Checklist: Managing Event Registration

This checklist was adapted from the AMA Guide for Meeting and Event Planners by Catherine Price (AMACOM, New York City) and updated by IABC staff

✓ **Provide information**

Design a registration form that includes the following details:
- Exact dates of event
- Registration fees; include cancellation policy, early registration discount, guest registration, special events fees, type of currency, etc.
- Meeting hotels and rates, including the deadline for securing discounted room rate
- Pre- and post-meeting dates available at the group hotel rate
- Description of any seminars that require advance registration and additional fees
- Optional activities that require registration (such as golf, tennis or sightseeing tours), along with fees for each activity

✓ **Request information**

The registration form should require participants to provide the following details:
- Attendee profile, including all contact information
- Company affiliation and title
- Nickname or preferred name for a badge
- Emergency contact information
- Member status (exhibitor, supplier, nonmember, guest, media, complimentary, speaker, volunteer)
- Companion, guest or spouse information
- Americans With Disabilities Act requirements or special needs or meals, if applicable
- Payment information; include a list of accepted credit cards

✓ **Registration area onsite**
- Verify that the registration area will be sufficient to accommodate a table/booth setup.
- Is the location a major traffic area?
- Can registration setup remain in the same location for the duration of the meeting?
- Is the space adequate if lines should form at peak times?
- Are restrooms nearby?
- Is the lighting and ventilation adequate?
- Can signage be placed in a visible location?
- Does the area meet ADA requirements?

- o Are electrical outlets adequate for computers and other electronic equipment?
- o Are and adequate number of telephone jacks available?
- o Is a secure storage area nearby for registration materials?

✓ **Preparing personnel**
- o Before registration opens, familiarize all registration personnel with relevant materials, handouts and procedures.
- o Provide event volunteers or staff with a list of VIPs, speakers and media.
- o Designate registration supervisors.
- o Discuss procedure for handling complaints or problems.
- o Make sure signage is in place and visible.
- o Provide updated pre-registration lists to each volunteer or staff member.
- o Provide a complete schedule at the registration area
- o Check that computers, printer, and badge machines are functioning properly.
- o Provide cash deposit boxes, credit card machines and calculators
- o Alphabetize or code attendee information for easy access.
- o Stock ample office supplies
- o Establish a filing system for on-site registration, and be sure all registration personnel understand the system.
- o Designate one person in charge of handling on-site payment.