



Online Registration

Simply Superior
nmu catering & events





Phone: 906.227.2623 | Email: meet@nmu.edu | www.nmu.edu/SimplySuperior

Table of Contents

What is Online Registration?	3
Included Features	4-6
Features/Benefits	7-12
Event Website	13-14
Surveys	15
E-mails	16
Mobile Apps	17-18
Customer Comments	19
Contact Information	20



Let Your Events Manage Themselves

With Simply Superior's online registration & management software

What is Online Registration?



Simply Superior's Online Registration lets us manage your event more successfully. More importantly, it eliminates tedious paperwork such as manually processing payments by putting it directly online so you can spend time on tasks worth more attention. Online registration forms, event websites and custom emails are just a few of the features that decrease time consuming tasks involved in event registrations.



Our online registration makes it easy for you to collect money and it's even easier for your attendees with ways to enter multiple forms of payment. But once registration and payment information is submitted, we take security very seriously, offering you the highest level of data security in the industry – Visa's exclusive PCI Level 1 Compliance distinction.



Included Features

Simply Superior's online registration makes it easy to put a lot of questions and information in a small space so that the process makes sense to attendees. Our forms are easy, quick and comprehensive for your attendees so more will complete them.



Custom Registration Forms

- ✓ Customize with colors, logos and graphics
- ✓ Match the look and feel of your event
- ✓ Customizable landing page with four tabs
- ✓ Unlimited custom registration questions
- ✓ Insert your own PDF document

Included Features

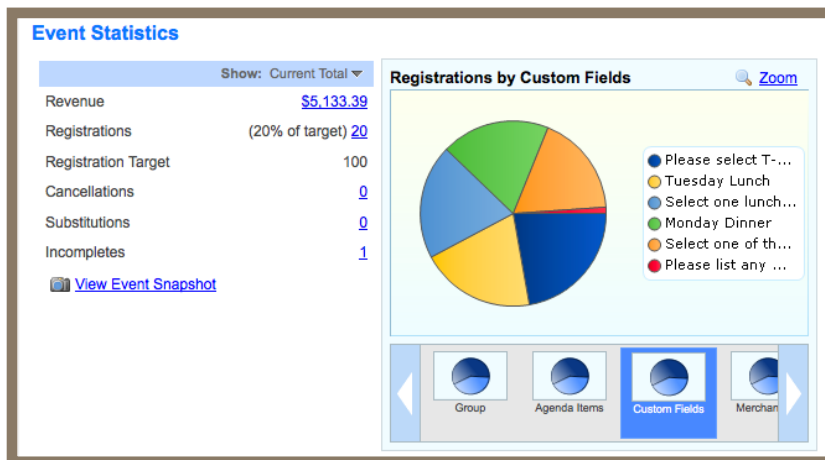
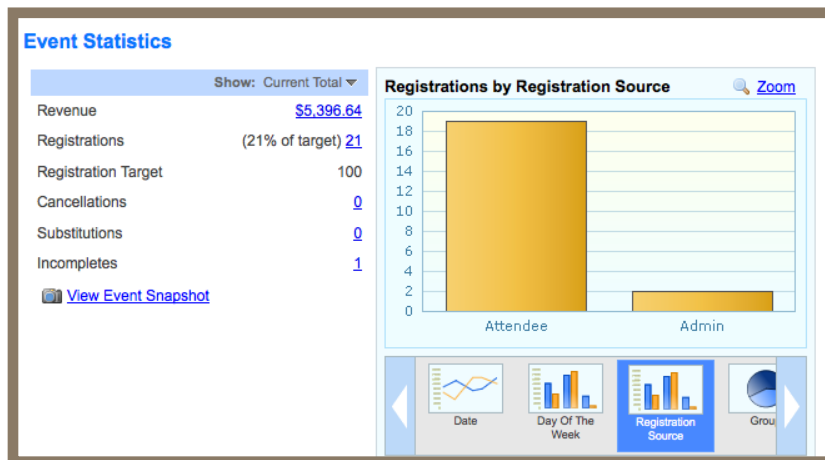
Online Registration offers both standard and customized reports that are flexible enough to let you combine and collate data in any manner that fits your business needs.

