



# A2Z Guide to Event Registration

Navigating Event Registration  
Challenges And Opportunities

2023



# Introduction

At [A2Z Events by Personify](#), we recognize that the success of our clients' conferences, events, and trade shows hinges on their ability to stay ahead of the curve and evolve alongside the industry. As such, we conduct semi-annual research studies that meticulously gather and analyze event professionals' data to craft innovative and actionable insights for our clients. By leveraging these insights, organizations can gain a competitive edge, optimize their event organization processes, and achieve unparalleled success.

Effective event registration is often the first touch an audience can have with an event. It can be a complex and challenging process, and A2Z Events by Personify is committed to understanding the full lifecycle of this critical process. As part of our commitment to providing cutting-edge event management solutions, we recently undertook a thorough research project to identify key trends and common challenges faced by organizations and companies that manage event registration.

Our research project involved surveying more than 300 organizations\* from various industries managing the registration process for at least one event annually. Some of the organizations included in our study manage over 20 events each year, and while most of the events are held in person, a minimal number of the organizations also engage in virtual and hybrid events.

Drawing upon the responses obtained through our study, we identified various common challenges and opportunities that event professionals face throughout the registration process. These findings provide valuable insights into best practices and industry trends, empowering show organizers to develop strategies that support their events' sustained growth and success.

Our approach to event management is founded on delivering seamless registration services and robust show organizer tools while empowering businesses to remain at the forefront of innovation within the industry. As a result, A2Z Events by Personify is committed to ensuring that every client's event registration experience is efficient and successful.



# What You Need to Know





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## Ease of Use is Imperative in Registration Processes

Drawing upon the responses obtained through our study, we identified various common challenges and opportunities that event professionals face throughout the registration process. These findings provide valuable insights into best practices and industry trends, empowering show organizers to develop strategies that support their events' sustained growth and success.



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## Majority Express Moderate Satisfaction or Neutrality towards Their Registration Process

The findings indicate that many participants are satisfied with their event registration process; however, a significant fraction was still indifferent or dissatisfied. These results emphasize the need to examine the registration process thoroughly to identify areas that require improvement. With this, event professionals and organizers can enhance the quality of the registration process, increase customer satisfaction, and ultimately improve the overall event experience.



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## Social Media Reigns Supreme for Registration Promotion

The survey question regarding the most effective method for promoting event registration yielded interesting results, with the majority of respondents, 41%, citing social media advertising as their go-to strategy. While email marketing campaigns were viewed as a close second at 35%, it is crucial to recognize that email fatigue is a real phenomenon that event organizers must navigate.

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## Protecting Attendee Data Is a Top Priority

As organizations increasingly rely on digital platforms to manage their events, ensuring the security and privacy of attendee data have become a critical concern. One of the survey's key findings is the high number of respondents (66%) who reported using secure online registration software to help ensure this.

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## Technical Glitches Dominate as Top Challenge

When surveyed on the most challenging aspect of event registration, a majority of the respondents identified dealing with technical issues and glitches as the number one challenge. Out of the participants (34%), individuals reported grappling with technical difficulties during the registration process. This finding has significant implications for event organizers, highlighting the need to invest in robust and reliable registration solutions that can seamlessly handle high volumes of users without experiencing downtime or other technical glitches.



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## Key Metric for Event Success? It's All About the Registrants

Forty-four percent identified the number of registrants as the most critical measure of success. This makes sense when you consider that the success of an event ultimately hinges on attendance. This number jumped to 65% for organizations who will be handling registration for more than 20 events this year. The more people who register for your event, the more potential attendees you have to engage with your content, network with other professionals, and explore the offerings of exhibitors and sponsors. This provides an opportunity to identify new metrics and success measures, such as the total number of registrations may need to reflect satisfaction with the actual registration process.

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## Answering the Call for Sustainability with Innovative Badge Printing

As sustainability becomes a more pressing concern, event professionals are finding new ways to minimize their environmental impact. 51% are minimizing waste by printing badges only for attendees who need them and recycling unused badges. On-site printing is also becoming a popular option, as it avoids the production of wasted badges for no-show attendees.



