

# PAD Workshop

Getting to grips with event  
technology

17 March 2016



# PRE-EVENT REGISTRATION

# DARS Event Registrations & Event Booking Online



EVENT BOOKING ONLINE

Bespoke online booking forms for Higher Education events

Paul Sweeten  
Oxford Alumni Office

# DARS Online Registration

The screenshot displays the University of Oxford Alumni website's registration interface. The header features the University of Oxford logo and the tagline 'Alumni Connect Discover Inspire'. A navigation menu includes links for NEWS, BENEFITS, EVENTS, GROUPS, LEARN, VOLUNTEER, and YOUR ACCOUNT. The main content area is titled 'Your account' and lists options like 'Update your details', 'Update your communication preferences', 'Request an Alumni Card', 'Journal access', 'Alumni Email Forwarding Service', and 'About Oxford Alumni Online'. A section titled 'Please select your tickets below' shows a table for 'The IARU Presidents' Panel and Alumni Reception' with two ticket types: 'Current student' (£5.00 each) and 'Alumnus/Alumna' (£15.00 each). A 'Next' button is visible at the bottom right of the table. The footer contains social media icons and a list of links for information, quick links, alumni office, and offices overseas.

**Alumni**  
*Connect Discover Inspire*

NEWS BENEFITS EVENTS GROUPS LEARN VOLUNTEER YOUR ACCOUNT

**Your account**

Update your details  
Update your communication preferences  
Request an Alumni Card  
Journal access  
Alumni Email Forwarding Service  
About Oxford Alumni Online

Please select your tickets below

**The IARU Presidents' Panel and Alumni Reception**

Quantity: 0	Current student	Attendees: 1	£5.00 each
Quantity: 0	Alumnus/Alumna	Attendees: 1	£15.00 each

Next

CONNECT WITH US OXFORD ALUMNI COMMUNITY

**INFORMATION ABOUT**  
Getting an alumni card  
Updating your account  
Graduation Ceremonies  
Giving to Oxford  
Volunteering your time

**QUICK LINKS**  
Oxford Alumni Weekend  
Frequently asked questions  
University Shop  
Supporting Oxford  
Students

**ALUMNI OFFICE**  
University of Oxford  
Wellington Square  
Oxford, OX1 2JA  
enquiries@alumni.ox.ac.uk  
+44(0)1865 411408

**OFFICES OVERSEAS**  
North America  
China  
Japan

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- Multiple ticket types
  - Customisable skins
- “Sign-in” or public registrations

# DARS Online Registration

**Alumni**  
*Connect Discover Inspire*

UNIVERSITY OF OXFORD

NEWS BENEFITS EVENTS GROUPS LEARN VOLUNTEER YOUR ACCOUNT

### Your account

- Update your details
- Update your communication preferences
- Request an Alumni Card
- Journal access
- Alumni Email Forwarding Service
- About Oxford Alumni Online

✓ The IARU Presidents' Panel and Alumni Reception

Quantity	Selection	Price	Total
1	Current student	£5.00	£5.00
			£5.00

Please indicate who will be attending  
The IARU Presidents' Panel and Alumni Reception

Current student

Attendee: Adult

Full name:

Oxford college (if applicable):

Oxford matriculation (if applicable):

University (if not Oxford):

Publish name on Attendee List: Yes

Special Dietary Requirements:

Special Mobility Requirements:

[Previous](#) [Next](#)

CONNECT WITH US OXFORD ALUMNI COMMUNITY

- Customisable fields
- Set different questions for different registrants
- Required, set answer and free text fields

# DARS Online Registration

Batch 4746

	Linked constituent	Linked constituent auto-match	Donor name	Date	Blackbaud Internet Solutions page name	Blackbaud Internet Solutions page ID	Added by
1	Paul A. Sweeten	Auto-matched	Paul A. Sweeten	3/10/2016	UOAO-EVNT-PAS-The IARU Presidents' Panel ...	6,316	Anonymous
2	Nick W. Avery		Nick W. Avery	3/10/2016	UOAO-EVNT-PAS-PNE International Develop...	6,415	Nick W. Avery
3	David J. Greenstade		David Greenstade	3/10/2016	UOAO-EVNT-PAS-The IARU Presidents' Panel ...	6,316	Anonymous
4	Gareth E. Duxbury		Gareth Duxbury	3/10/2016	UOAO-EVNT-PAS-The IARU Presidents' Panel ...	6,316	Anonymous
5	Adam Hadley	Auto-matched	Adam Hadley	3/10/2016	UOAO-EVNT-PAS-PNE International Develop...	6,415	Anonymous

