

# registr



## PRODUCT PRESENTATION: REGISTR

Digital, sustainable and contemporary registration & attendee management by plazz AG for companies, associations & agencies that hold recurring events.

# WHAT IS REGISTR AND WHAT IS IT USED FOR?

With the **flexible, web-based attendee registration registr**, you can easily organize guest management yourself. From sending invitations to online registration and event check-in, the solution helps you **organize and manage your guests** - online and in real time.

Registr is the ideal solution for the **management of external and internal events** and thus offers the appropriate corporate solution for any type of event. Attendee data is protected by our state-of-the-art **security configurations**.

In addition to our own **ISO 27001 certification**, we also use an **ISO 27001 certified data center with server location in Germany for**

**hosting**. We have renewed our **TISAX assessment** in 2021 and **regularly perform penetration tests** to meet the highest IT security standards and the GDPR.

All tools are **developed in-house** and can be managed worldwide via **a single content management system**. The application is developed entirely in-house in Germany by an **independent team**.

In addition, we pay strong attention to the issue of sustainability and are **certified climate neutral by Climate Partner**.



Secure  
Data Encryption



Strict compliance of the  
Data Protection Basic  
Regulation



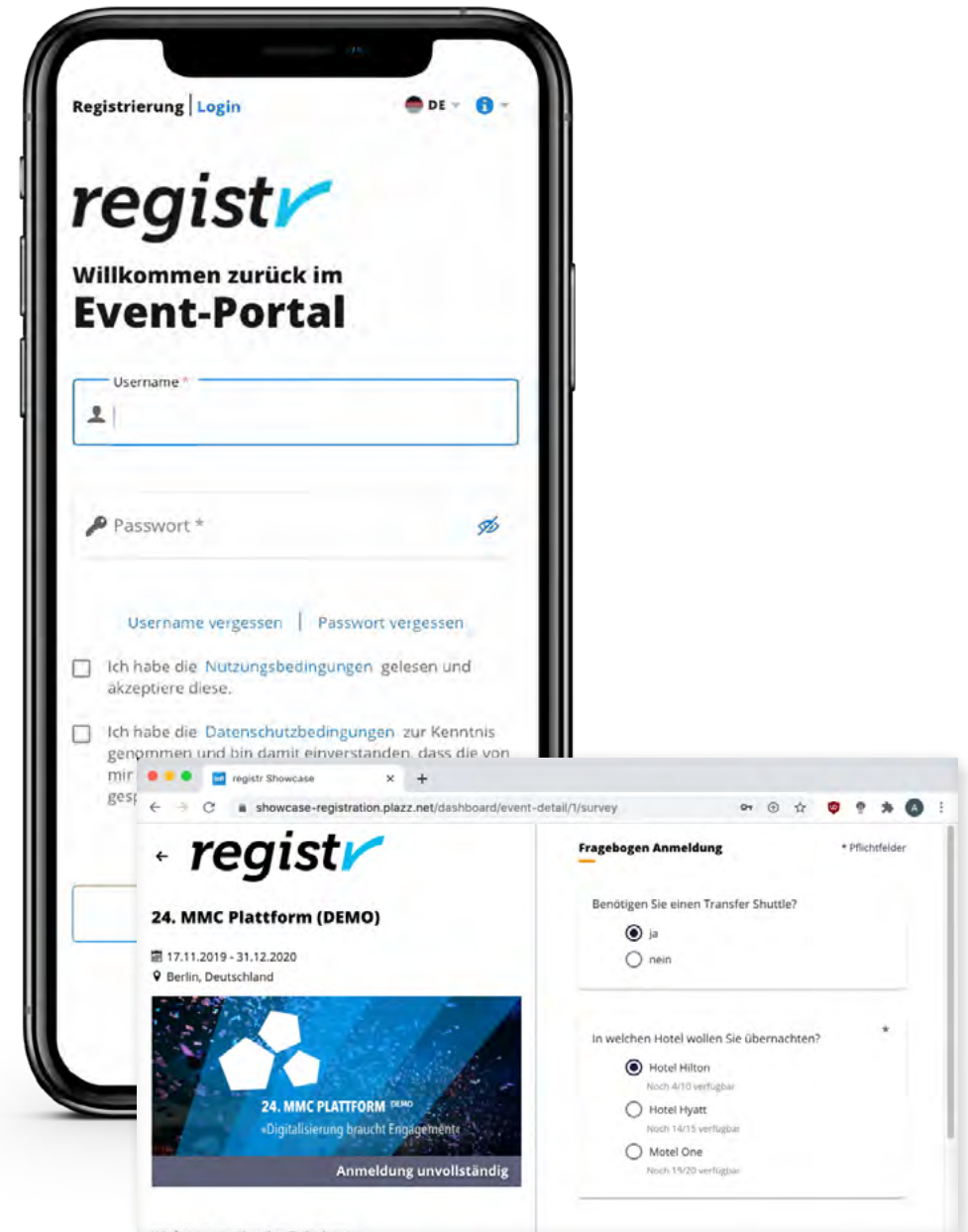
Anonymized  
User data



Development and Server  
(Optional On-Premise)  
in Germany

# GDPR-COMPLIANT PARTICIPANT MANAGEMENT

- Web-based participant registration in responsive design for all common and current browsers (Firefox, Internet Explorer, Google Chrome and Safari)
- Different **registration variants**
  - Invitations to closed group of participants
  - Open registration
- Providing initial profile information
- Free creation & use of **questionnaires** for registration
- Use of **various mailings** such as personalized invitations, reminders or personal access codes
- Guest list in the backend with **filters** for registration status
- Individual privacy policies and user declarations
- Individual **language selection** for the user (German, English, Spanish, French, Italian and Polish)
- Accessibility according to DGUV Information 215-410 and implementation according to the principles of DIN EN ISO 9241



