

# Sample Registration Process

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The registration process is likely to be one of your largest time and energy commitments of planning for an event. Therefore, consider spending some time up front to carefully organize the process (both pre-registration and day-of-event registration) in a way that meets needs for ease, clarity and information for both you and the registrants.

## PRE-REGISTRATION

### What information do you request on your form?

Use the sample registration form as a guide to developing your own event form. At a minimum, consider requesting pre-registrant's first and last name, email address and phone number so you can contact the individual if the event is cancelled or the location changes. If your team or organization maintains a database of workshop attendees, consider requesting additional information on your registration form to fully complete your database fields, such as mailing address (if you distribute a printed newsletter).

### What response do you provide to pre-registrants?

Be very clear what response (if any) you'll be providing to registrants upon receiving their form and payment. If you don't plan to communicate with pre-registrants at all between when you receive their form and the day of the event, be sure to indicate this on your form very clearly. Other options for response to pre-registrants may include: (1) an email confirmation that the form/payment were received; (2) an email confirmation and driving directions to the event; (3) further details of the event emailed or mailed, such as times of breaks, parking details and food options.

### What options do people have to pre-register?

Be as clear as possible what process you'd like participants to use for submitting their form and payment to you. If you have pre-registration deadlines, be sure these are noticeable. Some options for process are: (1) pre-register via the organization's website, using credit card payment (if you've set up such a system through a company like paypal, or a merchant account vendor); (2) mail-in registration for credit card, check or cash payments; (3) fax-in registration for credit card pre-registration only.

### How will we track and organize our pre-registration forms and payments?

While you may have different volunteers receiving and responding to registrants depending on the method of pre-registration, we strongly recommend that you forward all registration information to one specific registration coordinator for each workshop. This registration coordinator would track and organize this data on a pre-registration log, to be able to serve the information needs of the volunteer team and the participants. The Sample Pre-Registration Log included in the Event Coordination Toolkit provides a good example.

## DAY-OF-EVENT REGISTRATION

In planning on-site, or day-of-event registration, remember that the registration table often serves as the participant's first impression of the entire event — or of NVC in general. The degree to which their needs for information, comfort, organization, and belonging are met can provide a foundation for how they experience the workshop.

The registration area is often placed near the entrance of the training room. If possible, place this area outside the training room to minimize distraction in the training and provide the ritual of a clear distinction of when people enter the room. Consider arranging this area in a way that allows for people to comfortably be in a line.

The registration area is comprised of three main tasks, which can be established as three separate areas: Pre-Registration, Registration, and Welcome.

**Pre-Registration Area**

This is a table or part of a table that confirms people who have pre-registered for the workshop, using your pre-registration log or some other system. If you have a large event (more than 30 people pre-registered), split this area into two or three lines by using alphabet (last names).

**Registration Area**

This table or part of table registers people who have not pre-registered. Consider how much information you want to receive from them at this time. One easy way is to ask them to complete a registration form. If you use the same form used for mail-in registrations, you may want to use a different color to easily distinguish the people the pre-registrants from the on-site registrants.

**Welcome/Site Orientation**

This task/area is important for contributing to participants needs for warmth, belonging, and direction. In addition to a verbally welcoming and connecting with participants, you might provide them with direction on seating, bathrooms, the beginning time, etc. Materials you might provide here include training handout, nametags, and refreshments for the participants.

**REGISTRATION TABLE SUPPLIES CHECKLIST:**

- (2) COPIES OF THE UP-TO-DATE PRE-REGISTRATION LOG**
- CREDIT CARD MACHINES AND SUPPLIES**
- PENS**
- PRE-REGISTRATION / REGISTRATION SIGNS**
- MAKE CHECKS PAYABLE TO SIGNS**
- (2) SECURED MONEY STORAGE CONTAINERS** (one for registration, one for material sales)
- RECEIPT BOOKLETS**
- CREDIT CARD MACHINES**
- VOLUNTEER NAMETAGS**
- TABLES AND CHAIRS**
- TRAINING COMPLETION CERTIFICATES (signed by trainer)**
- CONTINUING EDUCATION CREDIT CERTIFICATES**