- Auto-matched registrants
  - Directly update contact information
  - Process multiple registrations at once
- Retain administrative control over data quality

# DARS Online Registration

Event capacity  
 Expected income  
 Speaker tab  
 Monitor responses

**UOAO-EVNT-PAS-PNE International Development (BNY Mellon)**

Event date: 4/28/2016    Status: Active    100% **Event expenses**    100% **Event capacity**    96% **Event registrations**

Site: University Alumni Office    Lookup ID: 8-10009900

Location:    Expense budget: £0.00    Event capacity: 150    Total expected: £520.00

Contact:    Agreed expenses: £0.00    Will attend: 31    Total to date: £300.00

Coordinator:    Amount paid: £0.00    Will not attend: 1    Registrations not paid: 11

Category: Social (General)    0% of budget    0% of capacity    96% of registration paid

Gift Aid status: Qualified

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Tasks/Coordination    **Registrations**    Expenses    Options    Inquiries    Appeals    Documentation    Bulk Occurrences    Landing Options    Campaigns

**Registrants (22)**    Add    Move

Status:    Registrant:    Apply    Reset

Registrant	Memo	Preferred name	Surname	Ticket quantity	Status	Ticket option	Attended	Balance	Host	Primary college	Formal address	Event conflict	Event	Options
Elon Akoua	2009	Elon	Akoua	2	Adult	No	£0.00	Elon Akoua	St Antony's Col.	Ms E Akoua	UOAO-EVNT-P...	True		
Sareta Ashraph	1996	Sareta	Ashraph	0	Speaker	No	£0.00	Catherine R. M.	Somerville Col.	Miss S Ashraph	UOAO-EVNT-P...	False		
Nichani Balendra	2001	Nichani	Balendra	0	Adult	No	£0.00	Elon Akoua	St Peter's Colle...	Miss N Balendra	UOAO-EVNT-P...	True		
Keith T. Bates	2012	Keith	Bates	1	Adult	No	£0.00	£0.00	Lincoln College	Mr K T Bates	UOAO-EVNT-P...	True		
Luinda Brooke	2011	Luinda	Brooke	1	Adult	No	£0.00	£0.00	Worcester Col.	Miss L Brooke	UOAO-EVNT-P...	True		
Monica De Stefans			De Stefans	0	Adult	No	£0.00	Timothy M. Do...		M De Stefans	UOAO-EVNT-P...	True		
Timothy M. Donnelly	1980	Tim	Donnelly	2	Adult	No	£0.00	Timothy M. Do...	Kable College	Mr T M Donnelly	UOAO-EVNT-P...	True		
Kathryn K. Finns	2010	Kathryn	Finns	1	Adult	No	£0.00	£0.00	Somerville Col.	Miss K K Finns	UOAO-EVNT-P...	True		
Alexander Hammonds	2010	Alex	Hammonds	1	Adult	No	£0.00	£0.00	St Anne's Colle...	Mr A Hammon...	UOAO-EVNT-P...	True		
Hari S. Handwaj	2010	Hari	Handwaj	0	Adult	No	£0.00	£0.00	Vidya Rangan	Pembroke Coll...	Mr H S Handwaj	UOAO-EVNT-P...	True	
Thomas G. Heinersdorff	1971	Tom	Heinersdorff	1	Adult	No	£0.00	£0.00	Wadham Colla...	Mr T G Heiners...	UOAO-EVNT-P...	True		
Josiah D. Kaplan	2005	Josiah	Kaplan	0	Speaker	No	£0.00	Catherine R. M.	St Cross College	Dr J D Kaplan	UOAO-EVNT-P...	False		
Orla M. Keady	1993	Orla	Keady	1	Adult	No	£0.00	£0.00	New College	Ms O M Keady	UOAO-EVNT-P...	True		
Arny Lafferty	2007	Arny	Lafferty	1	Adult	No	£0.00	£0.00	Heyford College	Miss A Lafferty	UOAO-EVNT-P...	True		
Gavin Lishman	1980	Gavin	Lishman	1	Will not attend	Adult	No	£0.00	Gavin Lishman	Wolfson College	Dr G Lishman	UOAO-EVNT-P...	True	
James Lishman			Lishman	0	Adult	No	£0.00	Gavin Lishman		J Lishman	UOAO-EVNT-P...	True		
Perry Lukats		Perry	Lukats	0	Adult	No	£0.00	£0.00	Yehuda M. Sha...	P Lukats	UOAO-EVNT-P...	True		
Philip D. Luther	1990	Philip	Luther	0	Speaker	No	£0.00	Catherine R. M.	St John's College	Mr Philip Luther	UOAO-EVNT-P...	False		
Martha Mackenzie	2008	Martha	Mackenzie	1	Adult	No	£0.00	£0.00	St John's College	Ms M Mackenzie	UOAO-EVNT-P...	True		
María Helena Marconell		Helena	Marconell	1	Adult	No	£0.00	£0.00		Dr M H Marco...	UOAO-EVNT-P...	True		
Maya Mehta	1998	Maya	Mehta	1	Adult	No	£0.00	£0.00	St Hugh's Colle...	Miss M Mehta	UOAO-EVNT-P...	True		
Catherine R. Muge	1998	Cat	Muge	5	Speaker	No	£0.00	Catherine R. M.	Wadham Colla...	Ms C R Muge	UOAO-EVNT-P...	False		
Vidya Rangan	2009	Vidya	Rangan	2	Adult	No	£0.00	£0.00	Wolfson College	Ms V Rangan	UOAO-EVNT-P...	True		
Thomas A. Scott-Smith	2009	Tom	Scott-Smith	0	Speaker	No	£0.00	Catherine R. M.	St Antony's Col.	Mr T A Scott-S...	UOAO-EVNT-P...	False		
Daniel Seidner	2007	Daniel	Seidner	1	Adult	No	£0.00	£0.00	Mansfield Coll...	Mr D Seidner	UOAO-EVNT-P...	True		
Yehuda M. Shapiro	1978	Yehuda	Shapiro	2	Adult	No	£0.00	£0.00	Yehuda M. Sha...	Lincoln College	Mr Y M Shapiro	UOAO-EVNT-P...	True	
Cedric W. Solko	2000	Cedric	Solko	2	Adult	No	£0.00	£0.00	Cedric W. Solko	Kable College	Mr C Kithima	UOAO-EVNT-P...	True	



