etouches.com | FACEBOOK, TWITTER, LINKEDIN

espot

event marketing with social

etouches
REDEFINING EVENT SOFTWARE

etouches
REDEFINING EVENT SOFTWARE

e-spot

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

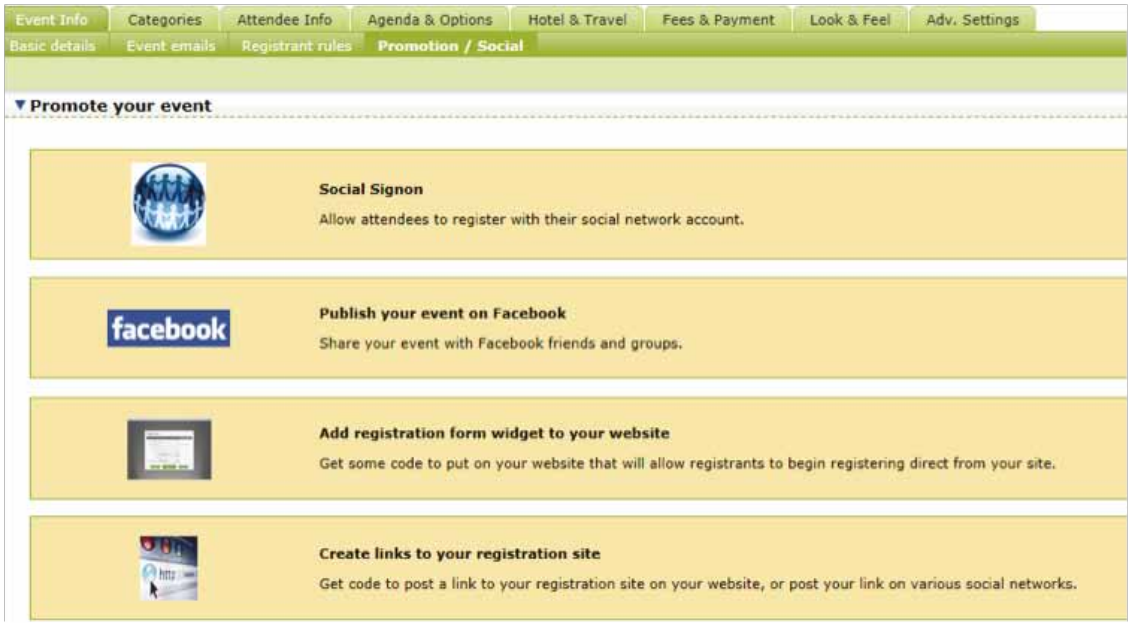
why use it?

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?

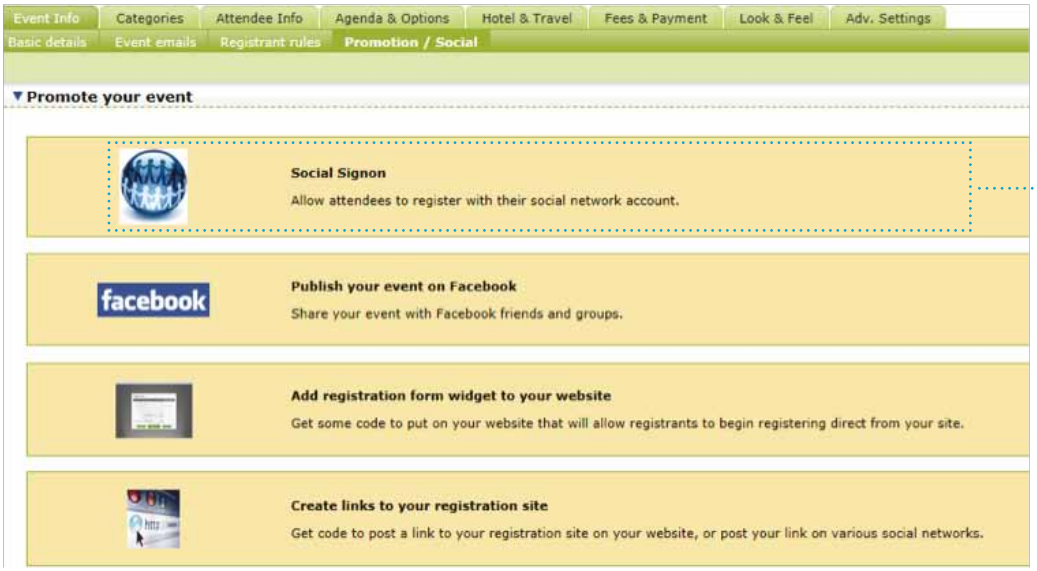
The Promotion/Social feature set is found under the 'Event Info' tab of the eReg module which is part of etouches' Quad and Pro packages.



