

5 Ways Registration Data Powers Your Event

Registration is more than a form to fill out—it's the richest data source your event has. The information you collect at registration can shape how you plan, how you communicate with attendees, and how you demonstrate value to sponsors. The question isn't whether you're collecting data—it's whether you're truly using it.

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1 It sets the tone for the entire experience.

Speed, simplicity, and ease of use matter. A poor registration experience creates friction before your event even starts. But beyond the experience itself, **registration is your first opportunity to collect the data** that will shape everything that follows

2 It informs what happens next.

Every selection, preference, and interaction captured at registration—session interests, dietary needs, professional role—**gives you a real-time picture of who's coming and what they expect**. That's the foundation for smarter decisions.

3 It powers planning and operations in real time.

Registration data tells you more than headcount. Where are your attendees coming from? **That gives you early insight** into how your room block might fill. Are they attending the full event or just the expo? The answers are already in your data, and they can inform everything from staffing to space to scheduling.

4 It fuels smarter marketing and programming decisions.

Registration data tells you what each attendee signed up for and what they didn't. That gives your marketing team what they need to send targeted messages: a pass upgrade offer, or session **recommendations based on interests they already shared**. It can also **reveal trends you weren't expecting**—a growing segment of job titles, a cluster of attendees with shared interests—that could spark a new networking event or session. The data is there, it's just a matter of using it.

5

It proves sponsor value.

Sponsors want more than foot traffic numbers. Registration data gives you **a clear picture of who's attending**—their roles, interests, and demographics—**so you can show sponsors whether the right audience is in the room.** That's a stronger conversation than "we had 2,000 attendees."

And it gets even more powerful.

Registration data is valuable on its own. But when it's seamlessly connected to other parts of your event—your conference schedule, your mobile app, your lead retrieval—the insights go deeper.

eShow's platform is modular, so you can start with what you need and add as you grow. The more you connect, the more your data can do. One database, in real time.



See what your data could do.

Every event is different. We'd love to learn about yours and show you how the pieces connect. Let's talk.

