

KNOW ALL - REGISTRATION

The registration from A to Z

The process in between registration and participation requires much time, energy and often also considerable stress. Why not go easy on yourself? Parthen can do it for you: a small or large part or even the entire registration track. From abstract handling, to hotel reservations, from billing and collecting registration fee to providing badges. All in full accordance with your requirements. And if you decide to outsource the entire track, Parthen is the contact for participants, from the enrolment until the day of the event. In other words, Parthen can save you headaches, time and money.

The invitation: personalised, prefilled, digital, or by post?

A personal invitation demonstrates attention and service. There are different ways. For example, the names and addresses are "pre-printed" on an answer sheet. Condition here is keeping a good database. In a digital invitation there can be chosen for a link to the online registration form, on which the data is already printed. You can also choose to provide customers with a unique login code and give them access to a completely personalized online registration. Good for an exclusive feel.

The purpose of the registration

Before you can start to draw up a registration form, the goal must be known. Ask only for information that will be used. Is there more data needed than name and position, for example name and address? ? Is it necessary to make a workshop format due to limited space in the halls, or for the speakers to prepare? Is registration a means to prevent anyone walking around at the event? Or is there an obligation to register regarding fire security?

Attention for safety

A good badge contributes to safety. In this case, a photo is even more effective. Parthen offers all kinds of badges: plastic or paper, printed, colored, clips, lanyards, with lights, etc. Furthermore a barcode on the badge provides valuable marketing information. Who was where and how long did they stay there?

Hotel reservations

Registration of hotel reservations can be tricky, since a hotel has its own reservation system in use. This should match the conference registration. In addition, hotels often use a payment guarantee in the form of a deposit. Parthen experiences that the most effective way is a fixed deposit for participants, and the rest will be settled on the spot.

Integrating an online registration form on your own website

An online registration form can be integrated on the website, which means that the visitor does not notice that he / she is on another site. The layout of your own website is visible.

A customized registration form

Parthen can give the online registration the look and feel of your own corporate identity. In color, image and text.

Mandatory and optional fields on the registration form

Some fields can be made obligatory (payment method, name, email address) and some optional (reservations, program components).

Workshop X is full, how do you translate this on the registration form?

When one program is full, it can be reported on the website. This message is automatically generated by the software of Parthen (Eventure) that automatically tracks the number of people signed up.

Push forward the data: using your own database

It is possible to link the customer's database [of the customer] to the online registration form. Regarding the invitation, there are two possibilities: participants with unique credentials, sending them directly to the page where you want the data. The second option is an email with a unique link for each attendee giving access to the part of the registration form where personal data must be filled in.

A login page

To prevent just anyone registering for the event, it is possible to start the online registration form with a login page. Participants receive an invitation to a personal login code, which permits access to the registration form. Another option is that participants have to choose their own login code. This creates a psychological barrier to prevent people who are really uninterested.

Flexible register

It may be useful in some cases that a participant can see his form several times, add or modify it. For example when the contents of the workshops until just before the event is known, the participants can submit to another workshop with their personal login information.

Confirmation: e-mail, post and/or SMS?

With an online registration [there is send] an automatic confirmation email with the registration data is sent to the specified email address. The text of this automatically generated email can of course be adapted to the to the event. After that it is possible to send a confirmation by email or by post. This can be done at the day of registration or on a particular day to all participants simultaneously. Two days before the convention it could be helpful to send a reminder email to all participants. Another option: the day before the event a short text message to all participants.

Customized billing

If payments must be collected, Parthen sends out invoices. The invoice numbers are drawn from the project number, combined with the registration, so it is always a unique number. Depending on the arrangement with the customer, the invoices are usually sent the day of registration.

VAT: inclusive or exclusive?

Is the organization and the event that is organized VAT free? It is important to find out in advance. Is it an international event? Is the organization a foundation? Does the event take place in the same country as the site of the organization? All important aspects. To determine whether your project is subject to VAT, we recommend the IRS or an accountant to consult. When a GST is collected, it must be specified on the invoice. Obviously, this is reflected in the report.

Categories of participants: different options and prices

Typical for conventions is the existence of different categories of participants with different choices. Think of VIP's who have free access to the normal program and will also be up for a social program point. Apposed to participants who must pay an entrance fee. In such cases it may be desirable that the participants do not see the various choices on the registration form. This avoids confusion, fraud and false records. Choices on the registration form can be visible or even invisible, depending on the category.

Online reports: oversight

Organizing your own event, means a lot of time spent on e-mails and phone calls from participants. One advantage: everything in own hands makes the situation clear at all times. There is a way to take advantage of both, yet outsourcing and keep oversight: through online reports. The customer gets their own login code with which he/she can request the reports of his or her project. The report website will suit the look and feel of their website. Parthen has the experience that many customers like

to "let go" once they decided to outsource, but this way they can keep an eye on the process, without the hassle.