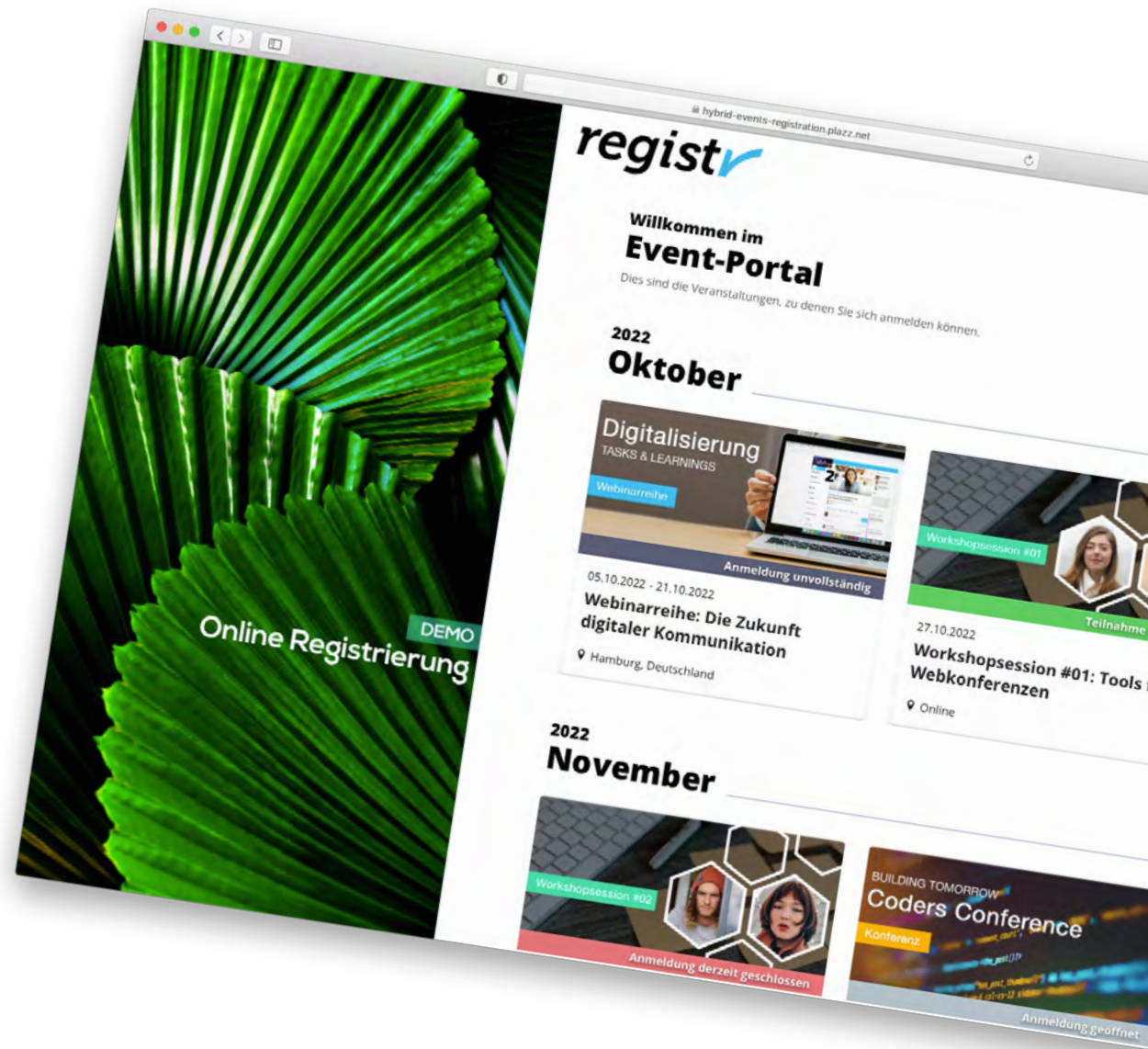


# CUSTOMIZATION OPTIONS & DESIGN

The registr user interface is a web application that adapts to the respective device in a **responsive** manner.

As with our mobile event app, in registr you have the option of designing the user interface according to your **corporate colors** and displaying **individual images and logos** on the start screen. Furthermore, the **integration of various white label options**, such as the integration of an individual email address or the use of your own URL, enables an even more personalized experience.

