

For your eyes only!

# The Event Planner's Secret Weapon!



Inside this month's issue we reveal how to...

- ✓ Increase Your Total Registrations
- ✓ Increase Your Attendee Satisfaction Scores
- ✓ Improve Your Marketing Penetration
- ✓ Improve Your Company's Brand and Image
- ✓ Reduce Your Event Planning and Setup Time
- ✓ Reduce Your Employee Hours and Payroll

And of course... **SAVE MONEY!**

**Cut your event cost  
up to 25%**

**Reduce your workload  
up to 64%**

**And increase your event  
attendance up to 20%**

 **Read how inside!**

## Our Featured Cover Story

*(An Event Management Journal Exclusive!)*

Starting on page 3 discover why for the past 12 years RegOnline has been used by over 40,000 event planners to manage more than 150,000 events and register over 9 million event attendees. (After reading this article you might want to use RegOnline, too!)

The Event Management Journal

Winter 2011 Vol. 36 No. 7 Special Bonus Issue

# "Try RegOnline for FREE\*!"



**From the Desk of Eric Olson**  
General Manager, RegOnline  
[www.RegOnline.com/try](http://www.RegOnline.com/try)

Dear Over-extended and Over-burdened Event Planner,  
I don't need to tell you how costly and time-consuming planning and running an event can be—particularly when you don't have the right registration system in place.

Even a small event, a 10-person workshop, can quickly become a nightmare of unexpected snafus, blunders and missed opportunities.

I know, because for almost a decade I marketed, sold and delivered HUNDREDS of events for a well-known business education company.

We had dozens of people working around the clock to schedule, order, coordinate, promote, and update our events using phones, faxes, direct mail, spreadsheets.

But I thought that was normal—that this was just how things were done in the event planning world. And you might think so, too.

### **But it's not—not anymore!**

A few years ago a friend introduced me to something that actually automates event planning and registration. It's called RegOnline.

And in less than a day I went from utter event planning madness and registration chaos to easy street.

Not only was it easier to plan, market and deliver my events, I had access to information... reliable, meaningful data in real time. In other words, I had instant access to accurate reports! I never thought that was possible!

RegOnline allowed me to plan smoother running events—at less cost with less staff!

How much did this impress me?

### **I liked it so much I joined the company!**

And since then we've invested MILLIONS of dollars in further perfecting an online event planning and registration system that's fast, efficient and simple to use.

**Bottom Line:** RegOnline is an automated event planning and registration system that can actually save you THOUSANDS of DOLLARS and HUNDREDS of HOURS of time (see page 6).

Of course, when you consider that 40,000 event planners worldwide have already managed more than 150,000 events and registered over 9 million event attendees using RegOnline, I can only wonder why YOU aren't using RegOnline, too.

Well, now here's your chance to try it for **FREE\***!

You're invited to take the latest version of RegOnline for a **FREE** no-obligation test drive.

And afterwards, if you have any questions, please contact me directly. I'll be happy to assist you in any way I can.

Sincerely,

Eric Olson

P.S. Because I know RegOnline can save you money and time, I invite you to **check out the RegOnline system for FREE\***. Let RegOnline prove how easy-to-use it really is before you take your first registration.

**Call 888-659-7744** or visit [www.RegOnline.com/try](http://www.RegOnline.com/try) to get started today!

\*You don't pay anything until you start processing live registrations.

## Included in this Special Bonus Issue...

- ✓ **The true cost of your current registration system.**  
Make these common registration "mistakes" and you'll destroy your company's bottom line.... Page 4
- ✓ **4 great strategies to promote your next event and increase registrations.**  
Discover what to say and where to say it to create a big splash and grab your attendee's attention  
..... Page 10
- ✓ **10 critical and unique ways online registration saves you money and time.**  
There are at least 100 more..... Page 5
- ✓ **3 quick and simple tactics guaranteed to increase your event invitation response rates.**  
Fast and effective—make these simple tweaks to your invitations and you'll dramatically boost your total registrations..... Page 11

# Slash Your Event Planning and Registration Costs Up to 25%—Overnight!

Discover across the board savings with an *automated* online event management platform

(Boulder, CO) - 2010. It used to be that planning, organizing and registering attendees for an event, whether it's a 1,000-seat conference or a 20-person roundtable workshop, was as much fun as a root canal and 100 times more expensive.