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## Emerging Technologies Transforming Event Registration and Badge Printing

Technology is changing the landscape of event registration and badge printing. The survey reveals the ability to check in from an app as an emerging trend, with 64% citing this as an emerging trend. This feature saves time and money for organizers, while attendees can skip long queues and obtain real-time updates.

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## Using Attendee Data to Enhance the Event Experience

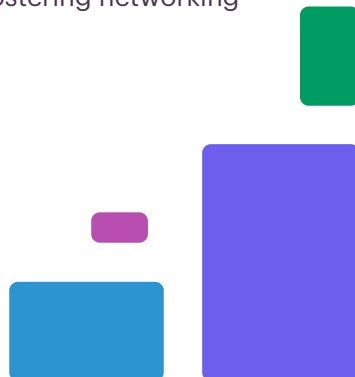
More than half of the respondents (66%) identified areas for improvement in the event experience as their top priority when using attendee data. This can include analyzing attendees' feedback on various aspects of the event, such as venue, programming, and networking opportunities, which can then be used to make changes to enhance the overall event experience.

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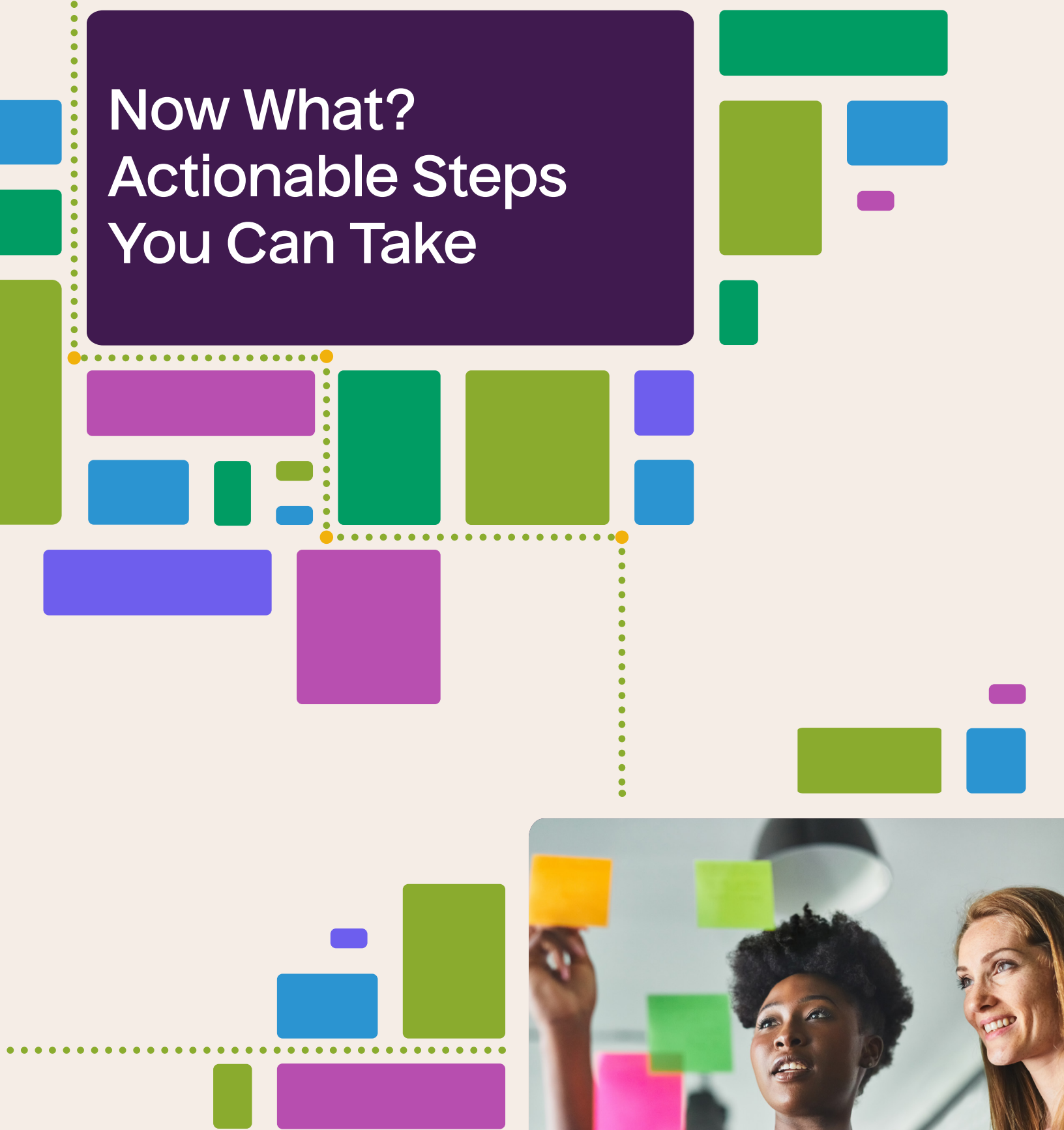
## The Future of Event Registration: A Shift Towards Mobile and Personalized Experiences

