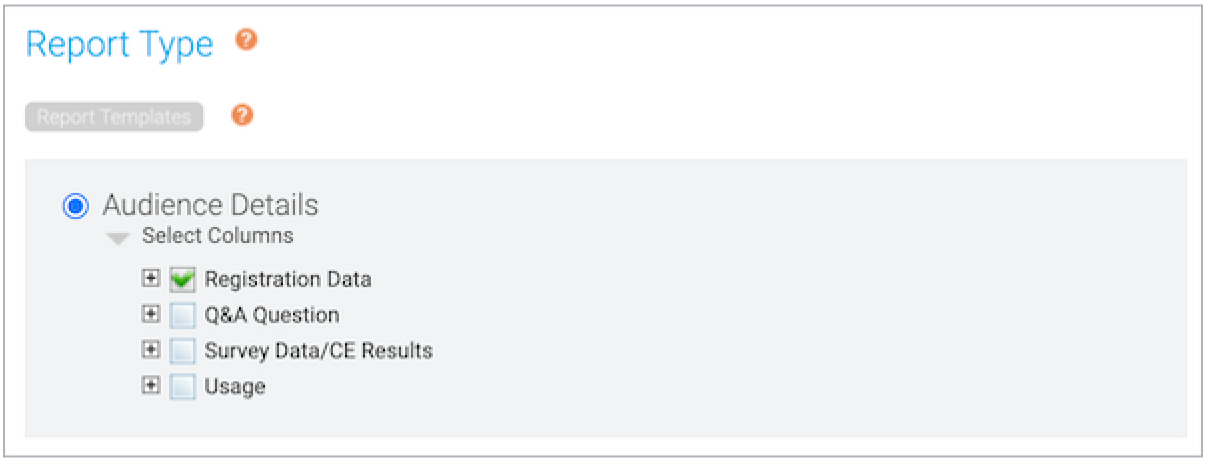
The following example includes the marketing consent option and additional links.



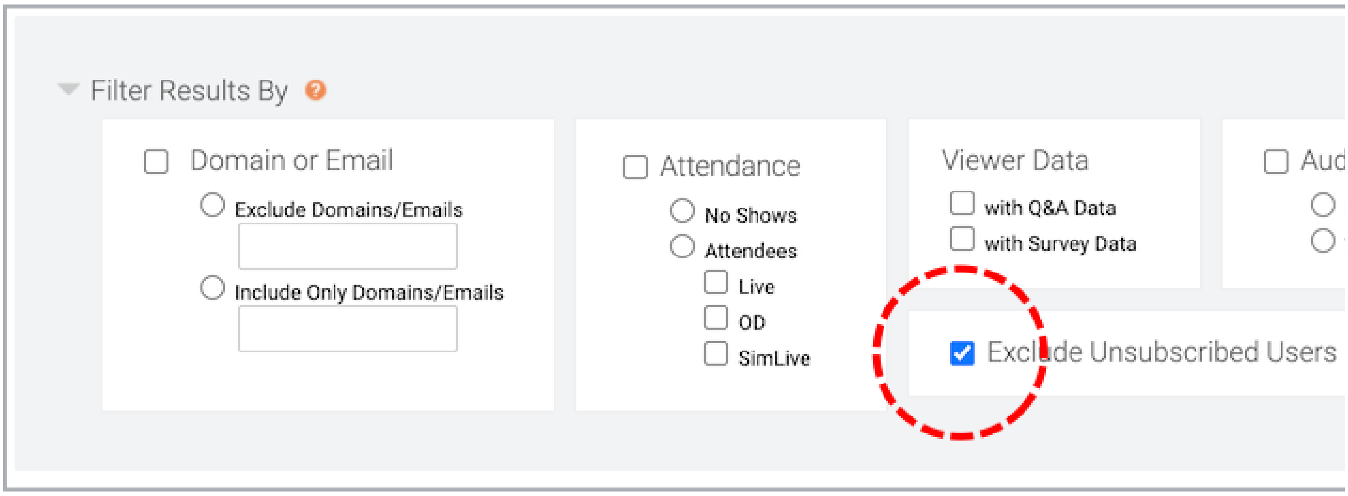
To find registrants who opted in to email communications:

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.



