

Yale *Conferences & Events*

REGISTRATION SITE QUICK START GUIDE

A well-crafted registration form can drive a 20% increase in registrations or more. That's why we're dedicated to providing you with customized registration solutions that are user-friendly, efficient, and comprehensive, ensuring a seamless experience for both organizers and guests alike.





KEY FEATURES EVENT REGISTRATION OFFERS

- Registration Types
- Ability to ask specific questions per registration type
- Pricing structure including discounts and cancellation policies
- Sponsor listings
- Personalized page tabs for displaying event logistics
- Live Reporting
- Feedback Surveys
- Pre & Post Event communications
- Display of Event Schedule
- Tailored color schemes to match your event theme/design



PREPARE BY GATHERING ESSENTIAL INFORMATION

- Logos (see pg. 4 for format req.)
- Registration Types
- Fees
- Cancellation Policy
- Agenda
- Page Tabs (see pg. 3 for examples)
- Who will need to receive reporting
- Questions you want to ask registrants



REGISTRATION QUESTIONS

We automatically include standard registration questions such as name, email, phone, company/department, mobility and dietary restrictions.

- Think about what other information you need to collect from your attendees. We have the ability to ask specific questions based on registration types.
- Ex. For a speaker that is registering we may have specific questions for them such as "What is the name of your presentation?"



WHAT IS A REGISTRATION TYPE?

Registration types group people by category and determine what people see, select, and pay during registration.

- Examples: General Attendee, Speaker, Student, etc.



INFORMATION ACCURACY & CONTENT RESPONSIBILITY

All information provided on the registration survey and afterward will be used verbatim on the registration site.

Double-check for:

- Accurate dates, times, and locations
- Correct spelling
- Correct names and titles for speakers
- If you want to use location abbreviations or formal names (i.e GCC vs. Greenberg Conference Center)



EVENT LOGO & HEADER SPECIFICATION REQUIREMENTS

Event Logo:

- 190px x 80px (All files must be JPG or PNG and cannot exceed a file size of 2MB)

Event Header Background Image:

- 1920px wide (All files must be JPG or PNG and cannot exceed a file size of 2MB)



GOING LIVE & TESTING YOUR REGISTRATION SITE

Within two weeks of us receiving all information, you will have the ability to test the site and provide feedback before going live.

Once live, we will provide a live link that can be shared out.

Give thought to:

- How you want your registration to flow and the functionality you require. We are able to find solutions to accommodate your needs.
- What page tabs you want to be included on your site to communicate event information.
 - Examples: Getting to New Haven, Accommodations, FAQs.

By following these steps and staying organized, you can ensure a successful and well-executed event registration site for Yale University.

MAKE YOUR NEXT EVENT EXCEPTIONAL

Yale Conferences & Events' unmatched event planning expertise has you covered every step of the way.

Contact us for more information on our individualized services and learn how we can help make your next event registration exceptional.

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