Not anymore.

Event organizers are witnessing costs associated with registering attendees slashed by up to 25% and sometimes more.

>> Are You Still Registering Your Attendees the Old Fashioned Way?

Throw out your pens and pencils, file folders and spreadsheets. Stop buying paper, envelopes and stamps. Stop answering phone calls, writing letters and relying on your IT department to manage and fix outdated registrations systems!

Now you can tell your employees to get back to work and do what they were hired to do—make your attendees happy and make your company *money!*

You'll finally have more money and more time to concentrate on a job you enjoy!

**Important Note:** Understand that in the current environment, cutting costs is essential to your company's survival. Continuing to register attendees and manage your events the old-fashioned *expensive* way is one of the quickest ways to kill your budget, and destroy your company's bottom line.

*Cut Your Event Costs with RegOnline  
Try it FREE and don't pay until you start taking registrations!*

*Call 888-659-7744 right now!*

*Or go to [www.RegOnline.com/try](http://www.RegOnline.com/try) now!*

When you use RegOnline's web-based event management platform you'll *automatically* organize your event and register attendees at one convenient online location... *automatically* accept payments... *automatically* communicate with staff, vendors and attendees... *automatically* generate and distribute reports so you can analyze the performance and success of your event... *automatically* monitor attendee satisfaction... and *automatically* evaluate future event planning needs.

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✓ Costs and pitfalls of building an "in-house" computerized registration system.  
Building your registration form is just your first expense; wait till you see the others ..... Page 8

✓ 3 ingenious ways to "monetize" your online event website.  
It's easy to create additional income streams with your event website, if you know what to do. We'll show you how ..... Page 12

✓ 5 winning strategies that guarantee a successful registration and event.  
You'll kick yourself for not thinking of these yourself..... Page 9



>> Online Planning and Registration Platforms are Designed to Save YOU Time and Money!

But beware!

Not all online event management platforms are created equal.

Some are intimidating and frustrating to use. Others are mere “beginner apps”. They offer limited functionality and capabilities (typically, the one ability or function you want the most, these programs won’t possess). And still others have tons of software bugs and glitches (due to poor program design and inconsistent monitoring)

that could take days, weeks and even months to resolve (*costing you money and time*).

RegOnline, on the other hand, is considered by many event planners to be the most feature-rich online event management platform on the market. And it’s so easy to use!

RegOnline spends thousands of hours listening to its users and studying their habits, needs and preferences.

The end result is a constantly evolving and improving event management platform—*designed by event planners for event planners!*

## How Much is Your Current Registration System Really Costing You?

Your answers to the following 8 questions will clue you in as to your *true* registration costs

1. How many employees (temporary or full-time) are you currently paying to open envelopes, answer phones, read faxes, write letters, answer emails, and enter registration data on to spreadsheets and into your database?
2. How many hours of overtime are you paying employees if, along with their regular duties, they’re also required to register attendees over the phone, by mail or fax? If your full-time employees are *only* registering attendees, what operational and production-delay costs are you incurring?
3. How many spreadsheets are you printing daily, and manually updating and printing again before delivering to your key planning personnel?
4. How much time does your staff dedicate to maintaining your event planning and registration systems—and how much does that distract them from your core business needs?
5. How many confirmation letters, balance due notices, substitution and update letters are you writing, printing and mailing to attendees, and at what cost?
6. What is your merchant bank charging you to process payments and maintain different pricing tiers, group rates and discounts?
7. How many employees are responsible, and how many hours does it take, at what cost, to generate customized, cross-indexed reports, color graphs, and comparative charts and statistics?
8. Lastly, how much sleep do you lose every time you organize and manage an event?

