

# espot

event marketing with social

## what is it?

eReg includes built-in functionality to make it easy to announce, post and push your event registration form to prospective attendees through social media. The feature set is found on eReg's Event Info tab within the Promotion/Social section. The feature set includes the ability to:

- allow prospective attendees to use their Facebook and/or LinkedIn credentials to auto-populate registration forms
- publish the event to Facebook
- add registration form widget to any web page
- retrieve embed code to put into any web page to automatically link to your registration site

## Event Marketing with Social

## why use it?

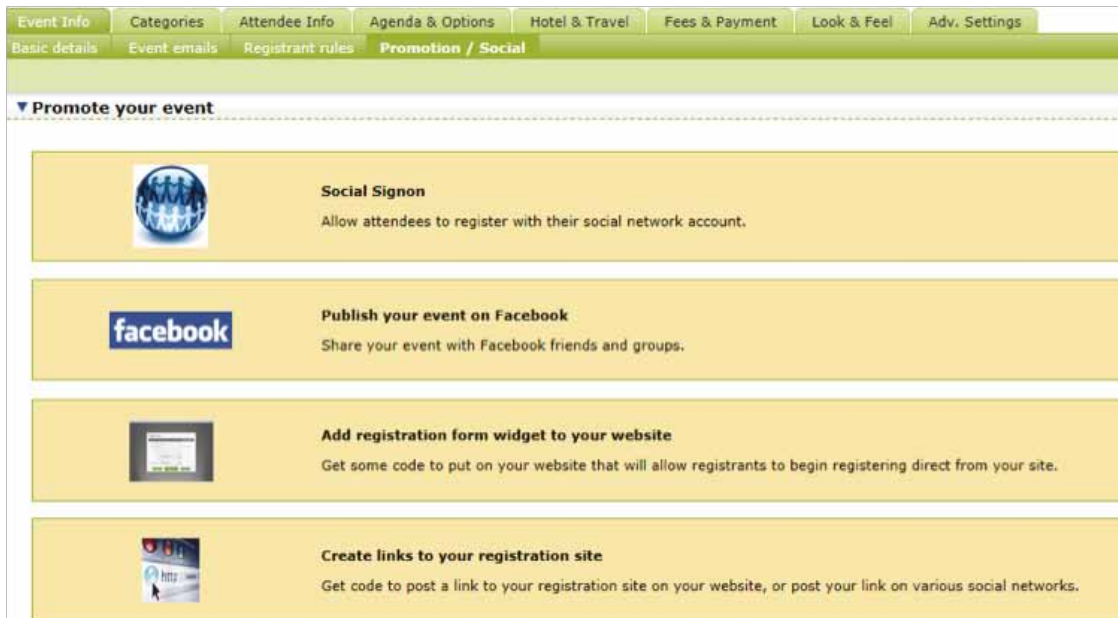
We inherently know that social media allows for a continuous conversation between people. We empirically now know that social media increases the visibility and awareness of new ideas, product and service offerings, and can substantially add to your list of contacts. With social media, you can harness this power to drive more attendees, speakers, exhibitors and sponsors by adding your event into the global social dialogue.

The Promotion/Social feature set within eReg allows people to share information about your event through various social networking sites and within their own networks. It's a perfect medium to get more and more people talking about your event and allowing people to come across your event while they are browsing online.



## how do i use it?

The Promotion/Social feature set is found under the 'Event Info' tab of the eReg module which is part of etouches' Quad and Pro packages.