For each individual event, you can then also work with your **own event-specific graphics** and provide all the important information about the event. In addition to the event name and date, you also have the option of creating **individual questionnaires** and **visualizing the event location via Google Maps**, making it easier for guests to plan their route.



# THE PROCESS

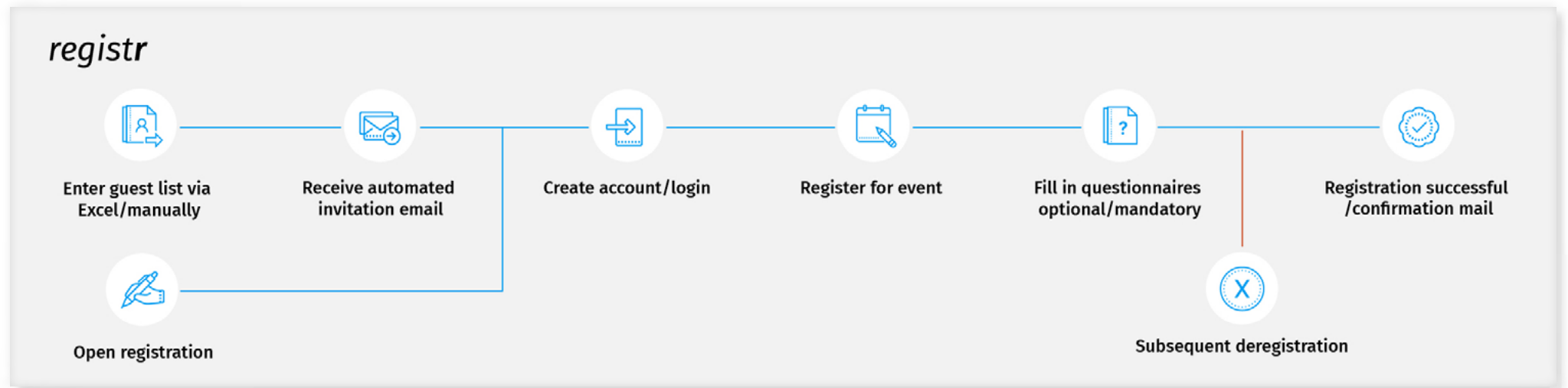
Our tool registr can map an **open registration** as well as a registration for a **closed group of participants**. Thus, you can adapt each event registration **individually to your needs**.

