

Art of the Possible: Workshop or Event Registration



A Streamlined Process for All

Using integrated online tools can simplify the event registration process significantly, saving time and reducing stress for both the organizers and the attendees.

Firstly, digital forms (e.g. Eventbrite) can be customized to collect only the necessary and relevant data. Tracking registrations is easy and accessible with automatic updates and real-time visibility into attendee numbers. Automated email confirmations provide an immediate response to registrants, enhancing their experience.

Furthermore, these tools often offer features such as integrated payment methods and the ability to handle cancellations or changes easily, further simplifying the process. Lastly, data collected through these platforms can be analyzed easily, which helps to inform future event planning. The use of integrated online tools ultimately leads to a more efficient, seamless registration process.

Integrating your online registration form with a Customer Relationship Management (CRM) system (e.g. Salesforce, HubSpot, Zoho CRM) can vastly streamline your data management process. This integration eliminates the need for manual data transfer between systems, as attendee information collected through registration forms is automatically updated in the CRM. This not only saves time, but also reduces the risk of human error that can occur with manual data entry. Moreover, a CRM can segment attendees based on the data collected, which aids in using targeted communication and marketing.

For instance, attendees of a particular event can be grouped together - facilitating tailored follow-up emails or invitations to future similar events.

The real-time synchronization of data ensures that your CRM always has the most up-to-date information, enabling you to provide a more personalized experience for your attendees. Integration of online registration with a CRM thus brings efficiency and accuracy, making data management much easier and more effective.

Integrating an online registration tool directly with an online meeting or webinar tool (e.g. Zoom, Hopin) can greatly enhance efficiency and attendee experience. Once these two systems are linked, the information collected from registrants can automatically generate a personalized invitation to the online meeting or webinar. This means, as soon as a participant completes the registration form, they are immediately sent an email containing all the relevant details, including date, time, and a unique link to join the virtual event.

This automatic process saves the event organizers the time and effort of sending out invites manually and ensures that registrants have instant access to the meeting details.

Furthermore, reminders and updates about the event can be sent out automatically too. This integration also allows for real-time attendance tracking. As a result, event hosts can discern who attended the event, how long they stayed, and other valuable insights, all of which information can be used for post-event follow-up and future event planning.





Consider an organization implementing Eventbrite, to handle event registrations. This tool allowed attendees to register for the event online, directly from the organization’s website or social media pages, and also managed ticket sales. Concurrently, they integrated Eventbrite with their existing CRM, Salesforce, enabling automatic updates to their attendee database. This integration not only saved the organization a significant amount of time, but also improved data accuracy by minimizing manual data entry and transfer.

Registrants received immediate confirmation emails with event details, enhancing their experience. Simultaneously, the real-time synchronization of data between Eventbrite and Salesforce enabled the organization to segment attendees, facilitating targeted communication and marketing.

The organization further integrated Eventbrite with their online meeting tool, Zoom, for their virtual attendees. This facilitated real-time attendance tracking, providing valuable insights for post-event follow-up and future event planning. By using these digital tools, the organization was able to streamline their event registration process considerably, ultimately enabling them to focus more on their mission.

