



registration timeframes & considerations for event creations | talking points for Project Team meetings

STANDARD TIMEFRAME TO CREATE REGISTRATION LINK(S)

A maximum of **fifteen (15) business days** to create registration/purchase links and specific promo codes

- Registration Link
- Sponsorship Purchase Link
- Exhibit Purchase Link
- Promo codes (special codes specific to individual event)
- Internal Testing
- Query Creation and Distribution

For example, during the **U.S. WIN 2022** conference **event setup**, we created **32 unique** items for this event that included: **13** event registration pricing options, **11** session setups with associated fees, and **6** sponsorship packages. In addition, the setup process involved **two days of peer reviews and updates** to ensure accuracy and consistency across all elements.

This level of detail and quality control illustrates why the full event setup process can take up to 15 days—each event requires multiple configurations, testing, and review to confirm all components are functioning correctly before launch.

EXPEDIATED TIMEFRAME

- A maximum of **three (3) business days** to create a new sponsorship item, exhibit hall, etc.
- A maximum of **two (2) business days** for add-on or update requests for new or updated price rate, additional promo codes, exhibit or sponsorship registration and/or invoice, additional itemized questions, etc.

**If the Registration Team can accommodate your request outside the recommended timeframe, we are more than happy to complete your request as soon as possible based on priority tasks/projects.*

ACCESS TO REGISTRATION TASKS IN MONDAY.COM

Keep in mind you have access to the registration team tasks on each event's Monday.com project to track the date and status of requests. Use this to keep your program managers updated on the completion of their items.

IDEAS AND TALKING POINTS

Before committing to timeframes outside of standard operating procedures (SOP), please consider the following:

- Checking with the registration team to see if they can accommodate the requested date/timeframe
- Being mindful that although our AMS allows more flexibility and additional options with our online self-service, the workflow takes additional time to set up

During Discovery meeting(s) with Project Team

It is important to anticipate/discuss things that often occur during the planning process – flat rate vs a la carte, change in deadline dates, rate adjustments, new pricing category for special attendees, promo codes, itemized questions, etc. – we understand that plans can/will change, the goal is to lessen the unexpected changes by raising them in the beginning.

- Does the Program Manager want to allow attendees the ability to **only** attend training session(s) that's offered and **not** the conference? – *If so, this requires the event to have a specific setup that **cannot be changed once the event is live.***
- **Adding new sessions**, prices, itemized questions, or additional features during the creation of an event links **may potentially extend the delivery date with** your registration assets.
- Is there a specific **audience** attending the meeting that will they receive special pricing? – *this is important because we must coordinate with membership to ensure that companies can be categorized properly to ensure specific companies receive special pricing.*
- Are **promo codes or group discounts** an option for this event? – *this is important to discuss to ensure all ideas around discounts or special attendees are communicated.*
- Is this a **brand-new meeting**? – *this is important because there is coordination with the accounting team for new accounting codes to be created that will add a day or two on the delivery date.*
- Is attendance from **INPO/EPRI** expected? – this is important due to our system having a “INPO/EPRI price formula” that allows the first two attendees from each organization to receive complimentary registration, and the remaining receive half the member rate.