***Cut Your Event Costs with RegOnline  
Try it for FREE and don't pay until you  
start taking registrations!  
Call 888-659-7744 right now!  
Or go to [www.RegOnline.com/try](http://www.RegOnline.com/try) now!***

# Top 10 Reasons RegOnline Saves You Time and Money!

## Reason #1: Your attendees register themselves!

Registrants simply go to your event-dedicated website, *provided and maintained by RegOnline*, and fill out your event registration form, inputting all the information you require. And you can “require” as little or as much information as you want—because you design your own registration form using RegOnline’s click-and-choose “registration form builder.”

Whether it’s a simple one-day event or a complex multi-day, multi-session event with different pricing levels, building a RegOnline registration form is easy to do. The whole process has been optimized so all you or your employees need do is *click a mouse!*

## Reason #2: Automatic data entry!

Once your attendees click the submit button on your registration form all the information and data they’ve entered is instantly collected, organized and stored in a hacker safe, encrypted, password-protected database—which only you and your designated employees can access and can view anytime, anywhere from any computer.

You can store and access your attendees’ travel and housing related requests, track attendee arrivals and departures, and arrange for transportation from hotels to your event site and back.

*RegOnline makes it easy to collect and store event data and create detailed reports—all with just the click of a mouse!*

Gone are the days of time-consuming manual data entry, paper filing systems, and pain-in-the-neck spreadsheets! There are no filing systems or databases to merge, correct and update. With RegOnline you and your staff see the same accurate up-to-the-minute data—all the time!

## Reason #3: Eliminates costly registration errors!

If a registrant inadvertently leaves a “required” customized-form field blank, or enters conflicting information, RegOnline’s built-in intelligent “fail-safe” monitoring systems ensures that your event registration form collects the right information at the right time.

Never again will you or your employees need to contact attendees by phone or mail to question their selections, omissions, or mistakes! RegOnline does it instantly and automatically for you!

## Reason #4: Goofs and blunders by your employees are a thing of the past!

Your employees will never again need to decipher a registrant’s scribbled handwriting on a crumpled up registration form or fax. Nor will they ever again misspell a registrant’s name, or enter a name in the wrong spreadsheet cell, or commit other common manual data entry errors—because your employees won’t be involved in the attendee registration process!

The registrants themselves enter all data and information via your online form, which automatically enters all data into your event’s database for your instant anywhere, anytime retrieval.

## Reason #5: Set up, host and manage your event website for FREE\*!

Never again wait for web designers and developers to do things you could easily and quickly do yourself!

RegOnline makes setting up an event web site easy—and foolproof. You can build your event web site in minutes and even brand it to match your organization’s web site.

And whenever you make a change anywhere in the system, RegOnline will automatically

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*\*You don’t pay anything until you start processing live registrations.*



update your website. No more waiting. No more extra fees for design, development and hosting. No more web site hassles at all!

Reason #6: Never get caught overbooking your events!

With old-fashioned manual registration, if your event has limited seating, you must count each registration form as they're mailed or faxed in. Worse, you'll still be receiving registration forms long after you've reached your maximum seating capacity.

And when that happens... you'll have to go back and contact by mail or phone all those disappointed and annoyed registrants and tell them the bad news... that they'll be wait-listed (yet another spreadsheet for you to create)!

With RegOnline you set the number of registrants you can accept, for both your event as a whole, and for the individual breakout sessions within your event! And as soon as you've reached your seating limit, a pop-up immediately notifies the registrant that they'll be automatically notified if and when a seat becomes available.

Reason #7: You get your money immediately!

With integrated online credit card processing—your own, or RegOnline's—your registrants know instantly—as do you—whether their registration fee has been approved and received.

And, RegOnline allows you to accept all major credit cards, plus checks, purchase orders, PayPal, wire transfers and other forms of payment.

Never again will you need to follow-up by phone or mail on bad credit card numbers or declined transactions. RegOnline automatically processes a credit card transaction if the card is valid and there's credit available—otherwise, it will instantly

notify the registrant that their card has been declined.

Reason #8: Instantly update registrants and vendors of changes!

