

# InterCall's Event Registration

## Feature Sheet



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As one of the most strategic components of any event solution, 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.

InterCall's Event Registration provides tools to communicate with audiences and gather information. You can fully brand your registration sites and sub-sites, build attendee profiles, obtain registrant and attendee reports and much more.

- + **Registration site branding** – Custom branding can mirror any HTML standards for a professional look and feel.
- + **Sub-site branding** – Accommodate the need for various brands with custom registration sub-sites.
- + **Email customization** – Send custom HTML and text-based confirmations, reminders, sorry and thank you emails automatically.
- + **Email confirmation and reminders** – Increase attendance rates and reduce administration with automated registration confirmation and multiple reminders emails.
- + **Outlook®/vCalendar integration** – Allow registrants to automatically save event information to Outlook or other vCalendars and increase event attendance.
- + **Platform integration** – Integrate with top web conferencing platforms, such as Microsoft® Office Live Meeting and WebEx™.
- + **User profiling** – Use 18 standardized fields and five custom fields to collect information about registrants.
- + **Attendance survey** – Collect further qualifying information from event attendees at the event entrance point.
- + **End of event survey** – Gather information from event attendees as the live event wraps up.
- + **Question manager** – Store an unlimited library of qualifying questions that can be reused at future events.
- + **List/calendar views** – Display upcoming events in both list and calendar views.
- + **Registration limit** – Establish a maximum capacity of registrants for an event to control attendance numbers and cost.
- + **Waitlisting** – Automatically notify registrants of closed event when an open seat becomes available.
- + **Registrant screening** – Control who is able to attend your events by reviewing registrant information.
- + **Domain blocking** – Prohibit unwanted registrants from specified domains.

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- + **Event registration staging** – Preview, edit and approve the entire registration process before going live.
- + **Event registration edit rounds** – Submit changes and recommendations (up to five rounds of edits) before your registration site goes live.
- + **Lead tracking** – Gather lead source information with unique tracking codes.
- + **Lead scoring** – Prioritize follow-up and increase lead value by assigning weights to qualifying questions and possible responses.
- + **24x7 report access** – Gather comprehensive reporting information at any time.
- + **Data import/export** – Import contact information or export registration and attendance reports.
- + **Recording registration** – Increase the value of your recording by continuing to gather viewer information.