# DARS Online Registration

Paul A. Sweeten 8-10350605



Lookup ID: 8-10350605

No declarations

Spouse: Primary business  
Oxford Alumni Office  
Primary education:  
University of Oxford

Active constituencies: UO\_Alumnus, Event registrant, Staff

Contact Personal info Relationships Membership View Constituencies Education Tributes Documentation Attributes Smart Fields Sites

Expand all Collapse all

Addresses (4) Add Filters More

Contact information	Type	Primary	Do not contact	Start date	End date
25 Wallase Wall Road Oxford OX4 0JG	Home - Main Current	No			
Other College Oxford OX1 2JG	Business - Previous Current		Do not mail	12/01/2012	
University Alumni Office University Office Wellington Square Oxford Oxfordshire OX1 2JG	Business - Main Current			9/12/2012	
White College 50 Castle Street Salford City Centre Salford Greater Manchester M6 6PU	Other - Personal Current			5/12/2012	

Phone numbers Add Filters More

Contact information	Type	Primary	Do not contact	Start date	End date
07844 191010	Home - Mobile Current	No		12/01/2012	
07844 191010	Home - Main Current				

Email addresses Add Filters More

Contact information	Type	Primary	Do not contact	Start date	End date
pa.sweeten@oxford.gov.uk	Home - Main Current	No		4/2/2014	
psweeten@oxford.gov.uk	Other - Oxford Alumni email service Current			4/2/2012	
pa.sweeten@alumni.ox.ac.uk	Home - Other Current			5/12/2012	

Social media accounts Add More

Service	Service type	Service user ID	Do not contact
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# DARS Online Registration



## Drawbacks

- Not intuitive for administrators
- Limited customisation
- Primitive multi-level event functionality

## Advantages

- CRM Integration
- Internal support
- Single data market

# DARS Online Registration

The power of query...Before the event

- Populate invitation lists through dynamic demographic queries
  - College
  - Subject
  - Age
  - Location
  - Previous event participation
  - Previous responsiveness
  - Employment information
  - Consent to contact
  - Donation history

# DARS Online Registration

The power of query...After the event

- Report on events to investigate
  - Comparative booking and attendance figures across your events programme
  - Demographic commonalities of event registrants
  - Relationship between event attendance and other forms of engagement

DARS allows you to show that event success is tangible within a larger strategy of engagement

# Event Booking Online

## Meeting Minds: Alumni Weekend in Oxford

Friday 18 – Sunday 20 September

Mandatory fields are marked with an asterisk (\*)



### ALUMNI DETAILS

To begin booking, or to update your booking, please enter your alumni number and surname.

