

# Ways to Elevate Attendee Experience

## 1. Craft an Effective Registration Process

First, you should target your marketing efforts toward your ideal audience. Don't just promote your event to everyone in the area—that will get a lot of exposure, but it won't be effective. Instead, study the interests and demographics of your ideal audience members and target your event marketing to them. Then, focus on your registration form.



## 2. Streamline the Check-In Process

Your guests don't want to wait long in lines only to find that their names are spelled wrong on their pre-printed badges. The most simple yet efficient way to eliminate these issues is to streamline the check-in process with on-demand badge printing. You can use event badge printing software that connects with your check-in kiosks. That way, guests can finish checking in and have their badge printed in seconds.



## 3. Enable Real-Time Updates Accessed by QR Codes

A simple way to ensure your guests have real-time update access is to build an inclusive landing page. Guests don't want to download a separate app for an event, but offering them a QR code linking to your landing page is an excellent way to improve the attendee experience. To do this, you should find event management software with QR code features.



## 4. Track Attendance Closely

Nearly all event planners track their event's overall attendance, but few see the necessity of monitoring each session's attendance. Tracking the movement of attendees through a tool like RFID badges for events not only improves event safety by helping you know who's in the room at all times, but it also helps everyone at the event in several other ways.



## 5. Send Follow-Up Surveys

After your event is over, sending follow-up surveys to your attendees is essential. This may not seem to enhance the attendee experience, but the opposite is true. Not only do they help your guests feel heard, but you can use them as a tool for future events.