The following variants are possible:

- Closed registration based on invitation
- Closed registration based on access codes/login
- Open registration for any user
- Open registration based on invitation

Regardless of whether you use open or closed registration, each potential attendee must **create an account** on the start page of the web-based registration in order to register for the events. In the process, the **e-mail address must be entered and verified**, and an **individual password must be assigned**.

Via the login button, the account already created can then also be used to register for further events.



## THE PROCESS - CLOSED REGISTRATION

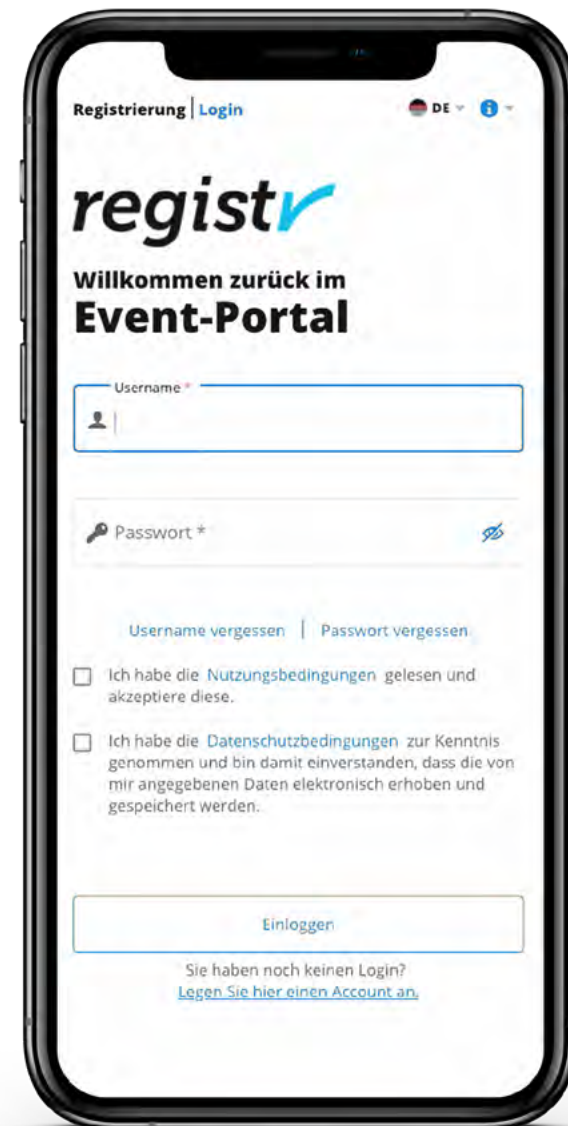
To represent a closed attendee registration, you can either make the potential attendees aware of the event **via personal email invitations** or work with the **visibilities and an event code** within the application.

Sending emails is an important part of the communication between the event organization and attendees. In order to send personal invitations, it is necessary to import your **attendees' data** (first name, last name and email address) **into our system beforehand**. In doing so, you can send different invitations to different groups of people.

The import can be done by a simple Excel list, CSV file or by entering the data manually. In our CMS you will find an import template for this purpose, which you can use at any time.

The participants will then receive **individual token links via the invitation e-mail**, which can then be used to register for the event. Via the guest list in the CMS, you can then see exactly who has registered for the event, canceled or has not yet responded.

Alternatively, you can also work with an **event code**, so that registration for the event is only possible by entering an event code. This variant is particularly suitable if you want to give your potential attendees the option to invite colleagues to the event or to nominate representatives.



