

# InterCall's Event Registration



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As one of the most strategic components of any event solution, event registration enables you to increase attendance levels, manage single or multiple events through a single web interface and capture valuable information from registrants and attendees while developing information-rich profiles for each participant across multiple events.

## **CAPTURE AND REPORT ON MISSION CRITICAL DATA**

Seminars provide an unparalleled opportunity to interact with and collect data from an audience. A registration solution allows you to capture qualifying information in a variety of formats at several points during the seminar process:

- + Before an Event – registration demographics and qualifying questions, surveys
- + During an Event – surveys, polls, text Q&A
- + After an Event – surveys

Registration eliminates the tedious task of compiling seminar data from multiple sources by aggregating data in real-time across multiple conferencing and media technologies—from both live seminars *and* on-demand recordings—all in a single reporting engine. Other benefits include tracking codes to capture lead sources, event reports with highly presentable charts and graphs and the ability to customize reports for import into a CRM system.

## **INCREASE REGISTRATION AND ATTENDANCE ACROSS THE BOARD**

InterCall's Event Registration provides an entire registration site that seamlessly mirrors corporate web site branding, including navigation, allowing registrants to easily go to and from registration and the rest of your web site.

First time registrants from an existing database can benefit from pre-populated fields on their registration form, while those who have registered for a seminar before can register with just a user name and password. This lets you capture information in real-time, including tracking codes, so that program effectiveness can be quickly and accurately assessed.

## **SAVE TIME: AUTOMATE MANUAL PROCESSES**

Content is undeniably the most important part of an event, yet so much time is consumed by manually tracking and communicating with registrants and attendees. While there are many registration platforms in the marketplace, they usually come with varying degrees of sophistication. InterCall's Event Registration can give you more data with far superior levels of customization, which saves you time and improves ROI.

## **FOCUS ON WHAT REALLY MATTERS**

With a dedicated registration solution that is tailored to your unique seminar needs, registrants and attendees will appreciate an easy-to-use system, interactivity and relevancy. Additionally, you'll deliver a higher quality seminar from end-to-end while maximizing your return on investment. And you'll be able to spend more time where it really counts...on content.

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