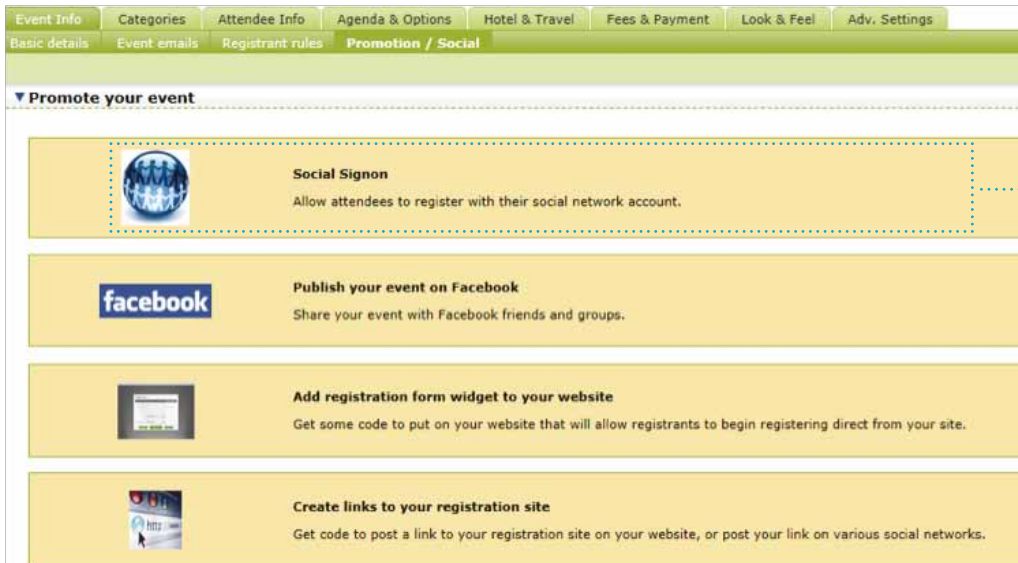


Event  
Marketing  
with  
Social

### Once within the Promotion/Social area, you can do any of the following:

- **Social Sign On** — It allows the attendees to register with their social networking account, either Facebook or LinkedIn.
- **Publish Your Event on Facebook** — It allows attendees to share that event with friends and groups on Facebook.
- **Add Registration Form Widget to Your Website** — This can be achieved by incorporating the code available here on your website. It will allow registrants to begin registering to the event directly from your website.
- **Create Links to Your Registration Site** — Here you can get a code to post a link to your registration site on your website, or post your link on various social networks.

## Feature Focus: Social Sign On



Click on **Social Signon** to enable registration through attendees' social networking accounts.



- By checking the 'Allow attendees to sign in from Facebook' or 'Allow attendees to sign in from LinkedIn', attendees can sign in using their Facebook and/or LinkedIn credentials.
- You can enable users to invite their friends/connections to the registration site.

## e-tip

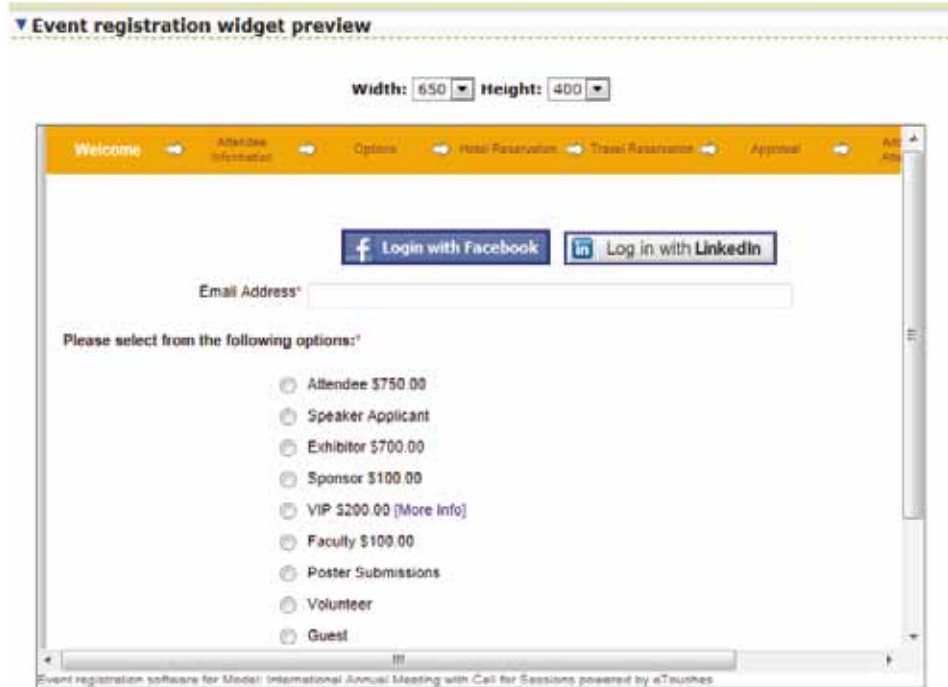
Enable users to invite their connections to your event registration site. Enable this viral capability along with the viral ticketing feature found in eReg's Fees & Payment tab to really kick up some interest and create new ways to spur registration while rewarding your event ambassadors who are spreading the word about your event!

## Feature Focus: Social Sign On (continued)

- You can decide how to map credentials from Facebook and LinkedIn to match fields that you input into eReg using the mapping tool.