If the dates of your event need to be changed, or times and prices updated, breakout sessions or other events added or cancelled, dinner menus changed—all that can be done instantly—and communicated to everyone by email or by posting it on your event website.

With RegOnline you can export your registration data (in any data format) to a spreadsheet file that can be imported into a vendor or supplier's database—automatically adjusting and updating your order! Never again will you order and get stuck with more supplies than you need!

And, attendees themselves can make changes to their information and requests—*even after they've registered*. Never again will you get caught short and unaware (if they change their mind and order chicken instead of fish).

*Plus*, you can fully register walk-ins at the door with RegOnline's speedy, no-hassle *On-Site Registration Kiosk*. At the door, your employees can process credit card payments, print updated agendas, itineraries, invoices, even bar-coded name badges to monitor traffic and activity during the event!

And, all your data files are instantly and automatically updated so you can immediately run a revised head count, and even arrange transportation to and from the event site for those unexpected late-comers.

Reason #9: Generate instant reports, charts and graphs!

At a moment's notice you can customize a report, set filters and sorts—all with the

click of a mouse. And RegOnline will show you—in real-time—exactly how much money you've received, how many attendees are registered, how many haven't yet replied, and so much more!

RegOnline also lets you customize and generate a near endless variety of full-length, detailed status reports and full-color pie charts and graphs that can measure and compare all data that's been automatically and continuously collected—right up to the very instant you click "create report"!

You and your staff will always have answers—and instant awareness—about everything concerning your event—before, during and after!

Reason #10: Your data and privacy are always safe, secure and encrypted!

Why purchase or lease data security systems

and back-up storage space when you can use RegOnline's?

RegOnline maintains a Hacker-Safe and Payment Card Industry (PCI) Level 1 Compliant data storage environment. This is the same level of security used by the U.S. military and major banks. In addition, security checks are conducted automatically on all stored data and data facilities *3,000 times every single day.*

Furthermore, RegOnline does not have the ability to enter your database and access or view any of your attendee's credit card information.

RegOnline is one of the few companies in the country to attain PCI Level 1 Compliance, the maximum protection rating given for credit card transactions.

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## Only RegOnline Provides You With P.R.I.M.E. Functionality!

**PRIME** allows you to...

- **P**romote your event using our full suite of marketing tools
- **R**egister your attendees automatically online—24/7—on your own dedicated and hosted website
- **I**dentify what's working at your event with automatic surveys to help increase attendee satisfaction
- **M**anage and monitor your event's data (metrics and analytics) from one convenient online location
- **E**valuate and analyze the performance of your event, for increased efficiency and overall event success

# The Costs and Pitfalls of Building and Hosting an “In-House” Event Registration System

- ▶ You’ll need to hire programmers, or reassign a team from your IT department—taking them away from critical projects essential to your company’s success and profitability.
- ▶ Create and manage an operating budget for your Online Registration Department—which includes programmers, web designers and support staff.
- ▶ Promptly address (24/7) all system and program glitches, bugs and breakdowns, which if left unresolved for too long will prompt frustrated and disgruntled attendees to abandon your registration website *and* your event—losing you revenue!
- ▶ Complete all necessary refinements, revisions and enhancements before opening your website to registrations (every event has its own special registration requirements). And any system or software changes not completed on time could delay or narrow your event’s registration window—negatively impacting your attendees, your staff and ultimately your bottom line!
- ▶ Host your website on a *dedicated* server. And then rely on outside help to handle system updates, fix problems and track results—putting the success of your event in the hands of people who have no interest in the success of your event!
- ▶ License software for your server’s operating systems, plus purchase database software. And, don’t forget about costs associated with server and system maintenance.
- ▶ Acquire a PCI (Payment Card Industry) Level 1 Compliant certification to handle credit card transactions using the highest level of security currently available (a process that can cost hundreds of thousands of dollars!)—otherwise, you’ll open your system to security breaches and potentially punishing liability costs!

