



Complex Events

Presenters:

Erin Marks

Melanie Dupont



SUMMIT

Presented by **NOVI** AMS

Map D

Sponsor Introduction



Vanessa LaClair
CAE, CMP
VP Event Solutions &
Community Engagement



mapD
by nextech AR



SUMMIT

Presented by **NOVI** AMS

Tradeshow and event solutions that will take your brand to the next level

No special equipment or expertise required!

Scan to learn more



Creating experiences that inspire the world.



Guide your audience via AR navigation through a powerful, no-code spatial computing platform.



All the event planning features you need to maximize booth sales, ticketing and attendee engagement.



Increase exhibitor confidence by helping them visualize and create their own virtual showrooms and booths.



Create and beam holograms to multiple places at the same time - anything is possible!



REGISTRATION FLOW

Increase attendance for events
by eliminating confusion in the
registration process

**Attendee-Based
vs.
Ticket-Based**





Hold Up the Card with the Color of Your Answer

YES

NOT SURE

NO



Will most attendees only register themselves for this event (not additional people)?

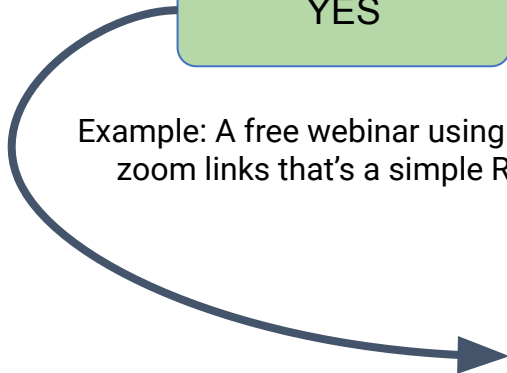
YES

NOT SURE

NO

Example: A free webinar using private zoom links that's a simple RSVP

Example: Attendees will register themselves & their coworkers



ATTENDEE-BASED



Will each attendee need to select more than one ticket type and/or do you plan to have product add-ons?

YES

NOT SURE

NO

Example: Conference attendance & special activity options like receptions and lunches

Example: There are tickets for different pricing, but all tickets are to register only

ATTENDEE-BASED

Attendee-Based Registration



[Back to 2023 Annual Conference](#)

2023 Annual Conference - Registration

 April 12, 2023 8:00 AM - April 14, 2023 4:00 PM

 Conference Hotel
1234 Hotel Lane



Who's going?



Tickets & Add-ons



Checkout

Who would you like to register?

Select all attendees you'd like to register, including yourself if you'll be attending.

Add Attendee

[Continue →](#)

SUMMIT

Presented by  



Will your tickets have only 1 seat each?

YES

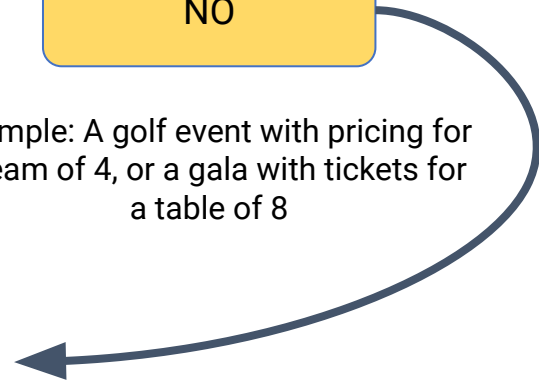
Example: Every attendee counts as 1 registration

NOT SURE

NO

Example: A golf event with pricing for a team of 4, or a gala with tickets for a table of 8

TICKET-BASED



Ticket-Based Registration



< Back to Golf Tournament 2023

Golf Tournament 2023 - Registration

📅 June 23, 2023 | ⌚ 7:30 AM - 4:00 PM (EDT)

📍 The Landing at Lake Oconee
1 Lake Oconee Trail, Greensboro, GA, USA Lake Oconee Trail GA 30642 United States

Tickets & Add-ons | **Who's going?** | **Checkout**

If you do not have an account, please be sure to [create an account](#) before registering!

Registration Options	CEU	Quantity	Price
+ Early Bird Registration			
- Player Registration			
Team (Members) Register early and get \$20 off the standard registration price!	0.00		\$600.00
Single Player (Members)	0.00		\$175.00
Team (NonMembers)	0.00	- 0 +	\$700.00



Will one attendee purchase multiple tickets that have the same fields required?