Alumni number \*

Surname \*



If you have problems booking, please contact:  
The Alumni Weekend Team, Alumni Office — 01865 288061 — alumniweekend@alumni.ox.ac.uk  
University of Oxford, University Offices, Wellington Square, Oxford, OX1 2JD, UK

“Sign in” or public access to event booking

# Event Booking Online

## YOUR DETAILS

<b>Title *</b>	<input type="text" value="Mr"/>
<b>Forename *</b>	<input type="text" value="John"/>
<b>Surname *</b>	<input type="text" value="Smith"/>
<b>Subject studied *</b>	<input type="text" value="English"/>
<b>College *</b>	<input type="text" value="New College"/>
<b>Matriculation *</b>	<input type="text" value="2000"/>

## CONTACT INFORMATION

<b>Address *</b>	<input type="text" value="1 West Street"/>
	<input type="text"/>
<b>Town/City *</b>	<input type="text" value="Burbington"/>
<b>County/State</b>	<input type="text" value="Herefordshire"/>

Fully customisable questions, fields and formats

# Event Booking Online

## DEPARTMENTAL EVENTS

Some departments have organised extra events for their alumni. If you have received a department booking code, please enter it here.

Department code

## ALUMNI VOLUNTEERS

If you have been given a volunteer or discount code, please enter it here, together with your role (for example, Board Member or Branch Officer) and the name of your alumni group, if applicable.

Volunteer code

Role

Branch

Discount/waiver codes, pre-populated data  
and bespoke registration experience

# Event Booking Online

**FRIDAY**

	Mr John Smith	Mrs Josephina Smith
<b>From 2.30 pm</b>		
How Good We Can Be: Ending the Mercenary Society and Building a Great Country (2.30–3.45pm)	<input type="radio"/>	<input type="radio"/>
Ancient Sounds: The Sonic Time Machine (2.30–3.45pm)	<input type="radio"/>	<input type="radio"/>
Livability or Gentrification? Making Cities Great Places to Live (2.30–3.45pm)	<input type="radio"/>	<input type="radio"/>
Marks of Genius: Masterpieces from the Collections of Bodleian Libraries (2.30–3.45pm)	<input type="radio"/>	<input type="radio"/>
Department of Social Policy and Intervention: No Shame or Blame: Promoting the Dignity of People in Poverty, Globally (session 1) (2.30–3.45pm)	<input type="radio"/>	<input type="radio"/>
Department of Social Policy and Intervention: Snakes, Gangsters and Gunfire: Using Science to Change AIDS Policy in Africa (session 2) (2.30–3.45pm)	<input type="radio"/>	<input type="radio"/>
Film Oxford: A guided walking tour (2.30–3.45pm, £5) <i>fully booked, waiting list only</i>	<input type="radio"/>	<input type="radio"/>

Multi-level event structure prevents clashes, allows waiting lists and clearly shows which individuals are attending which sessions



# Event Booking Online

EVENT BOOKING ONLINE  
Bespoke online booking forms for Higher Education events

## Drawbacks

- No subscription available
- Basic visual design
- No administrative power to create/edit forms
- One-man operation

## Advantages

- Unrestricted form logic
- Users can update their own bookings



[dars@admin.ox.ac.uk](mailto:dars@admin.ox.ac.uk)

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[paul.sweeten@alumni.ox.ac.uk](mailto:paul.sweeten@alumni.ox.ac.uk)