## We Register Success One Satisfied RegOnline Client After Another...

### >> She’s Never Going Back!

*“I have already been telling people that the system is incredible! It’s flexible, affordable, and very powerful while at the same time very easy to use. I tell them it will save them an enormous amount of time and effort. I used it for two big events this year. I LOVE RegOnline and will never go back to the way we handled registration in previous years!”*

—Jody Benz, Iowa Life

### >> Simply Perfect!

*“You’re not going to find a more flexible, adaptable online registration system. Most of the others are for one-day seminar-type things, or else they are complex, expensive, and not scalable.”*

—Kathryn Grady,  
The Tomas Rivera Policy Institute



Most event planners—and quite frankly, most organizations—don't understand the true costs associated with running and maintaining an in-house registration system!

But the smart ones choose an affordable, hassle-free registration solution—they choose RegOnline!

With *RegOnline's* simple web-based application there are No design or set-up costs, No hardware or software to install,

maintain or buy. Call **888-659-7744** or visit [www.RegOnline.com/try](http://www.RegOnline.com/try) and try **RegOnline Today!**

Anyone can use it!

*"I am not a technical person, but even I can use RegOnline!"*

— *Freddie Templeton,  
Rocky Mountain Event Planners*

You want your attendees to be happy, right?

## Six BIG Reasons Why RegOnline Increases Attendee Satisfaction!

1. RegOnline's web-based registration forms make it easy for registrants to complete the registration process easily, quickly and efficiently. Plus, they eliminate the possibility for human error—automatic pop-ups alert registrants to incomplete form fields or missing requested information, guaranteeing a mistake-free registration process and enjoyable event experience.

2. RegOnline's registration forms allow registrants to make their own changes to already submitted information and preferences. Registrants won't waste time calling customer service, or navigating frustrating phone menus (or worse—being placed on hold)—guaranteeing that their

*Six BIG Reasons Why RegOnline Increases Attendee Satisfaction!* wants and needs are attended to and managed promptly and automatically.

3. RegOnline's online registration process guarantees flawless and quick "check-ins." There's no need for attendees to fill out additional forms at the door. Everything your staff needs to make their experience at your event a success has already been submitted online. Attendees can then immediately enter your event and enjoy their time with you.

4. RegOnline allows you to communicate with attendees automatically about new sessions, social events, program changes, etc.

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### >> Spreading the Word!

*"EVERYONE at RegOnline is so helpful, kind and courteous. I have had a WONDERFUL experience with every aspect of my relationship with RegOnline. GREAT COMPANY, GREAT PRODUCT! I have already recommended RegOnline to some of our lenders (such as Chase Bank) who often have national conferences with even more attendees than we have. I will also recommend RegOnline to some of our*

*industry associations such as California Association of Mortgage Brokers (CAMB)."*

— *Joan Dutra-Mesbah,  
American Pacific Mortgage*

### >> Like a Well-Oiled Machine!

*"It's super easy one-stop registration machine. From registering people to sending invoices and reminders*

*(continued on next page...)*

Plus, you can send out important reminders and follow-ups guaranteeing that registrants never wander around your event, lost and confused.

5. RegOnline provides attendees with easy and convenient online access to directories, maps, hotel and area information—everything your attendees need and want

to make their stay with you enjoyable and stress-free.

6. RegOnline provides you with the ability to distribute collateral content and live recordings before and after the event—guaranteeing that your attendees will form a strong and lasting relationship with your company and brand.

## 3 Ways RegOnline Earns You Money!

### RegOnline Boosts Your “Yes, I’ll attend!” Acceptance Rates to 20% and Higher!

#### ► Performance Booster #1: Targeted Email Invitations

Mail invitations to your next event and you can expect to receive a 1% to 2% positive response rate (good by direct mail standards).

Email your invitations and you’ll receive a 5% to 15% positive response rate (acceptable by email marketing standards).

But email a personalized and company-branded invitation through RegOnline’s fully-customizable email platform and your positive response rates could easily reach 20% and higher!

#### Three Great “Response Boosting Tactics” You Can Employ Right Now! With RegOnline it’s Easy!

*Email Response Boosting Tactic #1:*  
Personalize your emails. Address an

attendee as “Dear Bill” or “Dear Susan” instead of “Dear Friend” and you’ll dramatically increase your response rates. Why? Because everyone loves to see their name in print—and with RegOnline they will!