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.

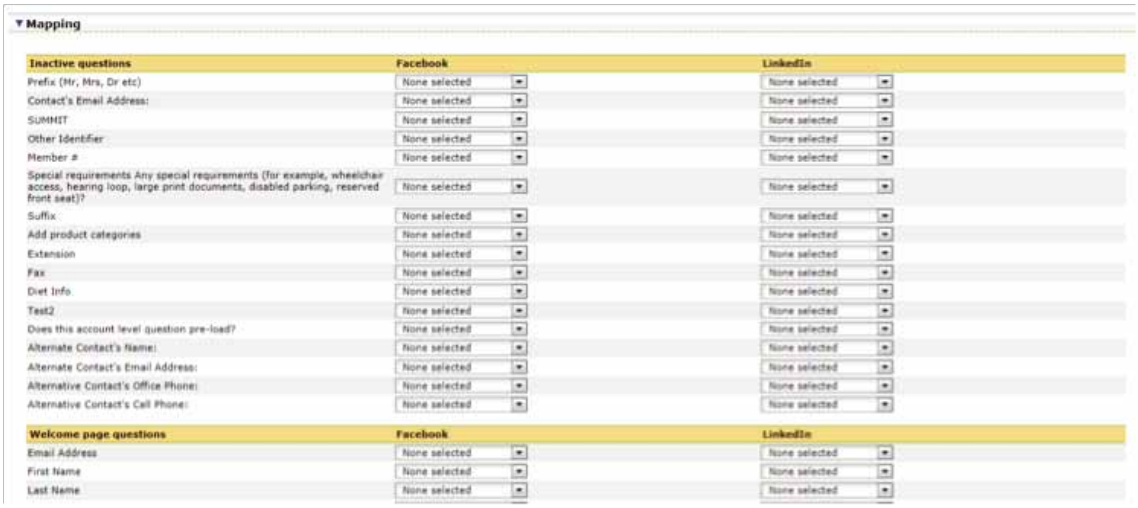
- By checking the 'Allow attendees to sign in from Facebook' or 'Allow attendees to sign in from LinkedIn', attendees can sign in using their Facebook and/or LinkedIn credentials.
- You can enable users to invite their friends/connections to the registration site.

e-tip

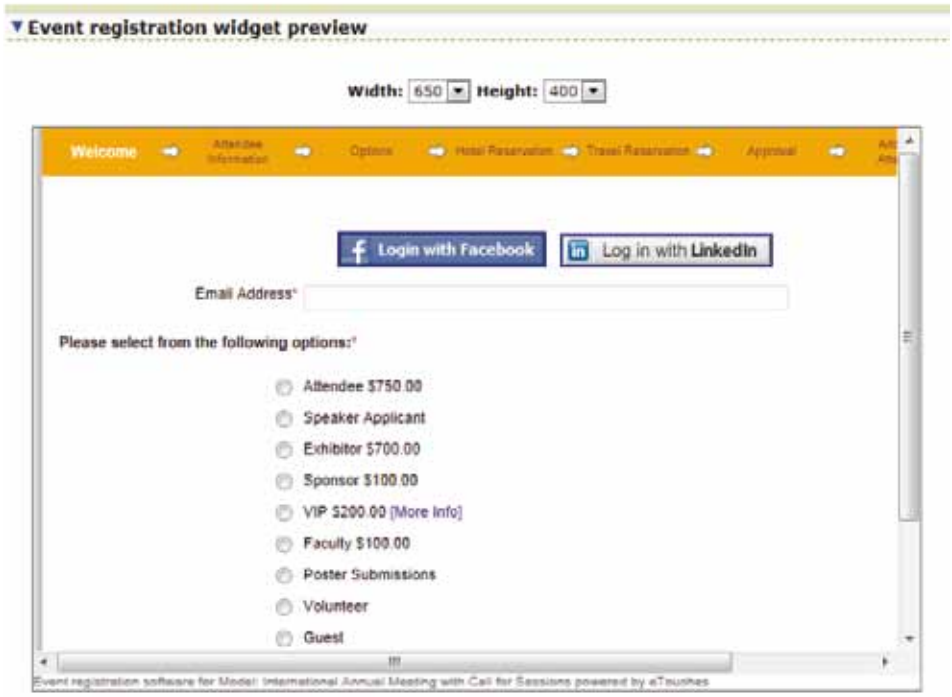
Enable users to invite their connections to your event registration site. Enable this viral capability along with the viral ticketing feature found in eReg's Fees & Payment tab to really kick up some interest and create new ways to spur registration while rewarding your event ambassa-dors who are spreading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