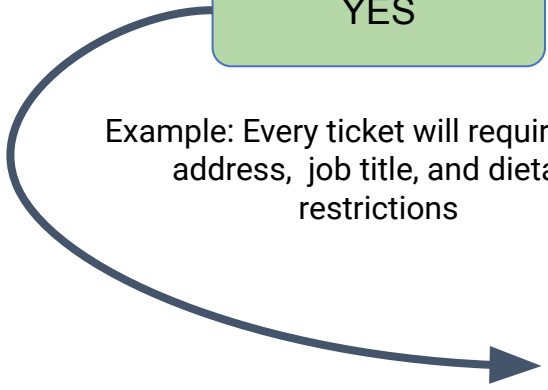
YES

NOT SURE

NO

Example: Every ticket will require email address, job title, and dietary restrictions

Example: Student tickets will ask for graduation year, non-member tickets will require a phone number



ATTENDEE-BASED



YOU CAN TRY BOTH!

- 💡 Change the radio button on the event settings tab
- 💡 Use the impersonate feature to see how registration flows
- 💡 Get a board member or trusted user to test the experience





EITHER WAY? GET ORGANIZED!

- 💡 Guide attendees with instructional fields
- 💡 Group your tickets with ticket categories



Attendee-Based Instructions



Attendees | Details | Tickets | Product Add-ons | Promo Codes | **Settings** | Save

Registration Options

Registration Path

Ticket Based Users will be asked to choose tickets, then enter attendee names & information

Attendee Based Users will be asked to enter attendee names, then choose tickets

Registration Open Until *Times are in EST

Offline Registration Only

Attendee Step Instructional Text AB Tip™ Styling will be viewable on the front end.

File Edit Insert View Format Table Tools

← → Formats **B** *I* [List Icons] [Link Icon] [Image Icon]

Select all attendees you'd like to register, including yourself if you'll be attending.

Words: 13

Tickets & Add-ons Step Instructional Text AB Tip™ Styling will be viewable on the front end.

File Edit Insert View Format Table Tools

← → Formats **B** *I* [List Icons] [Link Icon] [Image Icon]

p

Words: 0

Back to 2023 Annual Conference

2023 Annual Conference - Registration

April 12, 2023 8:00 AM - April 14, 2023 4:00 PM

Conference Hotel
1234 Hotel Lane

Who's going? 1/3

Who would you like to register?

Select all attendees you'd like to register, including yourself if you'll be attending.

Add Attendee

Begin typing the name of your Attendee

Continue →

Ticket-Based Instructions

Attendees | Details | Tickets | Product Add-ons | Promo Codes | **Settings** | Save

Registration Options

Registration Path

Ticket Based Users will be asked to choose tickets, then enter attendee names & information

Attendee Based Users will be asked to enter attendee names, then choose tickets

Registration Open Until *Times are in EST

Offline Registration Only

Attendee Step Instructional Text AE Tip™ Styling will be viewable on the front end.

File Edit Insert View Format Table Tools

← → Formats **B** *I* [List Icons] [Link Icon] [Image Icon]

Words: 0

Tickets & Add-ons Step Instructional Text AE Tip™ Styling will be viewable on the front end.

File Edit Insert View Format Table Tools

← → Formats **B** *I* [List Icons] [Link Icon] [Image Icon]

If you do not have an account, please be sure to [create an account](#) before registering!

Words: 16

Golf Tournament 2023 - Registration

📅 June 23, 2023

🕒 7:30 AM - 4:00 PM (EDT)

📍 The Landing at Lake Oconee

1 Lake Oconee Trail, Greensboro, GA, USA Lake Oconee Trail GA 30642 United States



Tickets & Add-ons

1/3

If you do not have an account, please be sure to create an account before registering!

Registration Options

+ Early Bird Registration

+ Player Registration

+ Sponsors & Spectators

+ Optional Events

SPONSORSHIPS & EXHIBITS



Decrease admin work for
sponsor/exhibitor registration by
planning ahead

**Ecommerce Product
vs.
Event Ticket**



Do you plan to sell sponsorships/exhibit booths ahead of registration opening for your event?

YES

NOT SURE

NO

Example: Sponsors can sign up for next year at the end of this year's event

Example: Sponsorships open during Early Bird registration

PRODUCT



Does the price of sponsoring or exhibiting come with attendance to the event?