The event registration process is undergoing significant changes and is expected to continue evolving in the next five years. When asked where they see the event registration process evolving in the next five years, a majority of respondents (55%) believe that mobile registration and check-in will be the norm, placing a greater emphasis on convenience and speed.

Another trend expected to gain more traction is mobile apps and social media platforms for event registration. This approach allows event organizers to reach a wider audience and engage with them more intimately and personally. Attendees can easily share information about the event and connect with other attendees, creating a sense of community and fostering networking opportunities.



# Now What? Actionable Steps You Can Take





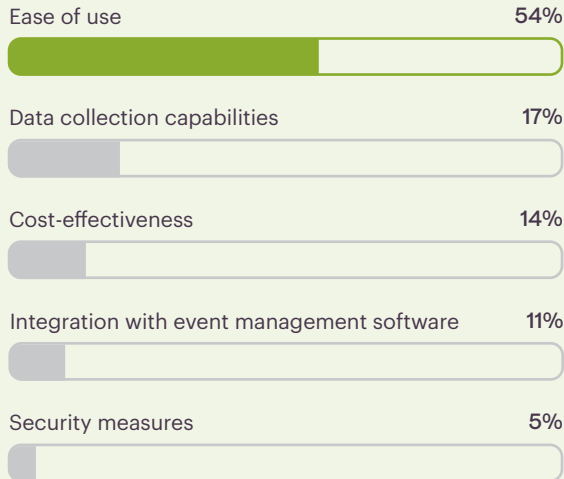
WHAT IT MEANS FOR YOU:

## Prioritizing Ease of Use in Event Registration Processes

Ease of use is an essential factor to consider when designing an event registration process, and 54% of respondents identified this factor as crucial. As an event organizer or professional, adhering to this preference is essential by prioritizing ease of use in the registration process.

In your experience, what is the MOST important factor to consider when developing a registration process?

302 out of 302 people answered this question



Here are some action items to consider:

1. **Simplify the registration process** by making it as straightforward and easy to complete as possible. Avoid requesting unnecessary or redundant information, which can confuse or frustrate attendees. When developing a registration form, asking what the data will be used for is a great question. If it is not being used or analyzed, consider removing it.
2. **Utilize technology:** make use of online technology to create a registration process that is straightforward, fast, and user-friendly. Using an event management solution that is purpose-built for event registration will enhance the user experience and easily collect the necessary data cost-effectively.
3. **Test and iterate:** test the registration process to ensure it meets all your audiences' expectations and is easy to use. Collect feedback from each of your audience types (attendees, speakers, exhibitors, etc.) and make changes based on their input, iterating the registration process until it is optimized for ease of use.

Overall, by prioritizing ease of use in registration processes, event organizers can create a user-friendly experience that increases the likelihood of attendees registering for an event and enhancing their overall satisfaction.

WHAT IT MEANS FOR YOU:

## Analyzing Event Registration Processes

Based on the survey responses to the question on event registration, there is much that event professionals can glean to improve the registration experience for their customers.

An analysis of the data reveals that the majority, **67% of participants**, expressed either moderate satisfaction or neutrality towards their registration process.

This means that while a significant proportion of respondents were happy with their registration experience (27% were “very satisfied” and 46% were “somewhat satisfied”), almost a quarter (22%) were ambivalent or indifferent. A smaller percentage, 6%, were somewhat dissatisfied or very dissatisfied, 1%.