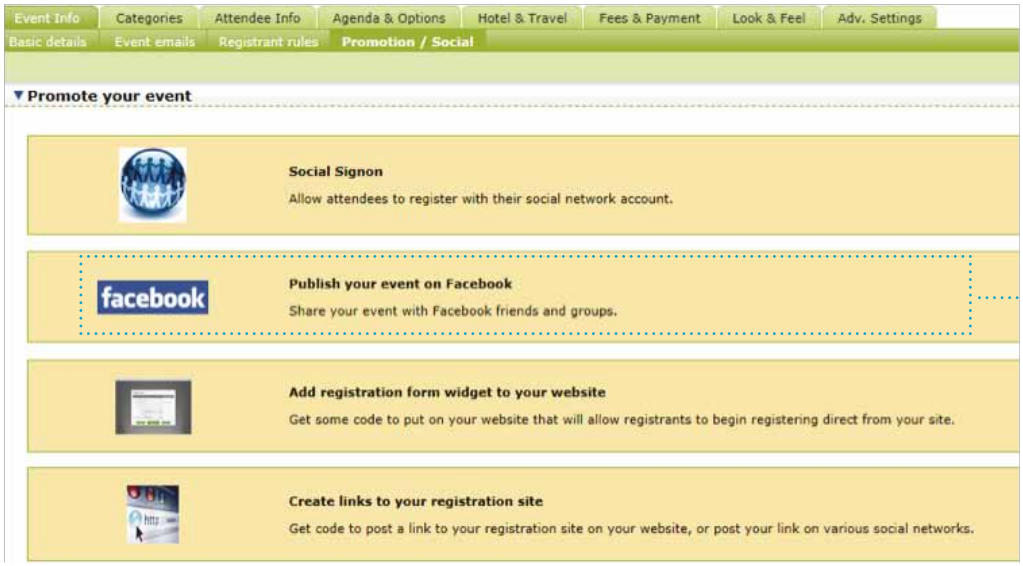
Using the Social Sign On feature results in the addition of a Facebook and/or LinkedIn button to your eReg site which users can choose to use as a way to expedite the registration process and avoid the pain of filling in lengthy forms.



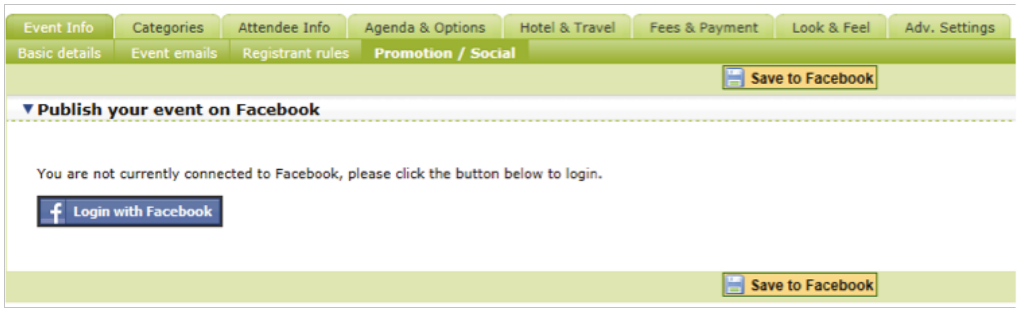
e-tip

Review the fields readily available in Facebook and LinkedIn when deciding which fields to include in "Active Questions" within the Attendee Info tab to maximize the amount of social data that you can pull from Facebook and LinkedIn to pre-populate your registration forms.

