

# the Event App

I just signed on, what do I do?

## □ Capture key attendee information at registration

- Through drop-down questions, ask what industry your attendees are in, and what their job title is
- Ask required multiple choice questions to your attendees. These questions will translate into your filters. Check out an example of a form by going to our support page.
- Capture city and country location data to allow for optimal location filtering.
- Ask for Twitter handles and Public LinkedIn URLs.
- Give the opportunity for attendees to provide personal bios that may be specific to your event.
- Feel free to ask for additional URLs, such as personal blogs, company websites, or anything else.

## □ Share your registration with us, and customize

- Export attendee data to a CSV/Excel from your registration software.
- In an email, send your attendee data, a high-quality logo, and your brand colors (preferably hexadecimal) to [Update@OpenAction.org](mailto:Update@OpenAction.org)

## □ Embed on your website and promote

- Draw attention by putting the application in a prominent spot on your website (e.g. add a Community Tab)
- Embed our code on your site, the same way you embed a YouTube video.
- People will only use the tool if they know about it. Get the word out early with blog posts, tweets, and flyers
- Set up QR codes and URL shorteners to make your event more mobile friendly

## Need More Help?

Contact us at:

[Help@openaction.org](mailto:Help@openaction.org) • 516.567.0382