## EVENT BOOKING ONLINE

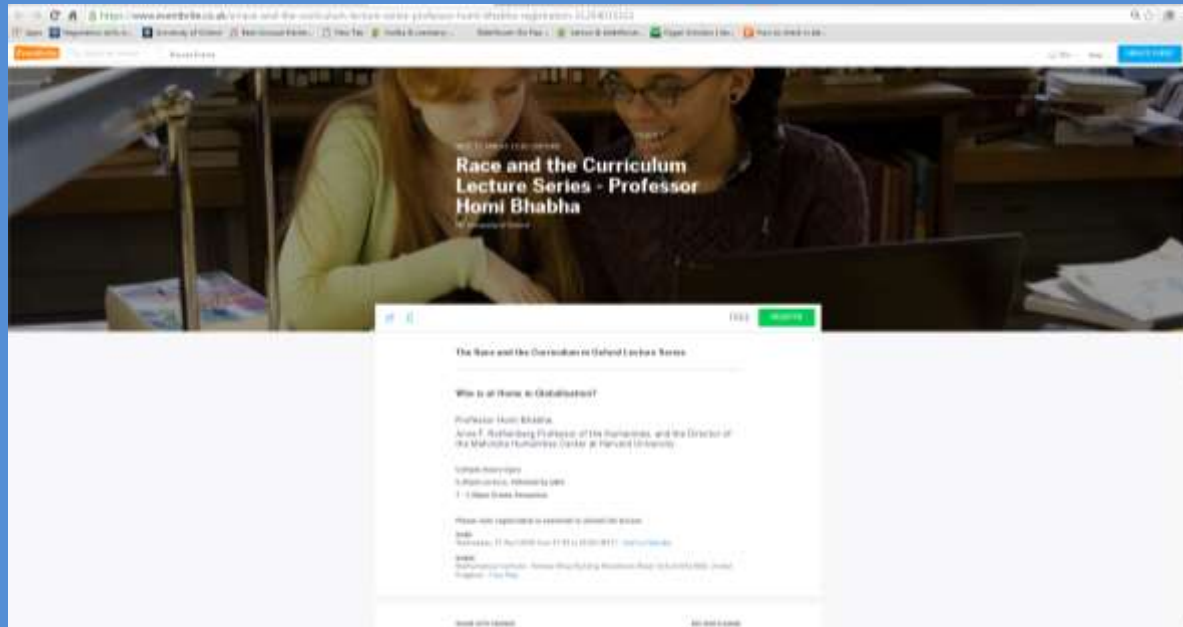
Bespoke online booking forms for Higher Education events

[enquiries@eventbookingonline.com](mailto:enquiries@eventbookingonline.com)

## Pre-event registration continued (Olivia Allen, Events Office)...

- Eventbrite
- Wufoo
- UO Online Shop
- Cvent

# Eventbrite | [www.eventbrite.com](http://www.eventbrite.com)



## Pros:

- Easy to set-up
- Widely used and well known
- Simple, clean design
- Registrants can manage own bookings

## Cons:

- Can't set-up more than one event on one page
- Heavily branded with Eventbrite

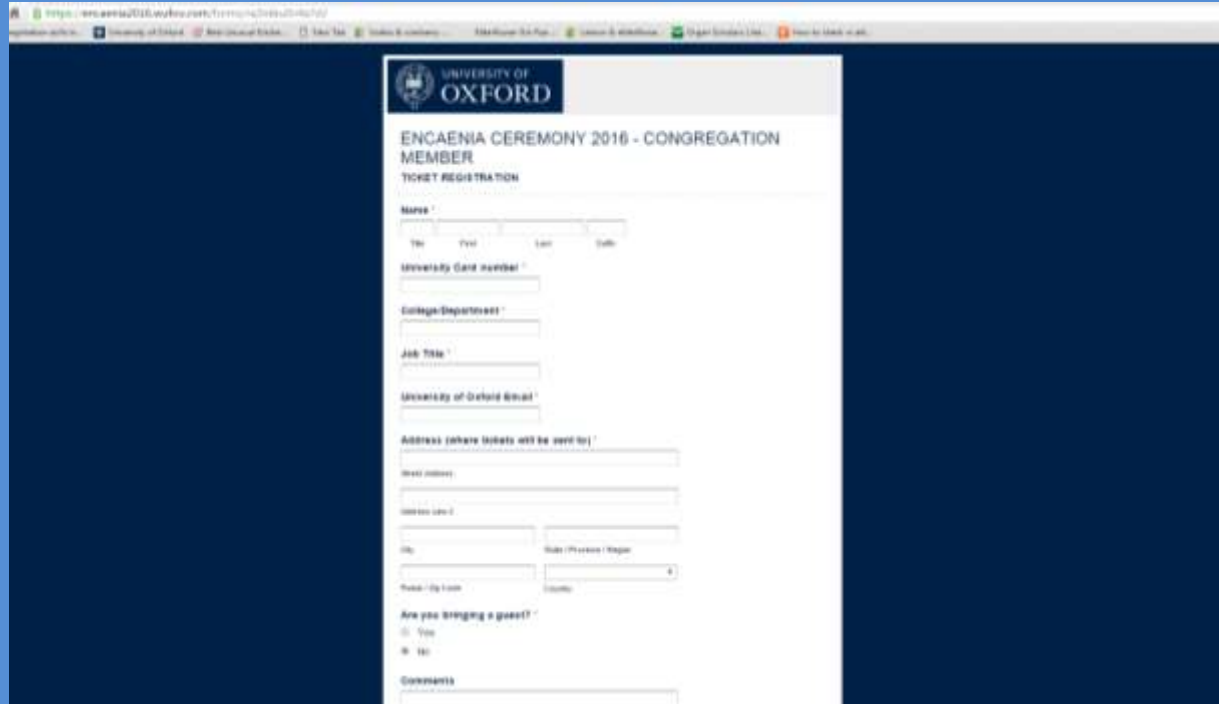
## Cost:

