

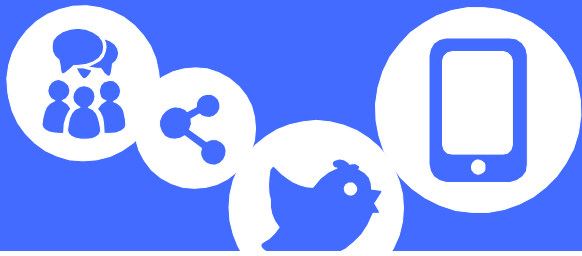


How to:

Send an E-blast

EventReference User Guide # 14





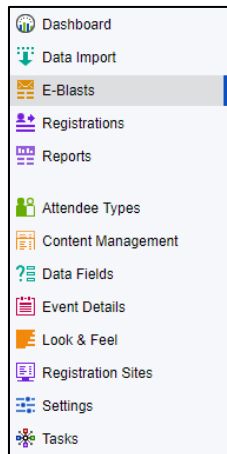
Start with setting up the email that you want to send. For assistance with this, please see *User Guide #10 'HOW TO: Add Content to your Events'*.


The first thing you need to do is create and store a report containing all the people who are to receive the email.

Click on Registrations and use the options and filters to get the data you need. For more information on this, see *User Guide #12 'HOW TO: View Your Registration Data'*.

Store the data as a report.

Select E-Blasts from the menu on the left.



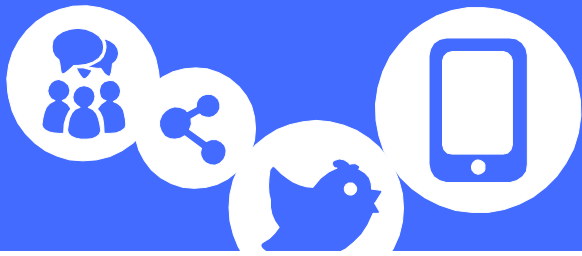
Click 

Select E-Blast from the Message Type dropdown, type a title for the e-blast (this is for your reference), select the report that is to be used and select the email content to be sent from the drop down lists.

The form contains the following fields:

- Message Type: Select Message Type (dropdown)
- Title: [Empty text input field]
- Report: Report not selected (dropdown)
- Email Content: Message not selected (dropdown)
- Active:

Click 



You will then see the screen listing all the E-Blasts you have created.

Create New E-Blast				
E-Blast Title	E-Blast Type	Date Created	Send Date	Status
Demo E-Blast	Eblast	14 Dec 16, 10:55	n/a	Ready to generate recipient list

Double click on the E-Blast name.

Save Cancel

Message Type: E-Blast

Title: Demo E-Blast

Report: Eblast

Email Content: Confirmation Email

Status: Ready to generate recipient

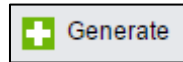
Active:

To Send Sent

Generate Send

First Name	Last Name	Company Name	Job Title	Attendee Type
No records to display				

You will need to generate the E-Blast before you can send it. Click



Confirm that you want to generate the E-Blast by typing 'CONFIRM' in the box as directed.

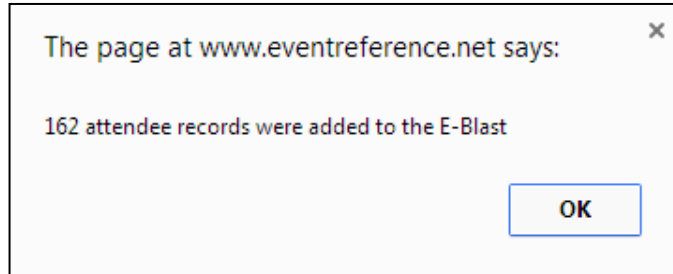
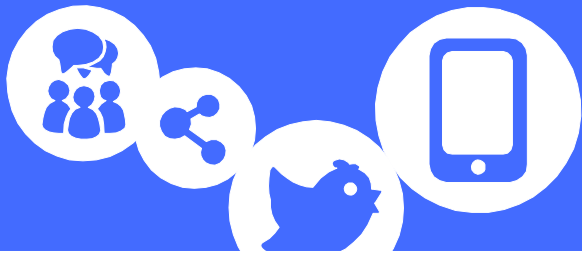
Confirm Delegate List Generation [X]

Confirm Cancel

Please confirm that you wish to generate the list of attendees that will be sent this email blast by entering "CONFIRM" in the box below and clicking the "Confirm" button above.

CONFIRM|

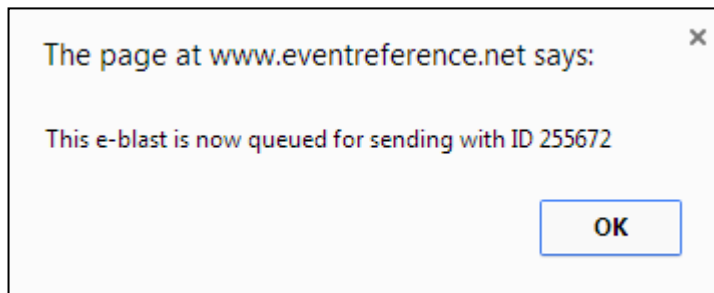
A message will be displayed which tells you how many records have been added. You will then see the list of recipients for the email blasts.




Click  Send

Confirm that you want to send the email by typing 'CONFIRM' in the box as directed.

You will be shown a message which tells you that 'the e-blast is now queued for sending'.



The next screen shows you the progress of your E-Blast and when it is finished, you will see that it has the status 'Complete'.

Test3	Eblast	17th Nov 2014, 10:15	17th Nov 2014, 10:15		Queued for sending (1/5)
Test2	Eblast	17th Nov 2014, 10:14	17th Nov 2014, 10:15	Complete	Sent (5)

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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