The actionable steps event professionals can take based on these findings are evident. Firstly, they should ensure the registration process is easy to navigate and free from technical glitches or obstacles. This is especially important since the data shows that even a few unsatisfied respondents can spoil the overall experience for many others.

Secondly, the study emphasizes the importance of gathering feedback from registrants during and after the event to identify any areas for improvement. This feedback should be used to adapt and refine the registration process, make it more user-friendly and efficient, and streamline it as much as possible.

Finally, the survey responses underscore the importance of a responsive and helpful events team. Prompt and helpful support can go a long way toward soothing registrants’ frustrations and concerns while providing a positive registration experience. Overall, by considering these actionable steps, event professionals will improve the registration process, maximize customer satisfaction, and elevate their events to the next level.



WHAT IT MEANS FOR YOU:

## Avoiding Getting Lost in the Crowd of Emails

The survey suggests that social media advertising and email marketing campaigns are the two most effective ways to promote event registration, with response rates of 41% and 35%, respectively. However, it is crucial to recognize that email marketing is not the first choice; and it implies that email fatigue is a significant obstacle that event organizers (and all organizations) must overcome to achieve maximum engagement and conversion rates. With the average person [receiving an overwhelming 121 emails per day](#), event organizers must work to create compelling email campaigns that capture the recipient's attention and outshine competitors' emails.

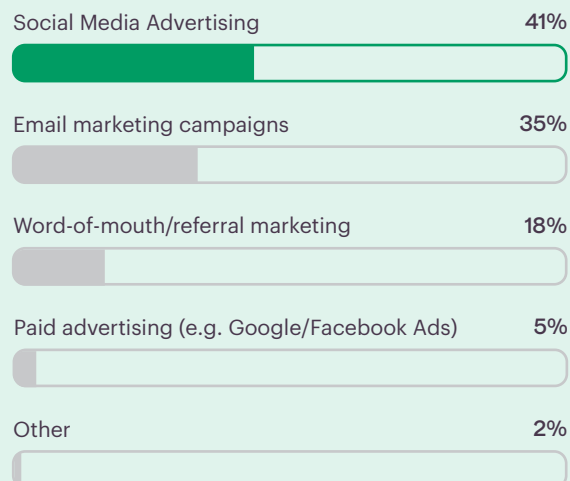
Despite the potential challenges that email fatigue presents, event professionals can utilize a strategic approach to marketing and communication, leveraging a combination of personalization, segmentation, A/B testing, value proposition, and multi-channel marketing to ensure a successful event.

Personalizing email content to individual preferences, such as topic interests, certification renewals, and past attendance, can help forge a connection between the recipient and the event brand, leading to higher engagement rates and greater returns on investment. Clear communication of the value proposition of attending the event in all email communications can provide potential attendees with compelling reasons to attend.

Through multi-channel marketing, which includes social media advertising, email marketing, word-of-mouth/referral, and paid advertising, event organizers can extend their reach and overcome email fatigue challenges.

### What is the MOST effective way you have found to promote event registration?

302 out of 302 people answered this question

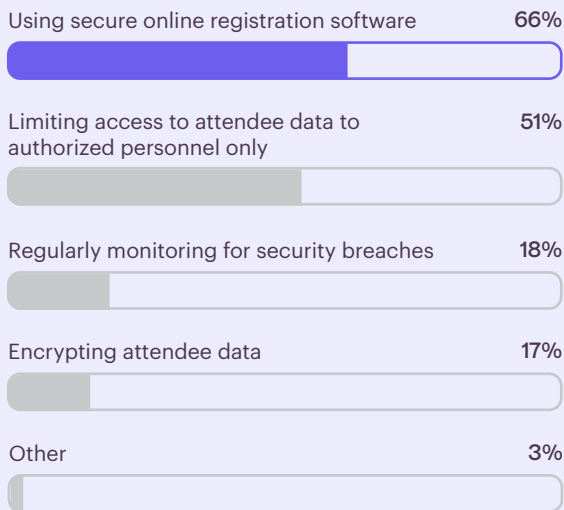


WHAT IT MEANS FOR YOU:

## Keeping Attendee Data Safe and Secure

### What steps do you take to ensure attendee data privacy and security during the registration process?

302 out of 302 people answered this question



With data breaches and cyber-attacks rising, it's no surprise that protecting attendee data is a top priority for event professionals. Our survey results show that using secure online registration software is a popular and effective way of safeguarding sensitive information, with over 65.6% of respondents relying on this solution.