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



6. Click **Run My Report**.

Allow people to attend an event without registering

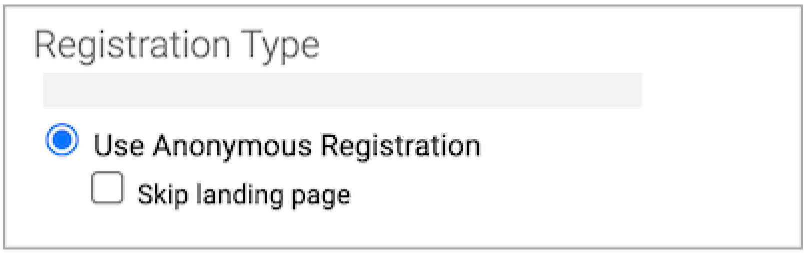
If you do not want to collect any information from attendees, set up the event with no registration form and allow people to attend anonymously. To allow attendees to access the event even faster, you can also have them bypass the landing page when they click the event link and join the event immediately.

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**.



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.

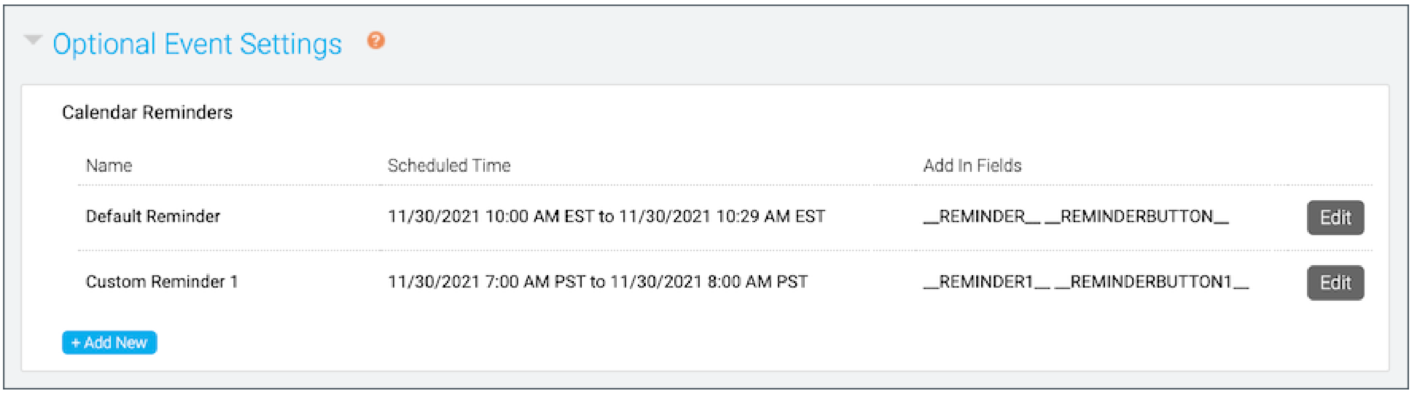
Auto-field reference

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.



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:

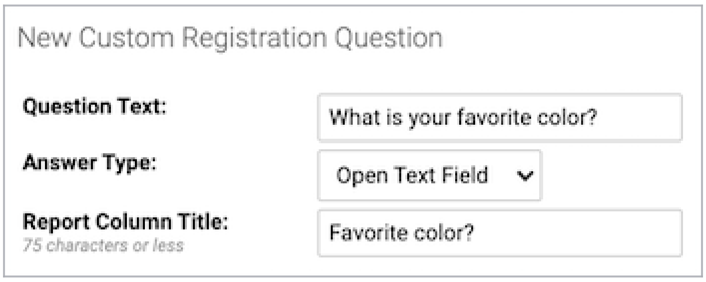
- Bulk registration doesn’t send a registration confirmation email. Set up a reminder email to send event details to registrants.
- You can view the registrant data you uploaded in the Audience Details report. To learn more about running reports, see Run event reports.
- You can't make changes to registrant 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

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

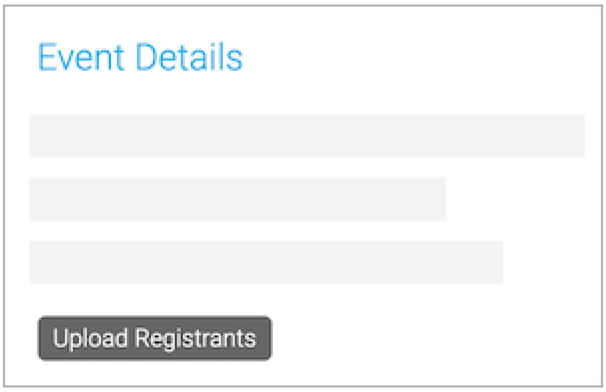


- For each registrant, complete all fields that you required in the registration form. Required fields can't be blank.
- Email address is always required. Each registrant's email address must be unique. Duplicate email addresses are not accepted.
- Plain text should be used. Special characters, including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