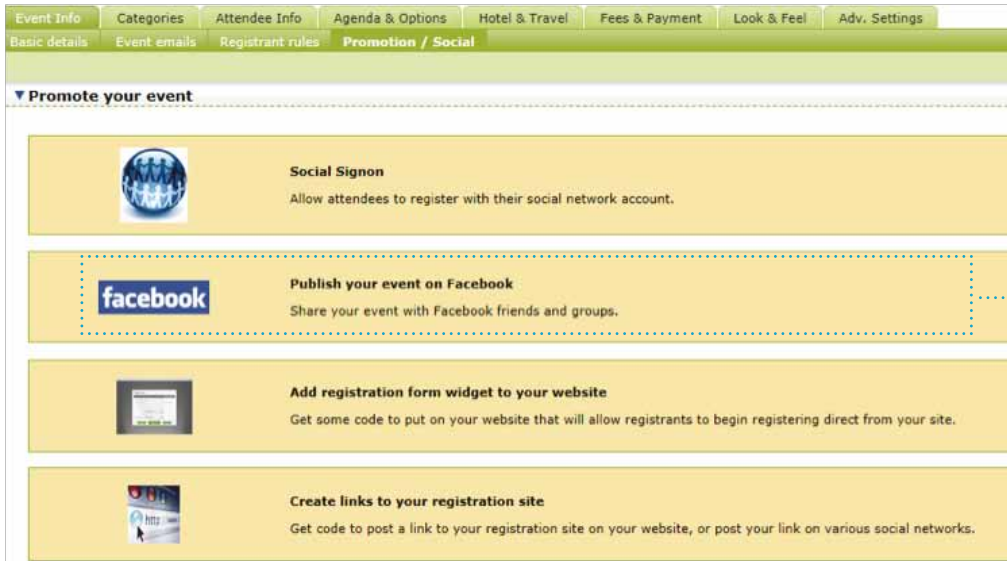
Mapping	Facebook	LinkedIn
<b>Inactive questions</b>		
Prefix (Mr, Mrs, Dr etc)	None selected	None selected
Contact's Email Address:	None selected	None selected
SUMMIT	None selected	None selected
Other Identifier:	None selected	None selected
Member #	None selected	None selected
Special requirements (Any special requirements (for example, wheelchair access, hearing loop, large print documents, disabled parking, reserved front seat)?	None selected	None selected
Suffix:	None selected	None selected
Add product categories:	None selected	None selected
Extension:	None selected	None selected
Fax:	None selected	None selected
Diet Info:	None selected	None selected
Test2:	None selected	None selected
Does this account level question pre-load?	None selected	None selected
Alternate Contact's Name:	None selected	None selected
Alternate Contact's Email Address:	None selected	None selected
Alternative Contact's Office Phone:	None selected	None selected
Alternative Contact's Cell Phone:	None selected	None selected
<b>Welcome page questions</b>		
Email Address:	None selected	None selected
First Name:	None selected	None selected
Last Name:	None selected	None selected

Using the Social Sign On feature results in the addition of a Facebook and/or LinkedIn button to your eReg site which users can choose to use as a way to expedite the registration process and avoid the pain of filling in lengthy forms.



Event Marketing with Social

Feature Focus: Publish Your Event on Facebook



Event Info Categories Attendee Info Agenda & Options Hotel & Travel Fees & Payment Look & Feel Adv. Settings

Basic details Event emails Registrant rules **Promotion / Social**

▼ Promote your event

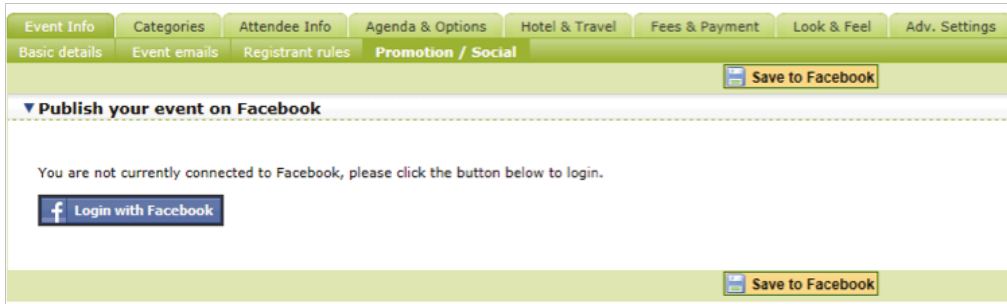
**Social Signon**  
Allow attendees to register with their social network account.

**Publish your event on Facebook**  
Share your event with Facebook friends and groups.

**Add registration form widget to your website**  
Get some code to put on your website that will allow registrants to begin registering direct from your site.

**Create links to your registration site**  
Get code to post a link to your registration site on your website, or post your link on various social networks.

