

Registration Best Practices:

Powering the Data Journey for Large-Scale Events

RCMA Session Recap

Registration isn't just check-in — it's where the data journey begins. The information you collect at registration can power real-time planning decisions, demonstrate sponsor ROI, and strengthen onsite safety and security. The question isn't whether you're *collecting* data, it's whether you're truly *using* it.

5 Key Takeaways

1 Registration sets the tone.

Speed, simplicity, and clarity matter. A poor registration experience creates friction before your event even starts.

2 The data journey starts here.

Every selection, preference, and interaction captured at registration informs what comes next — session planning, attendee engagement, sponsor value, and more.

3 Registration data powers planning and operations.

Use it to anticipate arrival patterns, inform room planning, guide engagement throughout the day, adjust in real time, and improve future events.

4 Registration data proves sponsor ROI.

Go beyond impressions and foot traffic. Show sponsors who engaged, how, and whether it matched their target audience.

5 Registration data supports onsite safety and security.

Facial credentialing, photo on badge, real-time crowd flow visibility, and location-based notifications help you protect attendees and respond faster when it counts.

Registration Essentials Checklist

Online

- __ Mobile-first, straightforward, intuitive design
- __ Simplified form — only ask what you need
- __ Tiered pricing to drive early commitment
- __ Built-in tools for groups and delegations

Onsite

- __ Multiple stations (1 per 100–200 attendees)
- __ Designated areas for pre-registered vs. walk-ups
- __ Badge in hand in under 30 seconds after validation
- __ Staff trained and ready for volume

Using Registration Data: A Quick-Start Checklist

- __ Are you capturing preferences and selections that can inform session planning?
- __ Can you see arrival and attendance patterns in real time?
- __ Do you have visibility into who engaged with sponsors, and how?
- __ Can you provide sponsors with proof of relevance, not just foot traffic?
- __ Do you have real-time crowd flow visibility for safety?
- __ Can you push location-based notifications when it counts?

Let's Continue the Conversation

Have questions about how to put your registration data to work? We'd love to hear about your event.