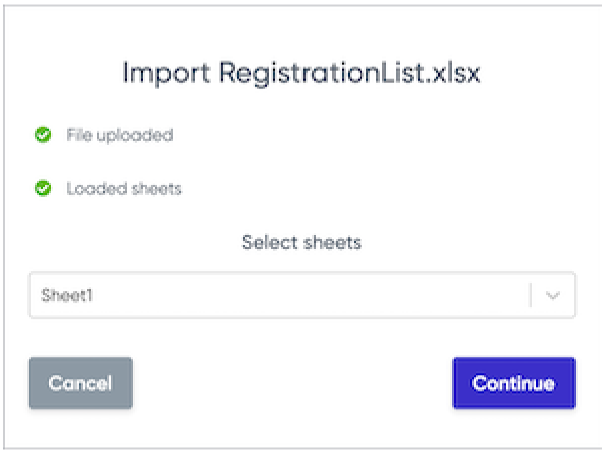
Register attendees

To upload a registration list:

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

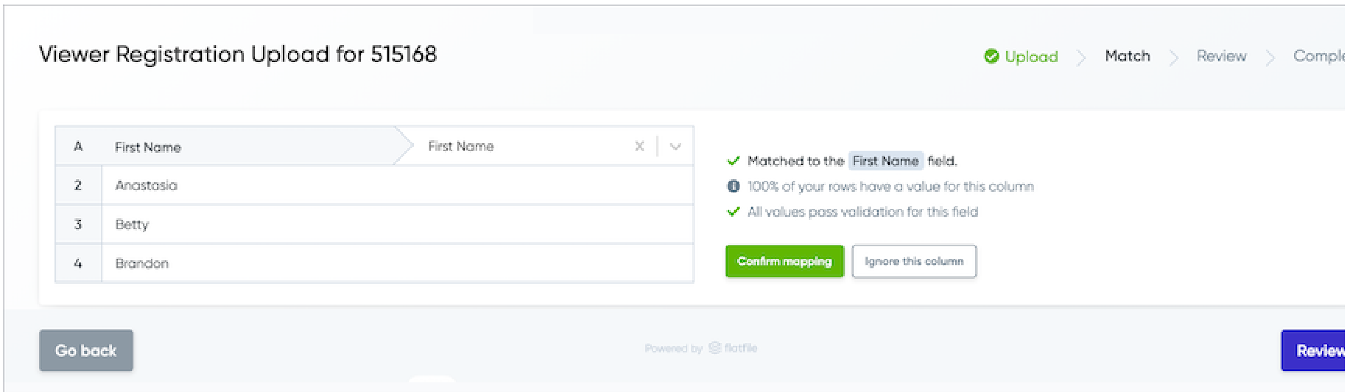


2. On the Viewer Registration Data window, click **Upload data from file** to select the spreadsheet and upload it.
3. Select the sheet you want to import the data from and click **Continue**.



4. 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.

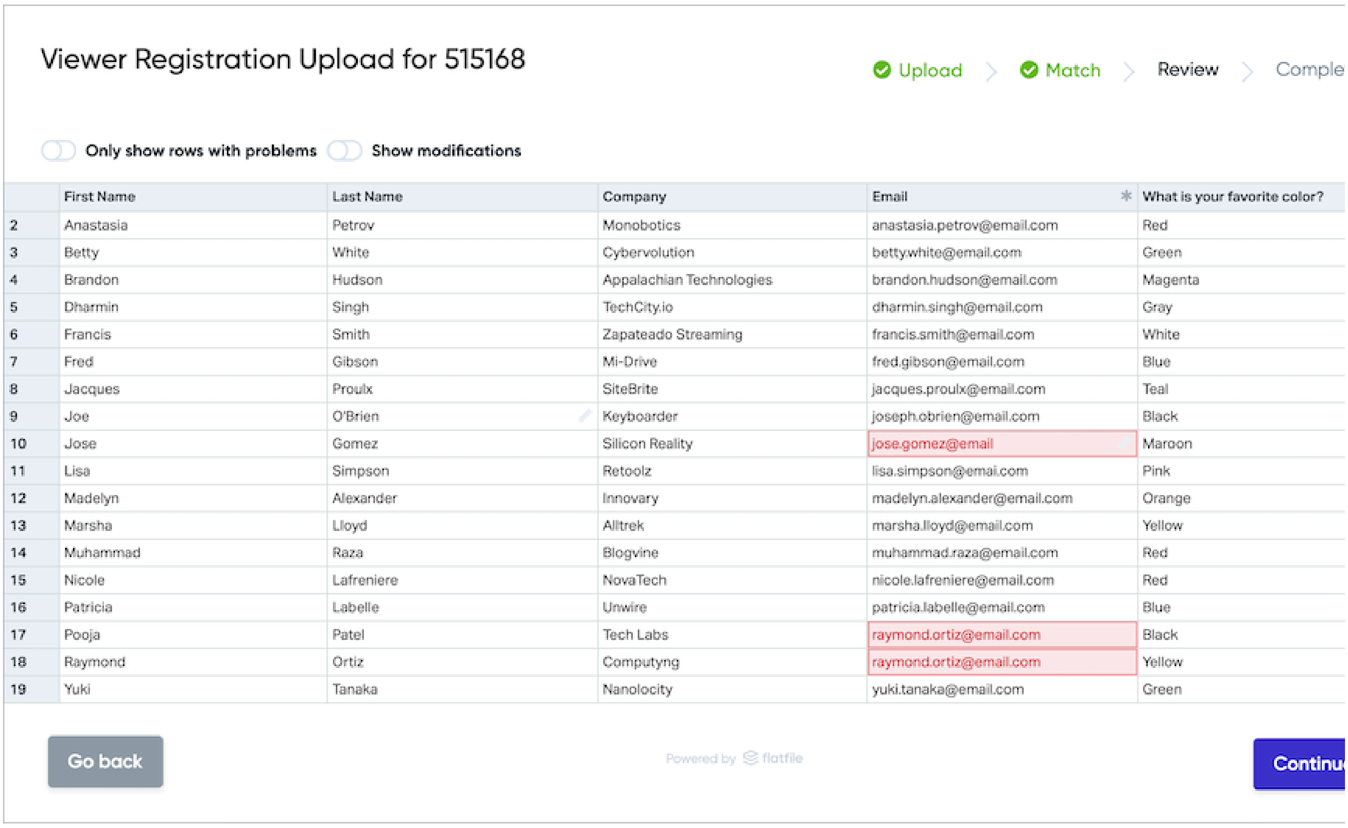
   To not include a data column, click **Ignore this column**.



