

SOP: Registration and Attendee Management

This SOP details **registration and attendee management** processes, encompassing registration setup, attendee data collection, confirmation and communication protocols, check-in procedures, attendance tracking, and post-event follow-up. The purpose is to ensure a seamless and efficient registration experience, accurate attendee records, and effective management throughout the event lifecycle.

1. Registration Setup

1. Define event details (date, venue, capacity, agenda).
2. Select and configure a registration platform (online form, event app, ticketing portal).
3. Customize registration form fields as per event requirements (e.g., name, company, contact, preferences, dietary restrictions).
4. Set up payment processing (if applicable).
5. Establish registration opening and closing dates.
6. Test the registration process fully before go-live.

2. Attendee Data Collection

1. Collect essential information only, respecting privacy regulations (GDPR, CCPA, etc.).
2. Securely store data in a protected database accessible to authorized personnel only.
3. Regularly back up attendee data.

3. Confirmation and Communication Protocols

1. Send automated confirmation email upon successful registration, including event details and unique QR code/ticket (if applicable).
2. Provide clear instructions regarding attendance requirements, dress code, and any preparatory materials.
3. Send reminder emails at key intervals: one week before, 24 hours before, and day-of the event.
4. Provide contact information for attendee inquiries.

4. Check-in Procedures

1. Set up on-site or virtual check-in stations (e.g., QR code scanners, mobile app, registration desk).
2. Prepare printed or digital attendee lists for backup.
3. Train staff or volunteers on check-in processes and troubleshooting.
4. Monitor and log check-in activity in real time.

5. Attendance Tracking

1. Track actual attendance vs. registered guests.
2. Monitor session attendance (if applicable) and record participation for compliance or certification purposes.
3. Address no-shows and late arrivals as per event policy.

6. Post-Event Follow-Up

1. Send thank-you emails to all attendees within 24-48 hours of the event.
2. Include event survey links for feedback collection.
3. Share post-event materials (presentations, photos, or recordings) if appropriate.
4. Update attendee database with final participation status and insights.
5. Review feedback and attendance data to refine future events.

Revision & Approval

- SOP Owner: [Name/Title]
- Approval Date: [MM/DD/YYYY]
- Next Review Date: [MM/DD/YYYY]