# THE PROCESS - OPEN REGISTRATION

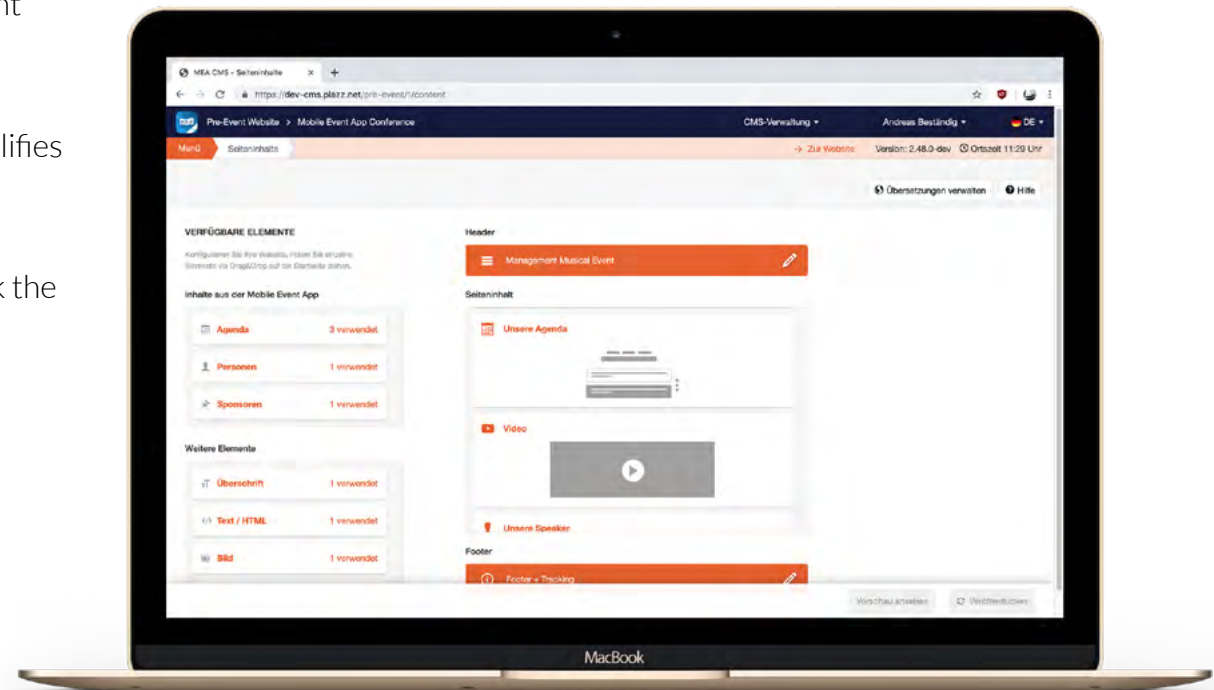
If you decide to use open registration, you have the option of embedding the **registration link** on an existing website or using our **Pre-Event Page**.

By creating a customized Pre-Event Page, you can **easily attract** attendees to the event. The content can be easily assembled by drag & drop and accesses the **same CMS of the event platform**.

By using various elements, such as the agenda for an overview of the program or the introduction of the speakers, you can clearly present **relevant content of your event in advance**.

A **link** to the event registration and to the event platform also simplifies project management.

Here, too, you can use the guest list in the CMS at any time to track the **current status of registrations** and also send personal invitations.





## MAILINGS

You can create **various mailings** and templates for the invitations in our CMS. If desired, the e-mails will be sent from your individual e-mail address.

When creating the mails, you can choose between the following e-mail types:

- Invitation
- Contact/reminder
- Automated confirmation mail
- Automated rejection mail
- Waiting list mail

The text of the e-mails can be **configured individually** and can be provided with placeholders such as name, salutation, titel or various links.

It is also possible to send **e-mail attachments** such as PDF, DOC, PPT, XLS or ICS calendar entries.