In addition to using secure software, limiting access to attendee data to authorized personnel is also crucial in keeping information safe. [General Data Protection Regulation](#) (GDPR) enforces strict rules about who can access and handle personal data, so event professionals must ensure that all staff are trained in confidentiality and data protection protocols.

Regularly monitoring for security breaches and encrypting attendee data are recommended practices that event professionals can implement. By staying vigilant and proactive regarding cyber security, event professionals can build trust with attendees and reassure them that their data is safe.





WHAT IT MEANS FOR YOU:

## Investing in Robust Registration Tools

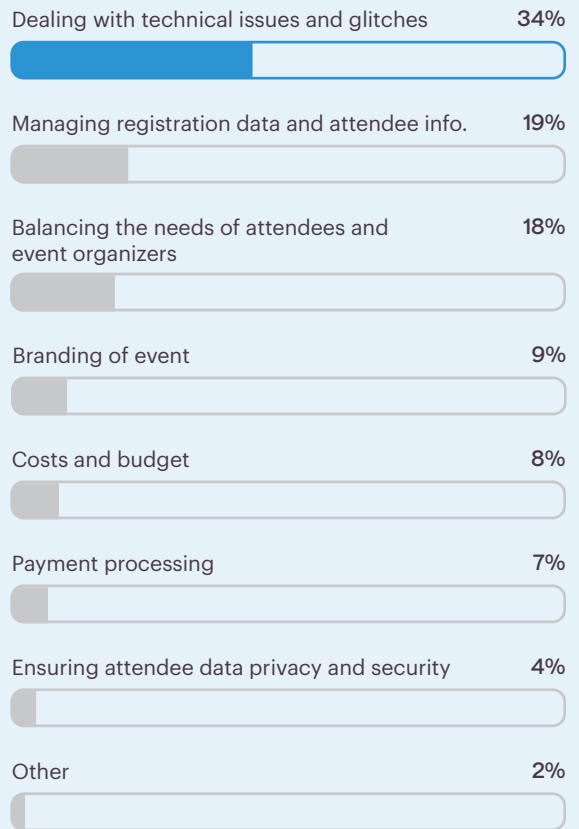
When asked about the top challenge facing event registration, technical difficulties emerged as the ultimate challenge for participants, with over a third citing this issue. This finding underscores the importance of event organizers investing in trustworthy and high-performing registration systems that can handle large volumes of users without experiencing downtime or technical glitches.

As event registration moves increasingly online, the need for reliable technical infrastructure has become more pressing than ever. With attendees expecting a seamless registration experience, organizers who fail to invest in proven and reliable systems risk alienating potential guests and jeopardizing the success of their events.

Fortunately, there are solutions available on the market that can help organizers tackle these technical challenges head-on. By partnering with experienced technology providers and implementing reliable systems, event organizers can ensure a smooth registration experience for their attendees - from start to finish.

### In your opinion, what is the MOST challenging aspect of event registration?

302 out of 302 people answered this question



WHAT IT MEANS FOR YOU:

## Measuring an Event's Success

When measuring the success of event registration, what metrics should event professionals focus on? According to the data, attracting a high number of registrants is the top priority for 44% of respondents. Therefore, event professionals should prioritize a robust marketing campaign and ensure seamless registration processes.