YES

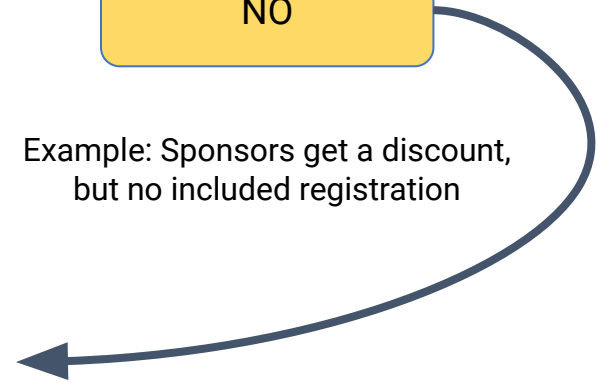
Example: Sponsors get 2 free registrations to the event

NOT SURE

NO

Example: Sponsors get a discount, but no included registration

PRODUCT





LOCK TICKETS TO NOVI GROUPS

- 💡 A product purchase group locks access - build your discount in!
- 💡 Groups dynamically update - ready for when registration opens
- 💡 Custom fields are available on products too
- 💡 Use QuickBooks Online for full financial picture





Create Group of Product Purchasers

Group Setup

New Group

Name: 2023 Golf Sponsors
Category: Events

Limit to Specific Records: OFF

Conditions

[AND] + ADD RULE + ADD GROUP

2023 Golf Sponsorship equal Has Purchased

Group Beneficiaries

Extend group benefits based on an entity's relationship with the group member

Group members only

Group members & family members inheriting membership benefits

Group members & custom family members

Cancel Save & Close

Ticket Setup

New Ticket

Visibility

Open (Anyone)

Logged-In Members With Benefits

Specific Group

Member Type

Admin Only

Ability to Purchase/Attend

Restrict To: Choose a Group (2023 Golf Sponsors)

Open (Anyone)

Logged-In Members With Benefits

Specific Group

Member Type

Restriction Level

Restrict Purchaser Only

Restrict Attendee Only

Restrict Purchaser and Attendee

Confirmation Email Information

Cancel Save & Close





Does the price of sponsoring or exhibiting come with attendance to the event?

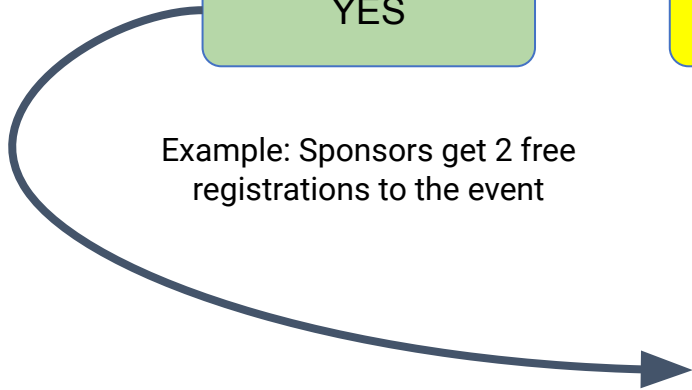
YES

NOT SURE

NO

Example: Sponsors get 2 free registrations to the event

Example: Sponsors get a discount, but no included registration



TICKET



TICKETS

- 💡 Create a ticket for Sponsorship/Exhibit Booth with seats
- 💡 Conditional tickets - can only be put in cart after adding the first
- 💡 Consider if everyone will register at once or separately





OFFERING DISCOUNTS

Eliminate headaches by thinking
about what Novi *can* do

Ticket Price
vs.
Promo Code



WHAT YOU CAN DO WITH TICKET PRICING

- 💡 Tiered Pricing (Single Cart/Session)
- 💡 Early Bird Discounts
- 💡 Special Rates for specific member types/groups



Tiered Pricing



New Ticket ✕

Pricing

Paid Free Donation

Tiered Pricing ON

***Price** Used as the price if no pricing tier exists for the purchase quantity.

\$ 100

Disable Invoicing
 Taxable

MIN QTY	MAX QTY	PRICE PER TICKET	
1	2	\$100.00	✕ Remove
3	4	\$90.00	✕ Remove
5	10	\$80.00	✕ Remove
11	No Limit	\$70.00	✕ Remove
<input type="text"/>	<input type="text" value="No limit"/>	\$ <input type="text"/>	+ Add

Cancel Save & Close ^



WHAT YOU CAN DO WITH PROMO CODES

- 💡 Speaker Discount
- 💡 Company Discount (not single session)
- 💡 Consider - promo codes are “honor system”



THANK YOU TO OUR 2023 SPONSOR PARTNERS



SUMMIT

Presented by **NOVI** AMS

