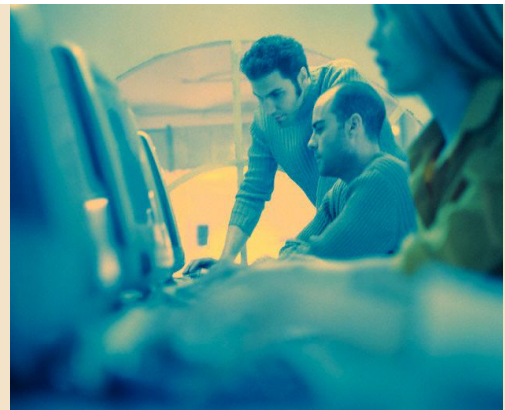# ON-LINE REGISTRATION

The next time your company is planning an event of any size, consider using Compelite's proven eRegistration technology. This is an effective way to reduce administration and streamline the registration process. Attendees can easily register on-line and will receive automatic e-mail updates as the date draws closer, without unnecessary administration. This service benefits those organising the event because the technology performs many of the administration tasks during the registration process.

Compelite's eRegistration Benefits Include:

- Publishing events instantly on your website, with no HTML required
- Eases the application and payment process
- Provides administration lists in real time
- Accepts group discounts and member benefits
- Simple, on-line administration area for organisers
- Many events can be promoted/administered simultaneously
- Automated e-mail notification
- Reduces administrative mistakes

Critical Marketing Feedback

When you begin to promote an event, a variety of media outlets may be used to direct registration to your website. During on-line registration, visitors will reveal how they heard about the event (e.g. special discounts and registration codes). This feedback is helpful when planning and promoting future events, such as which media outlets are most effective. A database of information provided by attendees can be used for many purposes, including the creation of a mailing list for future updates and invitations directly from the database.

Event Updates

Should your event be unexpectedly cancelled or there are changes in venue/times, the on-line registration area can be immediately updated. Those already registered will be instantly updated by e-mail.

eRegistration is designed to work independently or in conjunction with other Compelite services, such as e-Newsletters and On-line Surveys, which are designed to enhance and drive traffic to your corporate website. Call today to arrange a free demonstration.

"Simplify your registration process with Compelite's eRegistration Service." (MORE . . .)