Start lists and updates

The most common summaries are participants lists (in Excel) and event summaries; overviews of all recorded numbers by category. [There are] several reports are possible: useful in relation to catering, hotel reservations or changes in participation in certain workshops. Another view is in which the participants have not paid, the participants who have paid by bank or even credit cards. Of all the data that is kept, reports can be automatically displayed. From a short list to a complete report: it is all possible. Usually a weekly list of participants and event summary is enough.

The latest technology: RFID security

RFID stands for Radio Frequency ID. An RFID tag for a participant's badge offers the opportunity to optimally secure. Chip and antenna allow the possibility to visualize data immediately when the wearer passes by gates. But there are many more applications. It is also possible to acquire valuable marketing information; the carrier can be followed in his or her activities, which gives a sculpture of preferences. RFID is not cheap, so a well made decision is important.

Avoid long lines : on-site scanning of a badge with barcode

Long queues at the registration desk. Everybody wants to avoid them. And it can be done. Easily. A common way is to send an email in advance with the participant's badge and belonging barcode. With the use of scanners there can be registered who was present at the event. The scanner (also for rent for one day) is linked to a computer so that the registration numbers can be processed. In addition, advanced bar codes are possible, for example, a 2D barcode which can store even more, causing even more efficient registration.

Personalized badges with distinction options

Badges ensure that the names of participants are known, make control possible and help with networking. They are also a useful tool for the various categories of participants to recognize, for example by a colored strip, various prints, logos, etc. It can thus distinguish between speakers, organization and regular participants.

Personal program on the badge

The back of the badge can be used to print the program or the map. If there are workshops a personal program can be printed also. Convenient.

The IOU Form: no one in without paying

There is a nice way to ensure that every participant is paying participant: the form IOU (I owe you!). Participants that have not yet paid their fill in their credit card information and give permission for three weeks after the congress, when the amount is still not in, to claim it. It is obviously important that the due date is still valid, and that the data are complete, including signature. Duplicate payments and irritation at the registration desk are thus avoided, while the payment is reasonably assured. Parthen sends this forms a few days before the congress, this way you ask the participant in a tactful manner.

Parthen's responsibility for payment

The responsibility for collecting the payment and the approximate manner of asking participants in relation to this, depends on the customer. When the command to us is "all payments must have been received on the day of the conference, no exceptions are allowed" then this is what we do. In such cases there are sent out reminders very often to non-paying participants. Eventually, they offered the possibility to pay by credit card at the registration desk. But the command may also sound like "get as many payments as possible, but no hassle at the registration desk. Accept the people who ask for a delay in payment." In such a case, Parthen acts more flexible, but can not be taken full responsibility for collecting all payments. In general, the agreement is no later than three months after the congress the financial settlement should have occurred. Until then, Parthen will do its best to cover any outstanding collections. In all cases, formally seen Parthen is not financially liable.

Facuratie and credit management

On the day of registration, the participant sends an invoice to Parthen. This is usually done by e-mail, unless otherwise agreed. If the participant wants a paper invoice, it will be printed on Parthen's stationery or the customer's. The account used is in the name of 'Foundation Derdengelden Parthen R&S', which means that although the name states Parthen, the funds in this account are not owned by Parthen. In consultation with the client, there will be regularly sent out reminders to participants with outstanding bills. If still not paid on the day of the event, payment is collected at the registration desk by debit, credit card or any cash. Since it is our task to collect payments, Parthen will do everything to get this done.

Financial reporting

Parthen usually sends out the final financial report within three months after the event. The report distinguishes between what should be and what is actually on the bank account. Obviously with the specifications of bank charges, credit card commission and so on. If required interim financial reports are also made.

Online payments are possible

The online application gives the opportunity to pay online. The system that is being used runs through the organisation DocData. A screen appears, which is managed by DocData, on which the participant sees the title of the congress and the amount. Subsequently, the card number with expiry date and number must be entered with the CVC code. It directly indicates whether the collection was successful. DocData subsequently transfers the amounts to the designated bank account of Parthen, detailing all invoice numbers.

Safe and orderly finances: Foundation Derdengelden

Parthen can record and collect payments as desired. To avoid confusion and problems, the Foundation Derdengelden was established. Parthen has several bank accounts in the name of Derdengelden Foundation. This means that the amounts in these accounts are not officially owned by Parthen and not covered by the business risk of Parthen. Each project has a current bank account. This keeps the finances of the various projects organized.

Credit Card Payments

Parthen has an ATM with which can be paid with normal bankcards, but also with credit cards. In addition, we use online payment. Therefore there can be paid with credit card both during the event itself as well as before or after the event. Besides advantages, there are also a few drawbacks to credit card payments, take the commission, which is collected by credit card companies (average 5%). In addition, it takes on average three weeks before Parthen has the amount on its account.

'On site' support

Hostesses: during peak hours, on average, we count one hostess out of 100 participants. Of course this depends on the open payments and the duration of the peak moments.

Hardware: the number of computers and printers that Parthen takes depends on the number of registrations. In all cases, ensure that on-site and custom badges can be printed.

Scanning of badges: when bar code badges have been issued, Parthen will Scan at the entrance using wireless hand scanners. The data is directly visible on a connected laptop.