On clicking the link 'Publish your event on Facebook', you are directed to the following page. Here you can login with your Facebook credentials.



Event Info Categories Attendee Info Agenda & Options Hotel & Travel Fees & Payment Look & Feel Adv. Settings

Basic details Event emails Registrant rules **Promotion / Social**

**Save to Facebook**

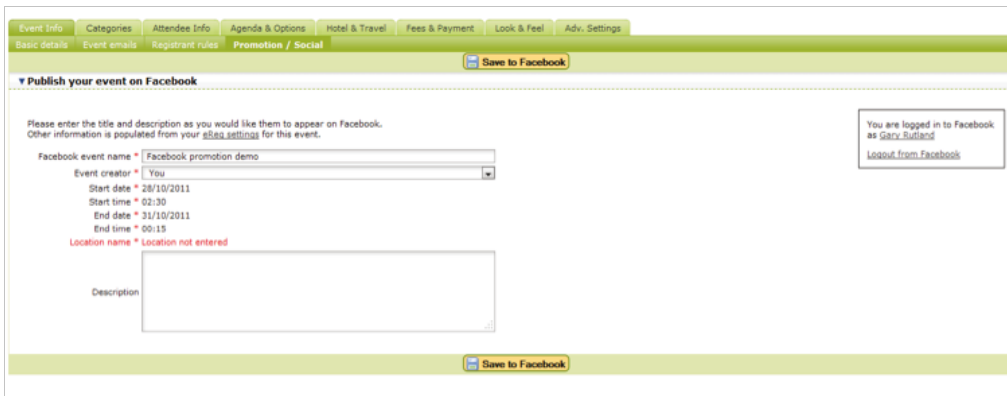
▼ Publish your event on Facebook

You are not currently connected to Facebook, please click the button below to login.

**Login with Facebook**

**Save to Facebook**

Once you are logged into Facebook, your basic event details — event name, event creator, date/time, location, and description, will be populated from the eReg settings for this event. These fields can be edited, or new information can be added to control how the event will appear in Facebook.



Event Info Categories Attendee Info Agenda & Options Hotel & Travel Fees & Payment Look & Feel Adv. Settings

Basic details Event emails Registrant rules **Promotion / Social**

**Save to Facebook**

▼ Publish your event on Facebook

Please enter the title and description as you would like them to appear on Facebook. Other information is populated from your eReg settings for this event.

Facebook event name \* Facebook promotion demo

Event creator \* You

Start date \* 28/10/2011

Start time \* 02:30

End date \* 31/10/2011

End time \* 00:15

Location name \* Location not entered

Description

**Save to Facebook**

You are logged in to Facebook as Gary Rutland  
Logout from Facebook

You can invite other guests on Facebook, view and edit the event on Facebook, or delete this event. You can also view the event guests.

In Facebook:  
Invite other guests, view & edit events, or delete events.

You are logged in to Facebook as Gary Rutland  
Logout from Facebook


Invite Guests  
View event on Facebook  
Edit event on Facebook  
Publish event on Facebook  
Delete event on Facebook

View Guestlist  
All Invited Guests  
Attending Guests  
Maybe Attending Guests  
Declined Guests  
No Reply


## Feature Focus: Add Registration Form Widget to Your Website

Event Info	Categories	Attendee Info	Agenda & Options	Hotel & Travel	Fees & Payment	Look & Feel	Adv. Settings
Basic details	Event emails	Registrant rules	Promotion / Social				


▼ Promote your event




**Social Signon**  
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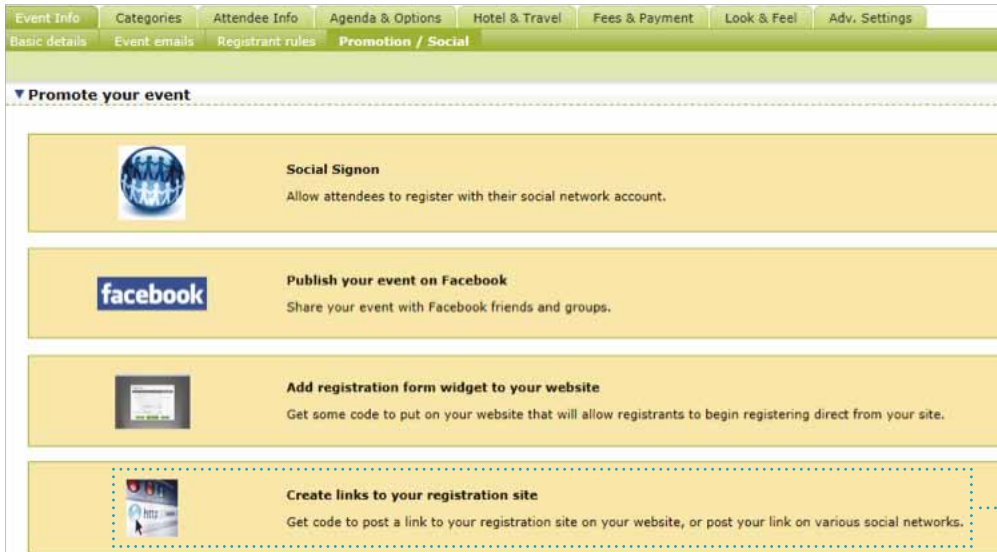
**Create links to your registration site**  
Get code to post a link to your registration site on your website, or post your link on various social networks.

