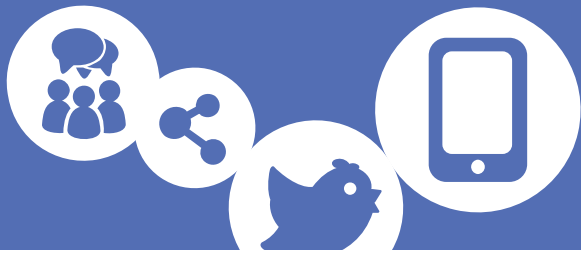




How to:

Set-up a Smart Link in EventReference

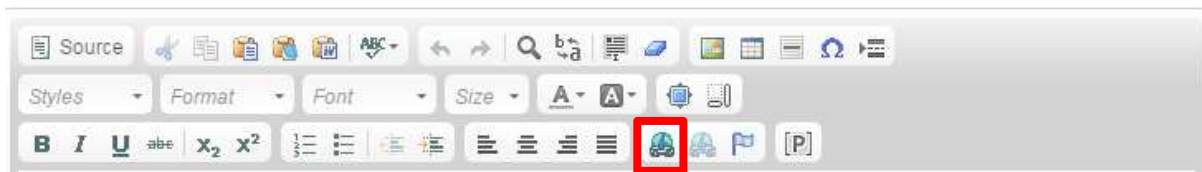
EventReference User Guide #15



A smart link allows you to personalise the registration process for your delegates. It works by taking imported data and pre-populating the registration form. It's quick and easy to set up a smart link in an invitation email.

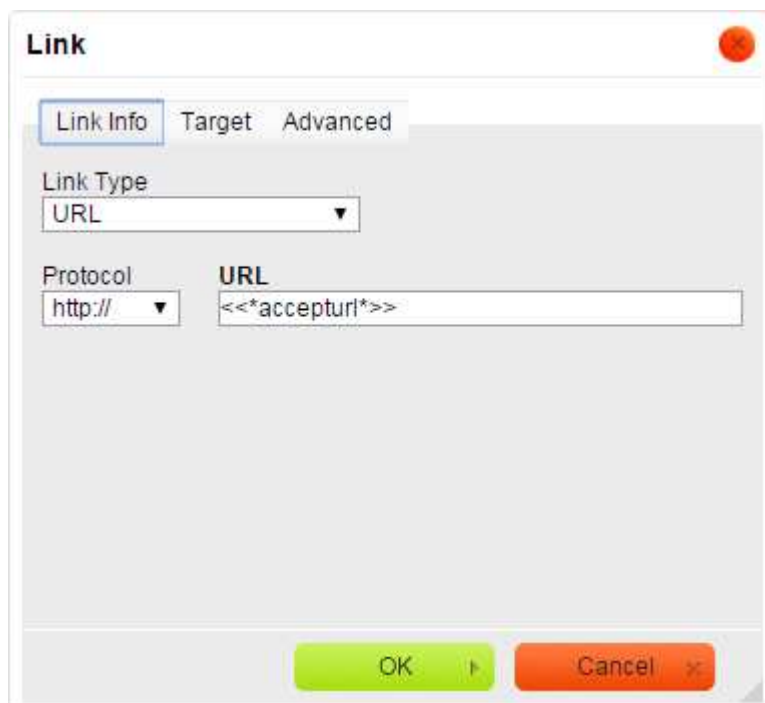
First, create your email content. For assistance with this, please see the *How to Add Content to your Events* guide.

To create the link, highlight the text you want the registrant to click on and then select the link icon.



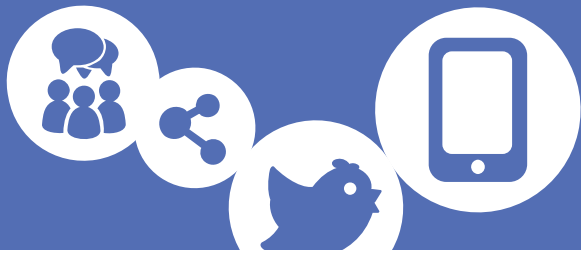
A box will be displayed.

Enter the text `<<*accepturl*>>` in the URL box and then click ok.



This will turn the highlighted text into your smart link.

Save your email.



In order for the registration form to be pre-populated, you will need to import some data.

For assistance with this, please see the *How to Import Data into your event* guide.

IMPORTANT – if importing data to use with smart links, you must assign your data an incomplete status otherwise the smart link will not work. We recommend using ‘Incomplete imported pre-registration’.

Finally, send your invitation email using the e-blast function. For assistance with this, please see the *How to Send an E-blast* guide.

EventReference



Event Registration



Paid Registration



Event Management



WebBadging



Event Reporting



WebScanning

YOUR EVENT. YOUR WAY.

Self-service registration & badging

"I've signed up for EventReference"

"I can't believe how easy it is to get all the reports I need"

"I found it to be fast, powerful and easy to use for my event"


"I was able to extract the information easily, which is perfect"

"Being able to target abandoned registrations helped drive my registration numbers up"

What our customers say...

"We have been using EventReference through RefTech for over two years now and in this time we have seen it develop and progress constantly. As a small, independent conference organiser, Opening Doors & Venues needed a straightforward, pay-per-event platform for gathering registrations, that would be easy to manage in-house - it is exactly what EventReference offered us. We use the platform for both free-to-attend and paid-for registrations with multiple attendee types and varied fee structures and find the interface very user friendly, whether it is for building a landing page or formatting the registration form. We must also applaud the RefTech staff for their patience and promptness in providing the support we constantly require - even though at times we ask the oddest of questions!"

Madalina Marincas, OPENING DOORS & VENUES

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