

Registration Triggers Responses

The registration process should trigger several follow-up emails by your event platform, as shown in Figure 43. It all starts with the event registration process.

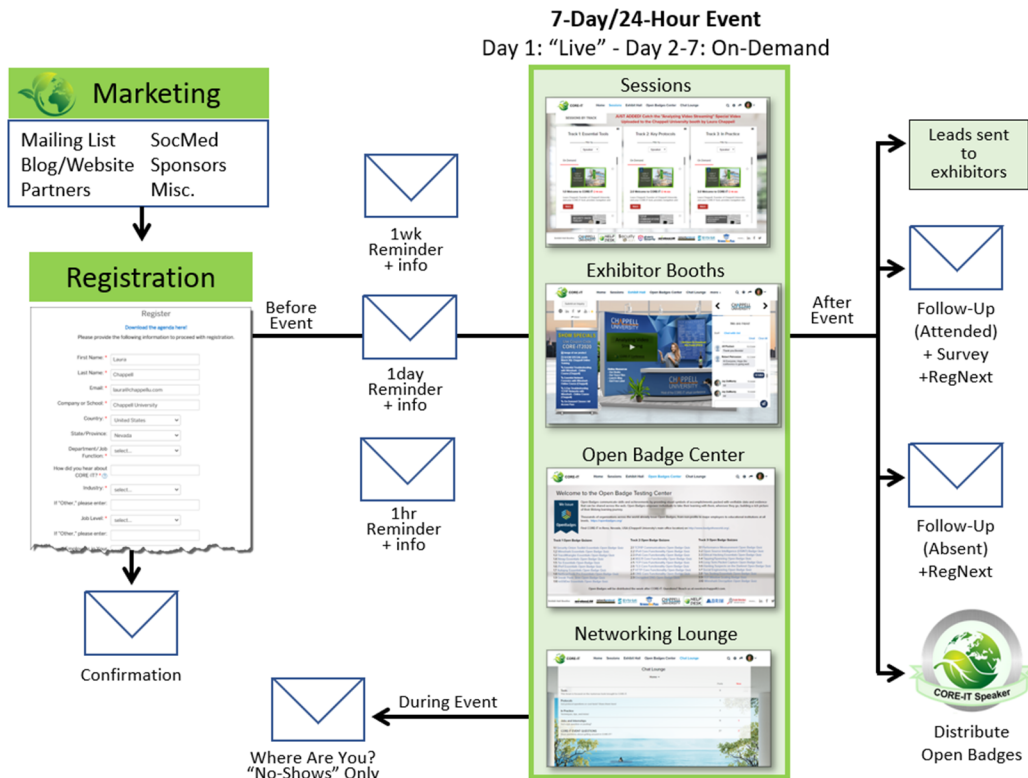


Figure 43. Our CORE-IT event communication flow.

Customize Your Registration Form

Customize your registration form to ensure it matches your audience, does not dissuade someone from registering, and provides you with the necessary demographic information for future event planning and marketing.

Figure 44 shows the registration information we requested for the CORE-IT event.