- Free for free events
- % of ticket price for sold tickets

# Wufoo | [www.wufoo.com](http://www.wufoo.com)

## Pros:

- Easy to set-up and dynamic
- Simple, clean design
- Can make it completely your own branding (apart from url)
- Better for forms and setting up rules



## Cons:

- Guests interaction with it is one off (can't cancel booking themselves etc.)

## Cost:

- Limited number of forms for free
- There after, monthly/yearly price plans (from £12/month)

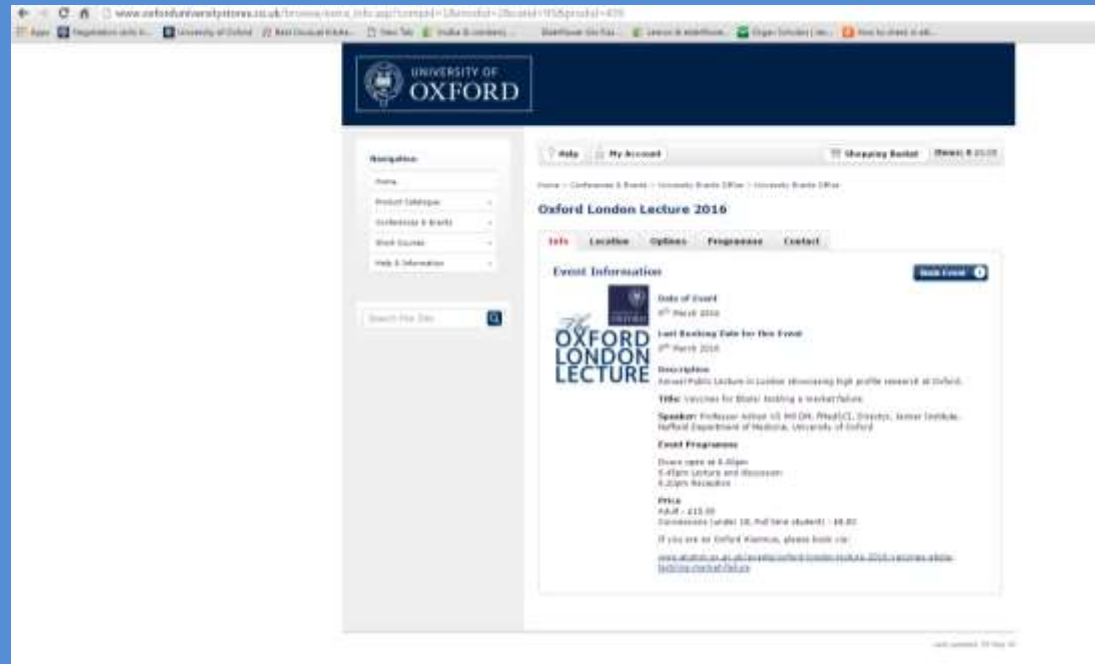
# OU Online Shop | [www.oxforduniversitystores.co.uk](http://www.oxforduniversitystores.co.uk)

## Pros:

- Oxford branded
- Allows for multiple layer events
- In house support available
- Low cost

## Cons:

- Cannot make event private
- Have to register with shop to use system
- Compulsory logon for guests, so not suitable for high level guests/takes time to register
- No invites or reminders can be sent



## Cost:

- Free for free events
- Approximately 1.2-1.4% card charge for paid events

# Cvent | [www.cvent.com/uk](http://www.cvent.com/uk)

## Pros:

- Complete event management from invite mailout, registration and event check-in
- Allows full branding
- UK based support centre