The screenshot shows the 'E-Mail-Optionen' and 'E-Mail Text' configuration sections. In 'E-Mail-Optionen', there are three settings: 'E-Mails senden' (Ja), 'Darf diese Einladung von beliebigen Nutzern eingelöst werden?' (Nein), and 'Individuelle E-Mail-Bestätigung' (Nein). The 'E-Mail Text' section includes a 'Vorlage' dropdown set to 'Vorlage registr. Einladung', an 'Absender' field with 'noreply@mobile-event-app.com', and a 'Betreff' field with 'Einladung'. Below these are 'Text & Platzhalter' buttons for personalization (Vorname, Nachname, Titel, Anrede, Link, Einladungslink\*) and action links (Absagen Link, Veranstaltungstitel mit Datum, Veranstaltungsbild). A rich text editor shows a sample invitation text with placeholders like %%FIRSTNAME%% and %%EVENTDATE%%. At the bottom, the 'Link-Ziel' section has buttons for 'Login' and 'Registrierung'.



# QUESTIONNAIRES

To obtain initial important information from your attendees before the event, you can easily create questionnaires **via drag & drop in the CMS** and integrate them into your event registration.

You can determine **individually for each questionnaire** whether it is visible to all potential attendees or only to certain groups of people.

When compiling the questionnaires, you can choose from the following functions:

- Single choice
- Multiple choice
- Dropdown
- Free text
- Calendar
- Contingents e.g. for workshops or hotel rooms
- Data uploadal attendees or only to certain groups of people

In addition, you can work with **display conditions** and define **mandatory fields**.

**Verfügbare Elemente**  
Konfigurieren Sie Ihre individuelle Seite, indem Sie einzelne Kacheln via Drag&Drop in den mittleren Bereich ziehen.

Element	Verwendet
Single Choice	3 verwendet
Multiple Choice	1 verwendet
Freitext	2 verwendet
Kalender	
Kontingent	
Datenupload	
Textbaustein	

**Inhalt**  
Ändern Sie die Reihenfolge der Fragen via Drag & Drop. Verschachtelungen werden dadurch nicht verändert.

1. **Wie reisen Sie an?**  
Single Choice: 2 Antwortmöglichkeiten
2. **Benötigen Sie einen Parkplatz?**  
Single Choice: 2 Antwortmöglichkeiten Anzeigebedingungen >
3. **Bitte nennen Sie Ihre Flugnummer.**  
Freitext Anzeigebedingungen >
4. **An welchen Programmpunkten möchten Sie teilnehmen?**  
Multiple Choice: 4 Antwortmöglichkeiten
5. **Haben Sie Lebensmittelunverträglichkeiten?**  
Single Choice: 2 Antwortmöglichkeiten Anzeigebedingungen >
6. **Welche anderen Unverträglichkeiten haben Sie?**  
Freitext Anzeigebedingungen >

# VORTEILE DES EVENT APP BUNDLES

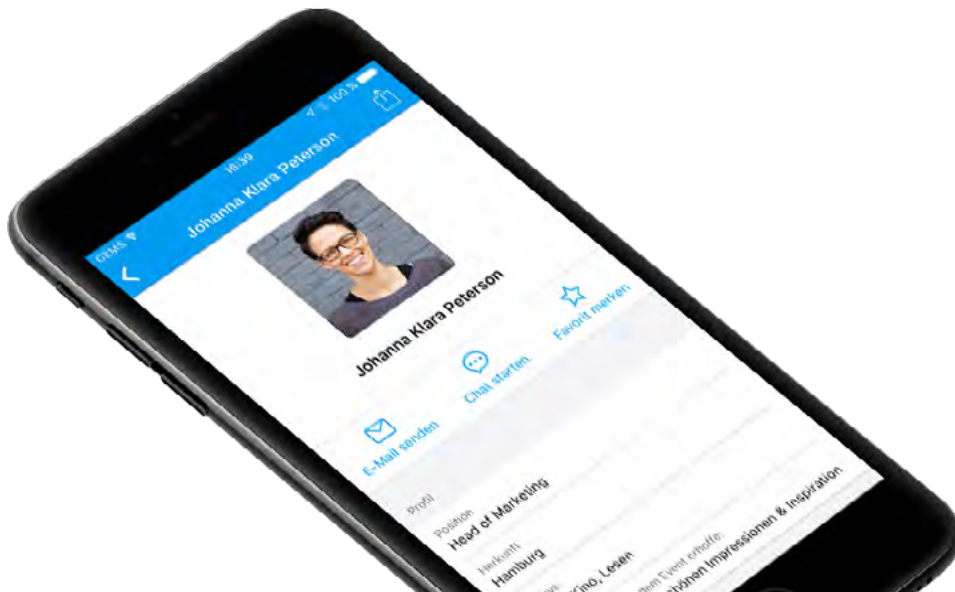
The Participant Registration registr can be used not only on its own, but also as a **complementary tool to the Mobile Event App (MEA)**.