When you click on ‘**Add registration form widget to your website**’, you are directed to a page, where you get HTML code that can be put on any website so that the registrants can begin registering directly from your website, blog site or other web property such as a SlideShare or Vimeo account. Attendees can copy and paste this code for use on a webpage.

▼ Copy and paste this code for use on a webpage

```
<div style="width:650px;"><iframe
src="http://www.elseverywhere.com/ereg/newreg.php?
eventid=18674&external=1&height=400" frameborder="0"
height="400" width="650" vspace="0" hspace="0"
scrolling="auto" allowtransparency="true"></iframe><div
style="font-family:Helvetica, Arial;text-align:left;font-
size:10px;color:#666;" ><a style="color:#666;text-
decoration:none;" target=" blank"
href="http://www.etches.com">Event registration
software</a> for <a style="color:#666;text-
```


## Feature Focus: Create Links to Your Registration Site





Event Info | Categories | Attendee Info | Agenda & Options | Hotel & Travel | Fees & Payment | Look & Feel | Adv. Settings


Basic details | Event emails | Registrant rules | **Promotion / Social**

▼ Promote your event

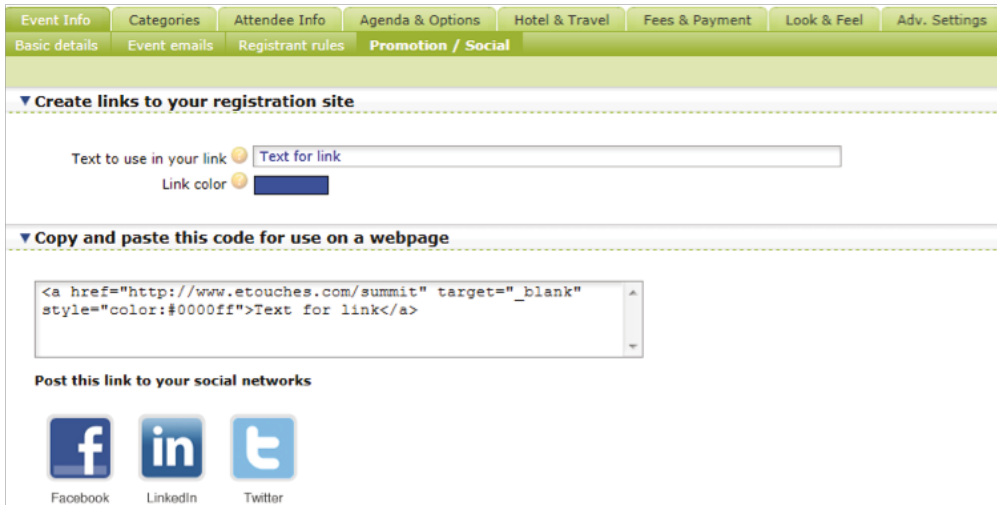
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 **Create links to your registration site**  
Get code to post a link to your registration site on your website, or post your link on various social networks.


By clicking on, 'Create links to your registration site', you can get a code to post a link to your registration site on your website or post the link on various social networks like Facebook, LinkedIn and Twitter. Here you can choose the text to be used as your link along with the color of the link.




Event Info | Categories | Attendee Info | Agenda & Options | Hotel & Travel | Fees & Payment | Look & Feel | Adv. Settings

Basic details | Event emails | Registrant rules | **Promotion / Social**

▼ Create links to your registration site




Text to use in your link  Text for link

Link color 

▼ Copy and paste this code for use on a webpage

```
<a href="http://www.etches.com/summit" target="_blank" style="color:#0000ff">Text for link</a>
```

Post this link to your social networks

Facebook | LinkedIn | Twitter