## Cons:

- Cost – very expensive
- May be more advanced than is needed



The image shows a screenshot of the greenCon event registration form. The desktop view on the left includes a header with the event title "Strategies to Save Counties Money While Going Green" and the greenCon logo. Below the header, there is a section for "Personal Information" with fields for First Name (Adam), Last Name (Hemmeter), Email Address (ahemmeter@gmail.com), Company (ABC Corp), Title (Director of Strategy), and Profile Image (Add File). A "Custom Information" section has a Department dropdown menu set to "Marketing". The "Contact Information" section includes fields for Work Address (1100 Greenboro Drive, Suite 900, McLean, VA) and ZIP/Postal Code (72). On the right, a mobile device displays a simplified "Invitee Information" form with fields for First Name, Last Name, and Email Address, along with "Cancel" and "Next" buttons and a "View Desktop Site" link.

## Cost:

- £2,500 annual fee
- Registrant fee ranging from £2.43-£2.74 per registrant. 2000 registrants free



## In summary...



Good for: One off, single layered events, where minimal information needs to be gathered from guests. Event page can exist on its own without need for separate ox.ac.uk webpage



Good for: More complex registrations, where rules apply, but ideally need event page in addition with event details, FAQs etc.

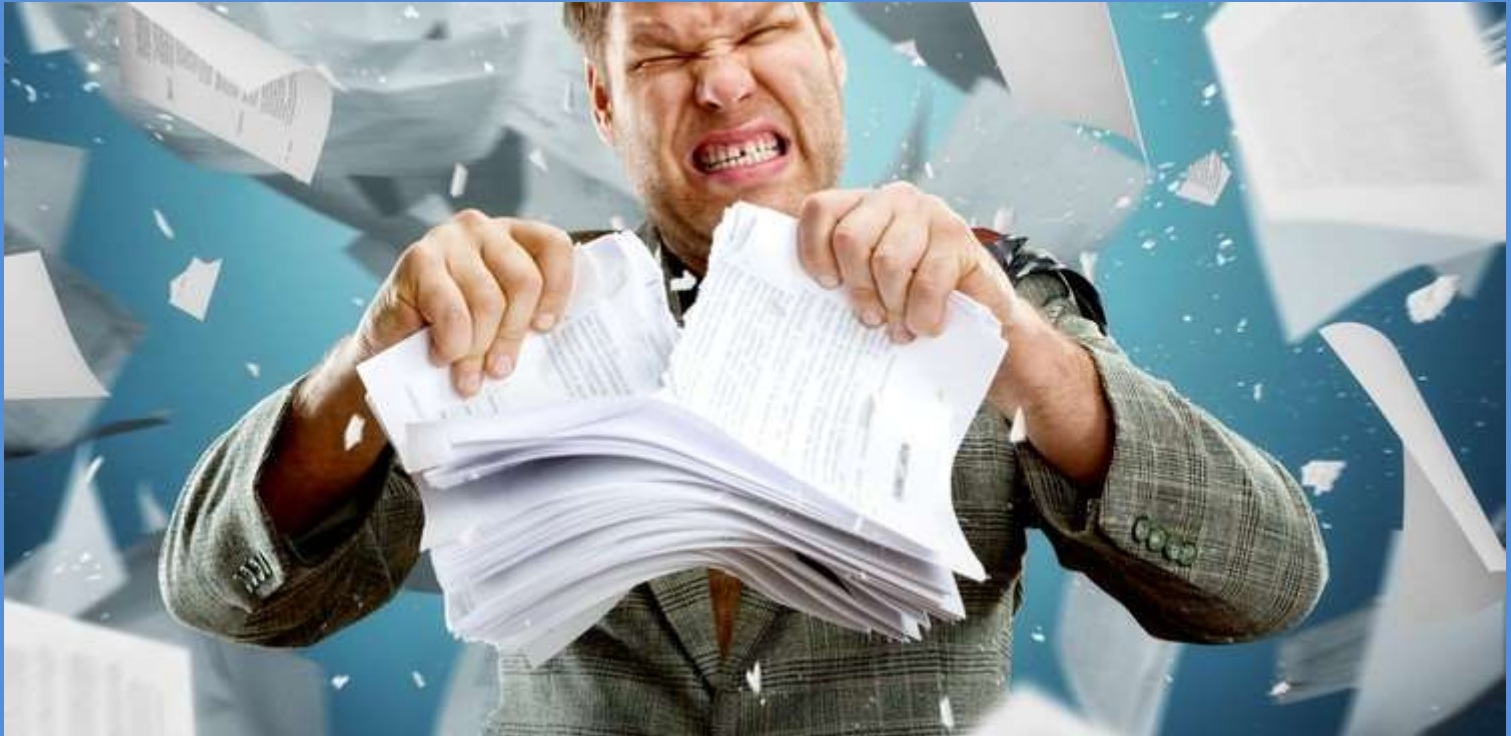


Good for: Public, paid for events where not associating with other brands is important