5. Click **Review**.

6. 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.



	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@emai.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

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.

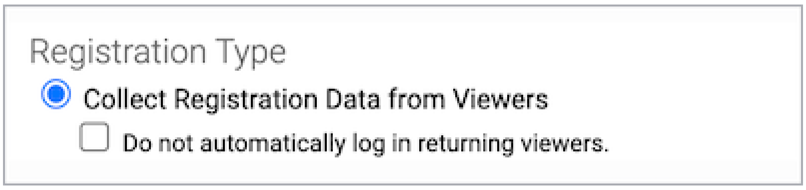
To learn more about creating custom registration questions, see Add custom questions to a registration form. You can also allow people to attend an event without registering.

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.

4. Optional. Select **Do not automatically log in returning viewers** to require returning registrants to enter their email address to join the event.

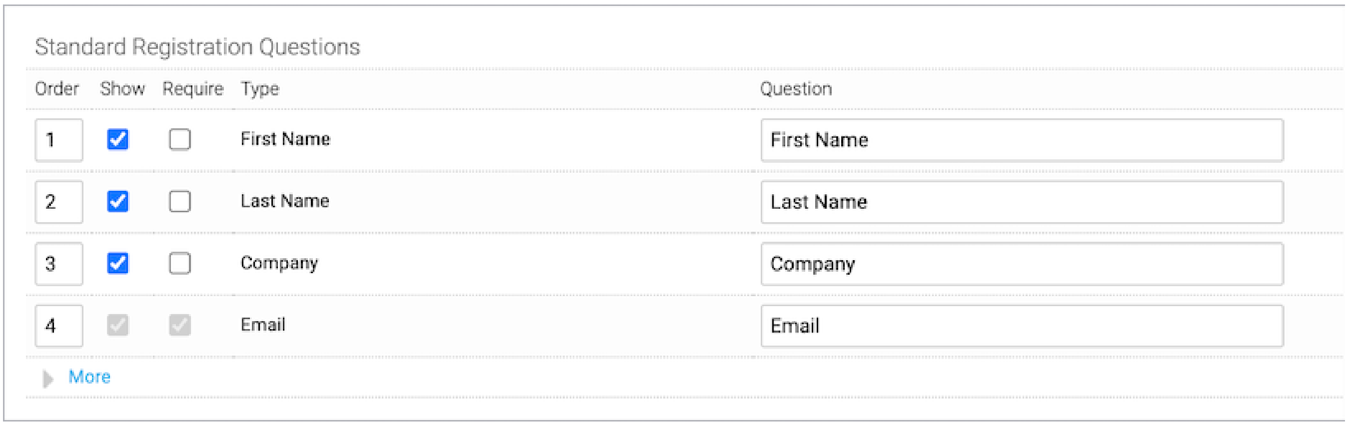
5. The first four fields are displayed. Under Email, click **More** to display the rest of the standard fields.

   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).



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**.