Addressing an attendee by name implies that you know them—and they know you—and that you have something of value to offer them! When you put an attendee’s name at the top of an email you’re guaranteed to get their attention.

*Email Response Boosting Tactic #2:*  
Brand your emails with your company’s colors, graphics, logos and design. RegOnline’s easy-to-use templates allow you to create impressive HTML or plain-text emails in minutes with just a few clicks of your mouse.

A company-branded email allows your attendees to instantly recognize you.

*to printing out sign in sheets and badges to being able to see how much you made on the event...it’s wonderful!”*

—Kai Dwyer,  
Center for Non-Profit Advancement

#### >> All Kinds of Savings!

*“We moved to RegOnline from total manual, spreadsheet based processes, for both membership and event registration... the savings in time, effort, quality of these processes and accounting has*

*been very significant. Our members and event attendees have been overwhelmingly positive in their responses to using RegOnline.”*

—David Shimberg,  
Contingency Planning Association

#### >> Unparalleled Satisfaction!

*“I’ve been both a technology supplier and a technology customer many times in the past 30 years, but I can’t remember seeing or being a more satisfied customer than I am now with RegOnline.*

Your logo and graphics, even your company colors, immediately identifies you as someone they have done business with or paid attention to in the past, and should do so again.

### *Email Response Boosting Tactic #3:*

Send out reminders! RegOnline gives you the ability to keep in constant and automatic contact with your event's "non-responders".

Nothing will motivate your attendees' to take quicker action than the impending loss of a great opportunity—your upcoming event! With RegOnline you can email pre-written "last chance" reminders at pre-determined intervals—encouraging your "fence-sitters" to sign-up for your event!

*Plus*, with RegOnline you have full access to your email's analytics. View the effectiveness of your email campaign—its open rates, click-thrus, and other stats—with a click of a mouse. Run A/B split tests on your emails, too—so you can send out higher converting emails—that will attract even more attendees!

*Bottom line:* The more attendees responding positively to your emails... the more money you will earn! RegOnline makes it possible!

### **► Performance Booster #2: Easy-to-Complete Registration Forms**

You may not know it, but you could be losing a VERY high percentage of your registrants during your event registration process.

*RegOnline's thin-client system has strong front-end and back-end features. Most important, they act as if they care about my events almost as much as I do, because (I'm quite certain) they really do."*

—Steve Kowarsky, Elan Vital Uruguay

### **>> Unlimited On-Demand Reports!**

*"I can configure the reports anyway I want to! Our accounting people have the ability to go in and get the reports they need without affecting anyone else."*

—Barbara Biffle, Nebraska Department of Roads

Some prospective registrants may abandon your registration form and never come back. Others may come back, but not until weeks later—when your registration period is already closed. Others may miss registering for key breakout sessions—all because of confusing and poorly optimized registration forms.

Because RegOnline's registration forms are customizable—easy to create and manage—and easy for your attendees to understand and complete—RegOnline helps you eliminate abandons *and* increases registration conversions.

### **Three "Best Practices" to Ensure Your Registrants. Sign Up for Your Event!**

#### *Registration Conversion Key #1:*

Don't get too greedy when collecting information from registrants—only collect personal and corporate information you absolutely "require" to make attendance at your event a success.

#### *Registration Conversion Key #2:*

Keep your registration form short and simple. Your registrants don't want to fill out pages of information. If the registration process takes too long—they'll simply abandon your registration form.

#### *Registration Conversion Key #3:*

Respect your registrant's privacy. Registrants will abandon your registration page if they feel there's a potential for you to abuse or invade their privacy by collecting too much personal information. You can also assure

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### **>> Accounting was Impressed!**

*"We had a terrific symposium, and the planners were impressed with the registration capabilities RegOnline afforded the event. The name badges pulled everything we needed from meal plans to field trips. In addition, our accounting department was impressed with the reporting capabilities. I also found the system easy to do onsite registrations."*

—Lynn Hunt,  
Quad Cities CVB

them that won't be the case by providing a link to your privacy policy.

