



creating event registration, sponsorship, exhibit purchase links, and promo codes

OBJECTIVE

To establish and implement a standardized procedure for creating event registration, sponsorship and exhibit purchase links, and promotional codes. This process ensures that all required links and codes are created and finalized in accordance with our project management life cycle timeline, three weeks prior to the launch of registration, to support effective preparation and execution.

INTERNAL MEETINGS *(executed before registration launch)*

project brief

workhour(s): one (1) hour

Review project brief and access format of the meeting to strategize the best way to set up event in Impexium. Submit questions/comments directly on document.

discovery meeting

workhour(s): one (1) hour

Attend discovery meeting with project team to discuss the overview of the event, key dates and deadlines, and specific (event, sponsorship, exhibits) registration links.

kick-off meeting

workhour(s): one (1) hour

Attend the kick-off meeting. Assure alignment for all registration assets.

event debrief (post con)

workhour(s): one (1) hour

- Attends debrief meeting to report out any feedback, issues, and/or overall flow of event.

WEEK 1: Initial Planning, Promo Code Creation, and Sponsorship and Exhibit Set Up

EVENT AND PURCHASE DETAILS COLLECTION

- Receive registration launch form from the Conference Manager (CM) with all necessary details for the event, sponsorship options, exhibit purchases, and promo codes.
- Review and confirm details with the CM on event format, dates, times, locations, accommodations, descriptions, fees, and discounts.
- Build Registration tasks, assign Task Owner/Contributor, and enter all deadline dates in the proper Monday.com project board.

SETUP

- Create event shell in Impexium.

PROMO CODES CREATION

- Create promo codes for discounts as required, specifying the discount percentage, applicable ticket types, and validity period.
- Test promo codes to ensure they apply the correct discounts.

SPONSORSHIP AND EXHIBIT PURCHASE LINK CREATION

- Create separate links for sponsorship purchases, detailing each sponsorship level and associated benefits.
- Create exhibit purchase links, outlining booth options and prices.

WEEK 2: Registration Event Link and Purchase Links Creation

EVENT LINK CREATION(S)

- Design the registration event link that includes information in the registration launch form
- Follow up and partner with the Conference Manager on updates to the event setup
- Create or add existing venue information.
- Include Accommodation information for all events when applicable.

REGISTRAR TESTING and FINAL REVIEW

- Registrar to conduct thorough tests of the registration event link, sponsorship, and exhibit purchase links.
- Ensure all functionalities work correctly and the user experience is smooth.
- Perform a final review of all links and promo codes.
- Confirm that all details are accurate, and the rates are functional.

WEEK 3: Testing and Distribution

INTERNAL TESTING

- Provide Registration Team manager with all event links to conduct a peer review
- Manager conducts peer review and provides registrar documentation of comments/feedback within (3) business day by close of business.

ADJUSTMENTS

- Registrar to address any issues identified during testing and peer review.

INTERNAL REVIEW

- If applicable, send an email to share draft registration event link, sponsorship, and exhibit purchase links with the CM and relevant stakeholders for review in the Monday project board – provide date to receive any feedback. Provide member and nonmember “Test Profile” for CMs to utilize when testing event links.
- Collect feedback and make necessary adjustments.

DISTRIBUTE LINKS to CM

- Once approved by CM, send official email to CM with all links, promo codes, and name of event query for data collection.
 - Add the registrar@nei.org and Registration Team manager (amj@nei.org) to email.

Post-Publishing

MONITORING

- Monitor registrations, sponsorship purchases, exhibit purchases, and promo code usage.
- Address any issues or questions from registrants and conference managers.
- Ensure all processes run smoothly up until the event date.