

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.