### ► Performance Booster #3: A Customized Event Web Site

If your event website is the first point-of-contact between you and a potential attendee—your website must make a great first impression.

Nothing turns off a registrant, causing them to click-away quicker, than a sloppy, poorly-designed and poorly-functioning website.

Today's modern event attendees not only expect to register online, they expect to enter a website where they can learn more about the up-coming event and contact the organizer—24/7.

Deny them that comfort and experience, or make them work harder to attend—by forcing them to mail in a registration form, write a check or even write down their credit card information or lick an envelope—and you risk losing attendees.

With RegOnline you can quickly create a professional-looking, highly-functional and inviting website that'll make registering a pleasure.

Plus, with RegOnline you can also add video,

and a page for Frequently Asked Questions (FAQs). You can even customize your event website's URL—and achieve higher search rankings on Google, Yahoo, MSN and other search engines—thereby providing your event with even greater online visibility!

And, thanks to your event website's inviting design, engaging graphics and easy-to-use functions (all of which you can manage yourself from one convenient online location)—your registrants will want to click on the links to your company's corporate website—to investigate your products and services (providing you with an opportunity for increased sales and revenue)!

You can also use RegOnline's social-media marketing tools to spread the word about your event on social bookmarking sites and help make your event go viral on Facebook, LinkedIn and other social and business networking sites!

You can even rent out ad space on your website!

Indeed, encourage your sponsors to subsidize your event by purchasing ad space on your event's website. Depending on the terms you negotiate with advertisers you could see a windfall of "passive income" coming your way! (In other words, you won't have to lift a finger to make extra money)!

## How to Fill Seats at Your Next Event with RegOnline's Customizable Satisfaction Surveys!

If you know what attendees loved about your last event—you'll be sure to do the same thing again, right?

And if you know why attendees were disappointed—you'll be sure not to make those same mistakes again.

And if you know what attendees would like to see at your next event—you'll definitely want to include it—

*to guarantee a sold-out event!*

RegOnline let's you do all of this! With RegOnline you can custom-design surveys, and ask attendees questions that'll help you plan future events and increase attendance!

You can even send out pre-registration surveys and questionnaires—so you can fine-tune your current event—to guarantee higher attendance!



# RegOnline's "Pay-Only-If-You-Use-It" Pricing is Simple and Affordable!

Take a look at the system for FREE\*!

When you consider all the money RegOnline saves you—and all the money it will help you earn—it's clear to see why RegOnline actually pays for itself and then some!

With RegOnline there is never any equipment or software to buy, lease, install or maintain. Plus, to make it even easier and more affordable to use, we offer you "pay-only-if-you-use-it" pricing.

If you don't use RegOnline, you never pay anything! And yet, RegOnline is always available to you—even at a moment's notice.

Once you set up your FREE, no-obligation RegOnline account by going to [www.RegOnline.com/try](http://www.RegOnline.com/try) (do it right now so you don't forget), whenever you want to plan and organize an event, just log into your account and everything you could want and need to manage your event and accept registrations will be there waiting for you, ready to use with just a click of a mouse.

You don't pay anything until you start processing live registrations!

*Important Note:* Your personal and corporate information, and that of your attendees (including credit card information acquired during the registration process), is protected by the industry's highest security standards and protocols.

▶ [Additional Information Regarding YOUR Privacy](#)

When it comes to protecting your privacy and the integrity of your data RegOnline employs military-equivalent encryption systems with fail-safe back-up protocols. All data is secured in hardened and redundant storage facilities, and data is monitored 24/7.

Credit card transactions are processed using PCI Level 1 certified systems—the same systems banks employ.

\*You don't pay anything until you start processing live registrations.

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And, when word gets out that you've communicated with attendees, listened and acted upon their requests—*your event could easily go viral!* Because your attendees will surely tell their friends and associates all about you!