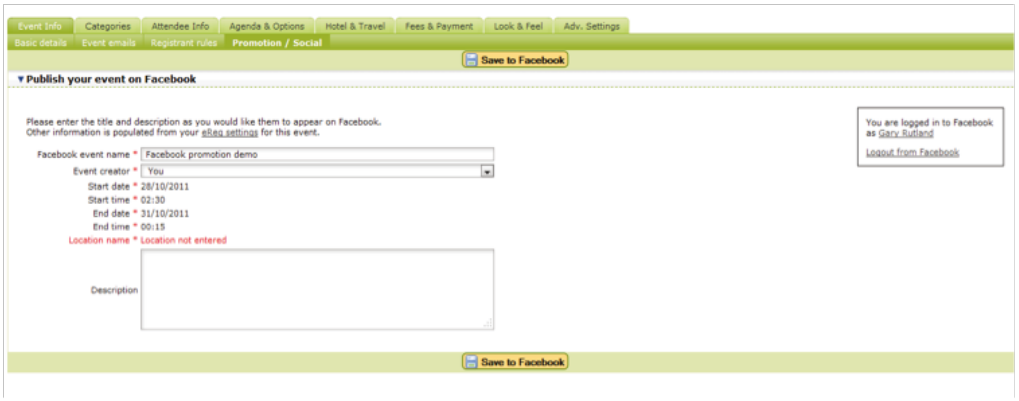
Feature Focus: Publish Your Event on Facebook



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



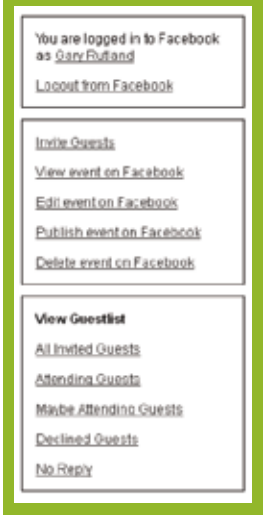
Once you are logged into Facebook, your basic event details — event name, event creator, date/time, location, and description, will be populated from the eReg settings for this event. These fields can be edited, or new information can be added to control how the event will appear in Facebook.



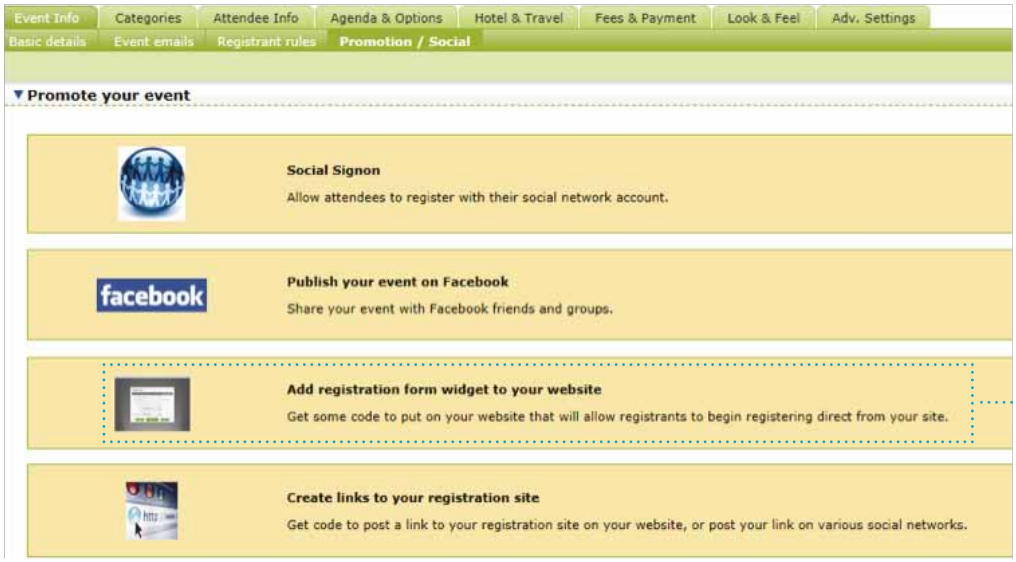
You can invite other guests on Facebook, view and edit the event on Facebook, or delete this event. You can also view the event guests.

