SOP Template: Registration Setup and Attendee Management Process

This SOP details the **registration setup and attendee management process**, covering the creation of event registration forms, attendee data collection, ticketing and payment procedures, confirmation and communication protocols, on-site check-in processes, attendee tracking and reporting, and post-event feedback collection. The goal is to ensure a smooth and efficient registration experience for participants while maintaining accurate records and facilitating effective event management.

1. Purpose

To establish a standardized process for setting up event registrations and managing attendees, ensuring accuracy, security, and a seamless experience for all stakeholders.

2. Scope

This SOP applies to all events conducted by the organization, including both in-person and virtual formats, where participant registration and management are required.

3. Responsibilities

Role	Responsibility
Event Organizer	Overall management of registration and attendee process.
Registration Coordinator	Setup and maintenance of registration systems, attendee communication.
On-site Staff	Check-in, ticket validation, attendee support.
IT/Admin Support	Technical support, data security compliance.

4. Procedure

1. **Registration Form Creation**
   - Determine required information (name, contact, dietary needs, etc.).
   - Select and configure registration platform (Eventbrite, Google Forms, etc.).
   - Set up form fields and logical flows (mandatory/optional fields, conditional questions).
   - Test form for functionality and user experience.
2. **Attendee Data Collection**
   - Ensure compliance with data privacy policies (GDPR, etc.).
   - Integrate registration form with database/CRM, if applicable.
3. **Ticketing and Payment**
   - Define ticket types and pricing (early bird, standard, group rates).
   - Enable secure online payment processing.
   - Set up coupon codes or promotional offers, if needed.
4. **Confirmation and Communication Protocols**
   - Automate confirmation emails with event details and ticket/QR code.
   - Schedule reminder communications prior to the event.
   - Provide support contact details for inquiries.

5. **On-Site Check-in Process**
   - Set up digital or manual check-in stations.
   - Provide check-in staff with attendee lists/QR scanners.
   - Implement real-time attendance tracking.
   - Distribute badges/materials as appropriate.
6. **Attendee Tracking and Reporting**
   - Monitor registration numbers, payment status, and demographic info.
   - Create reports for event management and post-event analysis.
7. **Post-event Feedback Collection**
   - Distribute feedback surveys to attendees via email or app.
   - Compile and analyze feedback for continuous improvement.

5. Documentation

- Maintain copies of registration forms, attendee lists, and payment records.
- Document incident logs and attendee inquiries for reference.
- Archive feedback reports and event analytics.

6. Review and Improvement

- Review registration and attendee management processes after each event.
- Update SOP based on lessons learned and feedback received.

7. References

- Organization Data Privacy Policy
- Event Management Software Guidelines
- Ticketing Platform Support Documentation

8. Appendix

- Sample registration form template links
- Standard attendee communication templates
- Check-in checklist
- Feedback survey sample