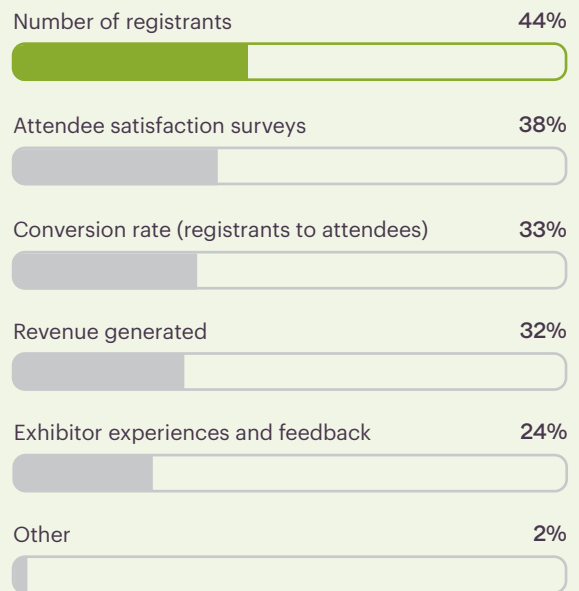
Attendee satisfaction surveys also play a critical role in measuring success, with 38% of respondents deeming them essential. Feedback collected through surveys provides valuable insights into the attendees' overall experience, helping organizers fine-tune their strategies. However, event organizers need to review if these surveys address feedback about the various aspects of the registration process. Many attendee surveys traditionally focus on event specifics during the event and not the registration process.

The conversion rate, or the extent to which registrations translate into attendees, is crucial. In this post-pandemic world, registration is no longer an attendee's commitment to show up. With time increasing in value, cost, and convenience of travel and a high volume of people working from home, keeping attendees excited and motivated to attend should be part of the post-registration marketing strategy. Low conversion rates may also indicate roadblocks or unappealing content. Understanding these non-converted attendees is critical.



### How do you measure the success of your event registration process?

302 out of 302 people answered this question



Revenue generated is another essential metric, with event professionals exploring alternative revenue streams such as merchandising and premium services.

Finally, exhibitor experiences and feedback can provide valuable insights into the event's success regarding business opportunities and attendee engagement. Event professionals can take actionable steps to improve future events and maximize attendee satisfaction by focusing on these essential metrics.

Measuring the success of an event entails considering various metrics that capture different aspects of the event experience. By focusing on the key data points discussed above, event professionals can take actionable steps to improve future events and maximize attendee engagement and satisfaction.

WHAT IT MEANS FOR YOU:

## Embracing Sustainability with Badge Printing

Event professionals can embrace sustainability in all aspects of their events. A commonly overlooked opportunity is in their badge printing process by adopting eco-friendly practices. The survey responses indicate that 51% of respondents try to minimize waste by only printing badges for attendees needing them and recycling unused badges. This approach helps to reduce the number of badges produced and helps cut down on overall waste. On-site printing is also a popular option among professionals, as it allows them to avoid producing wasted badges for no-show attendees.

Adopting eco-friendly practices is a commonly overlooked opportunity in their badge printing process. This approach was adopted by 31% of the survey respondents, who use recycled paper or biodegradable plastic materials for their badges. Adopting such techniques helps to support the circular economy model and highlights the importance that event organizers place on responsible resource utilization.

The survey demonstrates that event professionals can embrace sustainability in badge printing in various ways. Adopting least-waste policies, using eco-friendly materials, and providing digital badge options can minimize environmental impacts, avoid waste, and promote sustainable practices in the events industry.





WHAT IT MEANS FOR YOU:

## Reshaping Technology with Event Registration and Badge Printing

This survey question data highlights some significant transformations in the event industry. The data suggests that event organizers can adapt to new technologies and provide enhanced experiences to attendees.

According to respondents, the **ability to check in from an app was the number one emerging trend**, with 64% citing this.

This feature streamlines check-in and allows organizers to educate attendees about last-minute changes. This also reduces queues and waiting times, improving overall attendee satisfaction.

Facial recognition technology for badge printing and check-in is another trend emerging in the sector that is being considered by 23% of respondents. This technology provides a quick and secure check-in experience and eliminates the need for physical badges or lanyards.

Virtual and Augmented Reality (VR/AR) for event registration and check-in is another trend being considered by 22% of respondents. This technology can transform the registration and check-in experience, creating a more immersive and engaging experience for attendees.

Overall, the survey highlights that event organizers must be flexible and adaptable to emerging technologies and trends to provide an enhanced experience to event attendees. By leveraging these emerging technologies, event professionals can positively impact the overall event experience and increase attendee satisfaction.





WHAT IT MEANS FOR YOU:

## Analyzing Event Data for Future Success

As event professionals, we all strive to provide exceptional experiences that leave a lasting impression on all our audiences. One way we can achieve this goal is by analyzing the data collected during registration to identify areas for improvement. According to the survey, 66% of respondents believe analyzing feedback is essential to enhance the event experience.