In Facebook:

Invite other guests, view & edit events, or delete events.

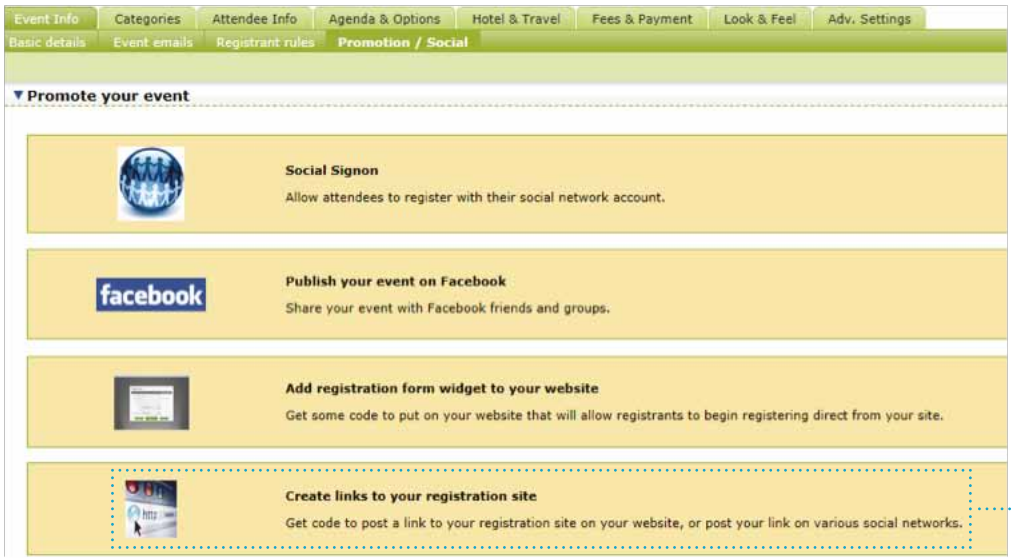
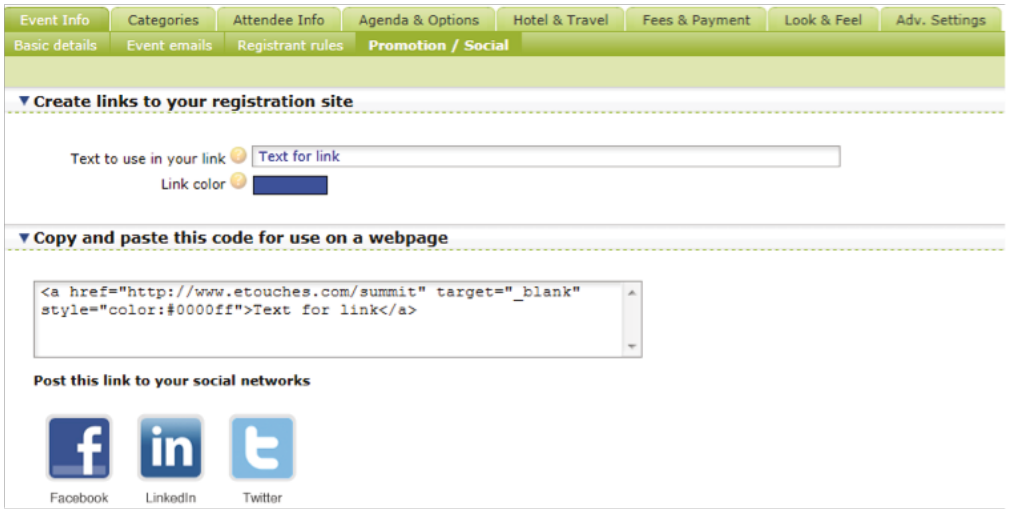


Feature Focus: Add Registration Form Widget to Your Website



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.

Feature Focus: Create Links to Your Registration Site



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.