Call **888-659-7744** or visit [www.RegOnline.com/try](http://www.RegOnline.com/try) right now and take RegOnline for a **FREE test drive**. **Tour the system at no cost. You don't pay anything until you start processing live registrations!**

You'll be amazed at how really easy it is to

set up, design and send out a RegOnline event survey.

>> [Stellar Customer Service!](#)

*"The quality of customer support was one of the pivotal reasons for choosing RegOnline. Quick, accurate replies, personal attention when called for, and consummate courtesy are all stellar. You should write the book about how to do it!"*

—Sharon Meyers, NPC Consulting



# Take RegOnline for a Test Drive!

Don't wait to the last minute to try RegOnline. Try it now before you plan your next event—before your life gets too hectic and crazy, again! There is no obligation and you pay nothing until you begin accepting live transactions.

Take RegOnline for a quick spin—click a few buttons—put together a website, a registration page—get a feel for how easy-to-use and powerful RegOnline really is.

It'll cost you nothing—and you'll be amazed—and relieved at how quickly and effortlessly setting up and managing your next event will be!

Call **888-659-7744** right now, or go to [www.RegOnline.com/try](http://www.RegOnline.com/try) and let us put you in the driver's seat, right behind the wheel of the Rolls Royce of online event registration and management platforms—RegOnline!

Call: **888-659-7744**

Or go to: [www.RegOnline.com/try](http://www.RegOnline.com/try)

Test drive it for FREE – don't pay anything unless you start processing live registrations!

No payment required!

No agreements to sign!

Enjoy the Experience!

Also, included in RegOnline's offering: unlimited, U.S.-based, phone and email customer service and support.

Call us anytime during regular business hours, or email us 24/7, and one of our full-time event consultants will help you put RegOnline through its paces—and even help you get your next event up and running.

(Our entire staff is trained and employed in the United States. When you have a question you won't be calling Bangalore, India.)

Plus, you can attend any of our training webinars on event design and management at no-cost to you. We'll show you what you can do right now to guarantee your next event will be a huge money-making success!

# Why pay-as-you go? And why no obligation?

Because I really want you to join our family of valued customers. And I'm convinced once you experience RegOnline, live, unleashed and with full and exclusive PRIME functionality (see page 7)—you'll use RegOnline to manage all your events.

Call 888-659-7744 right now, or go to [www.RegOnline.com/try](http://www.RegOnline.com/try) to get started today!

Make your next event a success *and* a money-maker—use RegOnline!



Eric Olson  
General Manager, RegOnline  
[www.RegOnline.com/try](http://www.RegOnline.com/try)

P.S. Over 40,000 event organizers managing over 150,000 events and registering over 9 million event attendees can't be wrong! Cut your event costs up to 25%, your workload up to 64% and increase your event attendance up to 20%. In short, save money *and* make money—as soon as today—when you use RegOnline to automatically manage your next event and register attendees.

Call 888-659-7744 right now, or go to [www.RegOnline.com/try](http://www.RegOnline.com/try), and try it FREE. You don't pay anything until you start processing live registrations!

And DON'T WORRY—you won't be obligated in any way to RegOnline—you will not pay RegOnline any money or sign any agreements when you accept this offer. We just want you to experience RegOnline for yourself—FREE\*!

Do it today...

Call: **888-659-7744**

Or go to: **[www.RegOnline.com/try](http://www.RegOnline.com/try)**

Test drive RegOnline right now—**FREE\***!

\*You don't pay anything until you start processing live registrations.

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# INSIDE... Important Event Planning Update!

## When You Use RegOnline's Online, Automated Event Registration and Management Program

Over 40,000 event organizers managing more than 150,000 events and registering over 9 million event attendees already made the switch to one top online registration and management provider, RegOnline.

**Cut, Slash  
and  
Reduce**

Shouldn't you add your company's name to  
RegOnline's Impressive Client List?

**ORACLE®**  **NATIONAL GEOGRAPHIC**  **Canon**

**DUKE MEDICINE** 

**CATERPILLAR®** 

**march of dimes®** 

 **KAISER PERMANENTE®**

**Your Event Costs up to 25%  
Your Workload up to 64%  
and Increase Your Event Attendance up to 20%**