Since both systems are managed **via a common Content Management System (CMS)**, you as the event organizer only need one login to view and edit all information.

The common CMS offers even more advantages: Instead of maintaining extensive Excel tables, importing participant lists from one platform to the next or commissioning the costly development of an interface, with registr you benefit from the **seamless automatic transfer** of your participant data to the mobile event app.

Your advantages:

- Can be used as a multi event registration
- One-time registration of your participants in the system
- Seamless exchange of participant data between registr and MEA
- Low workload, little susceptibility to errors
- Cost-effective with the registr and MEA bundle
- Little implementation effort as no interface required



## 24. MMC Plattform (DEMO)

17.11.2019 - 31.12.2020  
Berlin, Deutschland

Anmeldung unvollständig

Wir freuen uns über Ihre Teilnahme!  
Bitte vergessen Sie nicht Ihr Eventprofil zu vervollständigen.

[Speichern & senden](#) 2/6 Fragen, davon 1/2 Pflichtfragen

### Fragebogen Anmeldung

\* Pflichtfelder

Benötigen Sie einen Transfer Shuttle?

☒ ja  
☐ nein

In welchen Hotel wollen Sie übernachten?

☒ Hotel Hilton  
Noch 4/10 verfügbar

☐ Hotel Hyatt  
Noch 14/15 verfügbar

☐ Motel One  
Noch 19/20 verfügbar

### Fragebogen Anmeldung 2

Benötigen Sie einen Transfer Shuttle?

☐ ja  
☐ nein

## ANALYTICS DES ANMELDETOOLS

With an unlimited number of CMS Accounts you have access to the backend and the data of your registrations at any time. This means that you receive a detailed evaluation of the questionnaires at any time and can follow the registration status of your participants in **real time**.

You can download excel lists with **comprehensive filter options** (e.g. registered, canceled, no reaction) and an export comparison, which highlights changes made by participants in color, to get all the information you need to continue working on planning your event.

Menü Gästeliste [Web-Frontend](#) Version: 2.63.0 Ortszeit 14:04 Uhr

+ Personen einladen Auswahl exportieren Mehr

Hilfe

Alle (18) Ausstehend (0) Unvollständig (4) Angemeldet (11) Abgemeldet (0) Registriert (16) Keine Reaktion (2)

Suchfeld: Vorname, Nachname, E-Mail, Datum, Gruppe

	<u>Verknüpfter Account</u>	<u>Einladungsversand</u>	<u>Status der Anmeldung</u>	Gruppen	Bearbeiten
			vorgemerkt eingetragen		
<input type="checkbox"/>	Nicole Sauter ns@plazz.ag	24.09.2020 09:50 Uhr an ns@plazz.ag	24.09.2020 09:56 Uhr Angemeldet	plazz, Aussteller, Gast	<a href="#">Bearbeiten</a> <a href="#">Löschen</a> <a href="#">Kopieren</a>
<input type="checkbox"/>	Berra Eksen be@plazz.ag	15.05.2020 09:45 Uhr an be@plazz.ag	15.05.2020 09:54 Uhr Angemeldet	plazz, Aussteller, Gast	<a href="#">Bearbeiten</a> <a href="#">Löschen</a> <a href="#">Kopieren</a>

## CONTACT US!

Promote communication and interaction at your events with the help of plazz AG's innovative tools!

If you have questions about the concept and the applications, you can always contact our sales team.

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**Phone:**   +49 (0) 89 809 23 656

