EVENTS MANAGEMENT

Automating event registration and management

Create and maintain events in EMPOWER with the Events Management functionality. Upcoming events can be displayed on the web and event invitations can be emailed to prospects with the invitation email being noted in the prospect's communication track. Registration can be set up so that those with login credentials can instantly register for events and those without login credentials can receive a user ID and password to register for events. Registrants have the ability to cancel their registration and to register additional attendees under the same registration, such as a spouse or a parent for a family event.

When creating an event, detailed information is entered such as the date, time, location, cost, and description of the event. Multiple parameters can be set up including if registration is only to be made available to those with login credentials, whether or not registration is required, when registration opens and closes, what the minimum and maximum attendance is, when the last day is to cancel, when the event is to start and stop being displayed on the website and what text is to be used for the email registration confirmation. Multiple functions can be added to the event when there are activities within an event where registration is needed, e.g. a campus tour that includes an optional dinner and requires a secondary registration.

Group leaders can be created so that registrants can be assigned to specific groups. Group leaders—or those in charge of maintaining the event—can use the Events Status Summary screen to view information about anyone on the event list including those who expressed interest in the event, were invited, didn't respond, declined, registered, or signed up as guests accompanying the registrant. From the summary screen, emails can be sent to those on the event list as well as attendance recorded for the event.