To get started, gather the feedback provided by attendees through surveys and reviews. Look for common themes and constructive criticism that can inform your planning process. For example, if several attendees mentioned that the venue was uncomfortable or the acoustics were poor, consider selecting a different location or investing in better sound equipment for future events.

Another key insight that 57% of our survey respondents highlighted was the importance of demographic information in understanding your audience. Use this data to tailor your event to your attendees' unique preferences and interests. If your event is attended primarily by a specific age group, consider incorporating programming or activities that appeal to those individuals.

In addition, personalized marketing and communication strategies can engage attendees and create a sense of excitement leading up to the event. Use attendee data to craft targeted email campaigns and paid social campaigns highlighting sessions or speakers likely to interest each segment of your audience.

Event professionals can maximize attendee satisfaction and create unforgettable experiences by leveraging attendee data to its fullest potential.



WHAT IT MEANS FOR YOU:

## Shaping the Future of Event Registration

With 55% of survey respondents anticipating a shift towards mobile registration and check-in, event professionals must prioritize optimizing their registration processes for mobile devices. This can be achieved by creating mobile-friendly registration forms, offering mobile payment options, and utilizing QR codes for easy check-in.

Furthermore, 41% of respondents desired more personalized registration experiences. Event professionals can achieve this by offering tailored events based on preferences and interests and utilizing attendee data to create customized event agendas.

Consider customizing event registration pages to cater to attendees' needs and provide more support. By incorporating personalized features and adding detailed information, event professionals can enhance the attendee experience and increase efficiency. Providing valuable resources and support through the registration process can also alleviate common questions and concerns, leading to a smoother registration experience for all involved. In today's fast-paced world, consumers have come to expect on-demand assistance and 24/7 accessibility. By customizing registration pages to provide more support, event professionals can meet these expectations and stand out as leaders in the competitive event industry.

Event professionals must adapt to the evolving preferences of attendees by optimizing for mobile devices, offering personalized experiences, and customized event registration pages. By doing so, they will be better equipped to provide successful and efficient event registration processes for years.



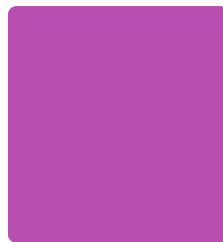
# Closing Thoughts

In conclusion, the findings from our research project on event registration highlights the critical need for organizations to prioritize the ease of use, protection of data, and technical functionality of their registration processes. Event professionals must also understand that their events' success hinges on the satisfaction and engagement of their registrants.

The data also clearly indicates the importance of social media promotion in driving registration numbers and the growing importance placed on sustainable event practices. From innovative badge printing techniques to emerging technologies transforming the registration experience, it is clear that the industry is evolving rapidly.

As we move towards the future of event registration, we predict a continued shift towards mobile and personalized experiences. Organizational leaders who quickly embrace these changes and adapt their event planning processes accordingly will position themselves for long-term success in the industry.

At A2Z Events by Personify, we remain committed to helping our clients stay ahead of the curve with cutting-edge event management solutions. As the industry evolves, we will conduct research and gather valuable insights to help our clients achieve unparalleled success.



# Appendix A

## (Summary of Respondents)



### Background

In June of 2023, a survey was conducted with 302 event professionals to gather data on various aspects related to event registration. The survey was conducted online and targeted professionals expected to handle registration for at least one event this year. The study's objective was to understand the types of events being organized, the registration process involved, and the challenges faced by professionals in this industry.

### Type of Events

The survey revealed that most event professionals (86%) are involved with in-person events, while 31.1% handle hybrid events. A smaller percentage of event professionals (21.5%) work with virtual events. These results indicate that in-person events remain popular despite the pandemic-led shift to hybrid and virtual events. The data also suggests that professionals are more likely to choose hybrid events over virtual ones, which indicates a preference for physical interaction.

### Number of Events

Regarding the number of events, the data showed a wide variation in the number of events. A high percentage of professionals (38%) are involved in up to five events, while 27% handle between six to ten events. A further 31% of professionals organized work with 11 to 20 events, highlighting that this industry is highly demanding. The remaining percentage of professionals (18%) handle 21 or more events.