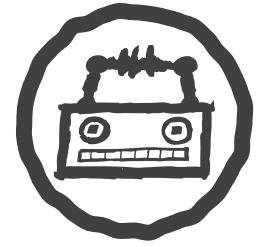


WHITEPAPER: LIVE EVENT REGISTRATION SUCCESS



In today's live event environment, the registration team needs to check people in efficiently, with a smart and streamlined approach. New technology is here to support you. Businesses all over the world are working hard to reduce their check-in time and ensure all data is processed correctly; those that don't are stuck with hours of manual labor adjusting individual records while the event is still going on. Companies that incorporate faster check-in times, while at the same time reducing credit card declines to nearly zero are leading the industry.

There's good news: Tech Guys Who Get Marketing are experts in building live, in-person registration processes that can cut your check-in time in HALF, if not more. Not only are they able to reduce the time people are waiting, but they're able to ensure that all the data that is being processed is processed correctly.

THE WORLD'S LEADING CHECK-IN PROCESS FOR SALESFORCE.COM AND OTHER CRMS

By building out an iPad-friendly check-in process, easily integrated with Salesforce.com, Tech Guys Who Get Marketing has been able to help one of the largest live event speakers reduce the headache of the registration process, while at the same time keeping all the data within the CRM up-to-date. The iPad-friendly page means that no app is necessary - just a private page accessible by the registration team, easily displaying on iPads and other tablet devices, with the ability to quickly check someone in, print their badge (with barcode), and take credit card payments.

At a recent event with 26 stations (read: 26 people each armed with an iPad), a client was able to check in 4500 people in under 5 hours. This was a reduction from 5 minutes per person to 2 minutes, saving a total of 7.5 hours. Not only did the use of the custom software result in a more efficient process, but it also changed the dynamic in the room.

Do you want to be known as just another company that forces its participants to wait hours in line to check-in, and then to ask upwards of 5% for their credit card information again, once you process a payment? Do you want to live in an archaic model where you take people through a slow process and force them to watch your company run on 2005 technology?

BEFORE



AFTER



60%

Reduction in processing time.

By continuing to innovate and use technologies like Chatter inside Salesforce.com, Tech Guys Who Get Marketing have been able to add additional features to the event registration application. Never again will you wonder what the specific issue was regarding a payment - just check Chatter. Keep an entire sales team up to speed after an event by giving them the logs of when the attendee checked in, what location they visited, what products they purchased, and ultimately what new products they could purchase that are directly in line with where they are with your program.

INCREASE CONVERSION WITH YOUR SALES TEAM

After a live event, it can be a headache to pull together sales reports. If you have live salespeople at the event selling on the floor, it might even be difficult to track their sales and reward them. With this new application, a salesperson simply needs to scan their prospects name badge to be able to claim the lead within the CRM and create an opportunity to sell. The ability to swipe cards live at the event and charging them reduced one companies backend process post-sales time over 60%.

If you're running live events and feel like there might be a way to improve your current process, or you're uncertain about your check-in and live event payment process, call Ryan at Tech Guys Who Get Marketing.

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