Good for: Events involving VIPs/Donors, where guests need to be easily segmented and then communicated with. Best of everything...if you can afford it

# ON-THE-DAY CHECK-IN





# EventCheck-in

- App only available for ipads
- Guest list uploaded using a CSV file

## Pros:

- Can include other guest information such as dietaries
- Flags when a VIP checks-in
- Easy to use
- Can add guests at the event

## Cons:

- Quite expensive – investment in ipads (£460) + £59 for single event or monthly plans starting from £119/month
- Separate scanner needed to scan tickets
- Problems syncing
- Bad support centre – only by email





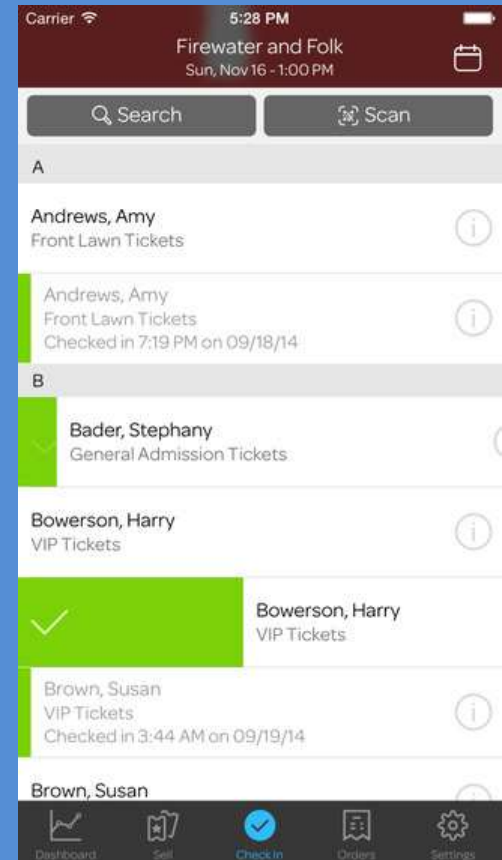
- App for ipads, iphone or on Android
- Guest list pulled from Eventbrite

#### Pros:

- No need to upload list
- Easy to use
- VIPs would need to be identified at the registration stage
- Free for free events
- Can scan barcodes using device camera

#### Cons:

- Can't add guests at an event (would need to register via Eventbrite)
- Need to use Eventbrite to register guests





- App for ipads, iphone or on Android
- Guest list uploaded using a xls file

#### Pros:

- Can include other guest information such as dietaries
- Flags when a VIP checks-in
- Easy to use
- Can add guests at the event

#### Cons:

- Cost associated – pay for credits (1 credit=1 guest). 5000 credits cost £500 (expire after a year). Cheaper than Event Check-in
- Slightly slower than other apps
- US based support centre, but good customer care



Finally, a few words about **data protection** and **legal liability**...

- For most event management tools, there is a relatively small risk around data protection and arising out of many standard terms & conditions of these services that place unlimited liability on the University if things go wrong.
- Although the risk is minimal, you should consider steps you can take to mitigate:
  - Minimise the data held to **ONLY** what you need (eg just to email address) and observe all data protection requirements
  - Consider alternatives if manageable, eg password-protected spreadsheet to collect RSVPs rather than online service
- If in doubt, speak to the Legal Services team: [lsoweb@admin.ox.ac.uk](mailto:lsoweb@admin.ox.ac.uk)

# AUDIENCE INTERACTION

Stuart Walters, Marketing Manager – Social Media,  
Saïd Business School, [Stuart.Walters@sbs.ox.ac.uk](mailto:Stuart.Walters@sbs.ox.ac.uk)

- All Our Ideas: <http://www.allourideas.org/>
  - Create questions for your audience to answer before and at your event
- EventBeat: <https://www.eventbeat.co.uk/>
  - Create social media digital signage for event screens and websites. Includes broadcasting live social media and advertising to event screens and live polling. For further details, please contact Stuart Walters.