Event Snapshot List for Catering Conference (#1087116) Testing					
Report Date: Wednesday, April 18, 2012					
Location: Marquette					
Overall Statistics	Total	% of Total	Limit	% of Limit	Revenue
Registrations	21	100%			\$5,396.64
Cancellations	0				
Registration Target	100	21%			
Type Breakdown	Total	% of Total	Limit	% of Limit	Revenue
Speaker	1	5%			\$57.99
General Attendee	20	95%			\$5,338.65
Status Breakdown	Total	% of Total			Revenue
Confirmed	21	100%			\$5,396.64
Payment Method Breakdown	Total	% of Total			Revenue
Credit Card (Amex)	1	5%			\$333.24
Credit Card (Diners)	2	10%			\$479.99
Credit Card (Discover)	5	24%			\$1,561.94
Credit Card (Mastercard)	3	14%			\$739.00
Credit Card (Visa)	10	48%			\$2,282.47
Custom Fields	Total	% of Total	Limit	% of Limit	
Monday Dinner	18	86%			
Select one of the followi	17	81%			
Charcoal Roasted Beef Tenderlo...	5	24%			
Dijonaise Broiled White Fish	9	43%			
Wild Mushroom Stuffed Pork Loi...	3	14%			
Tuesday Lunch	19	90%			
Select one lunch option:	19	90%			
Pan Seared Chicken Breast	8	38%			
Hearts of Romaine Salad with P...	4	19%			

✓ Real-time reports and data

Tracking and Reporting

- ✓ View results in real-time to improve sign ups
- ✓ Monitor abandon rate in registration process
- ✓ Uncover drop off points and confusing questions
- ✓ Easy report sharing through web link format



- ✓ Custom Report: Showing meal selections

Features & Benefits

With Simply Superior's Online Registration, you can:



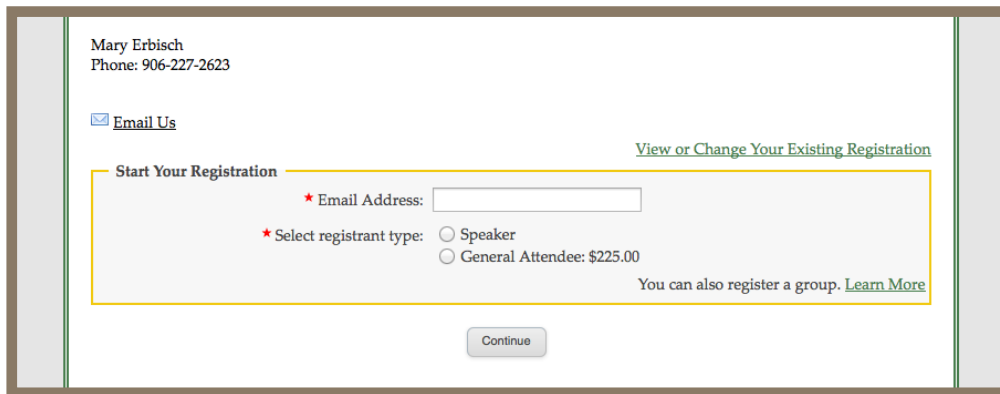
Get More Attendees

A custom website and emails work toward improving attendance

- ▶ Personalized Event Websites
- ▶ Emails & Invitations
 - Automated registration confirmations
 - Automate follow-ups / reminders
 - Easily email updates to registrants
- ▶ Insert your logo & graphics
- ▶ Get speaker presentations in advance
- ▶ Event Marketing → track where traffic is coming from

Online Registration Forms:

- ✓ Custom Themes → consistent look and feel across your entire event



Mary Erbisch
Phone: 906-227-2623

[Email Us](#) [View or Change Your Existing Registration](#)

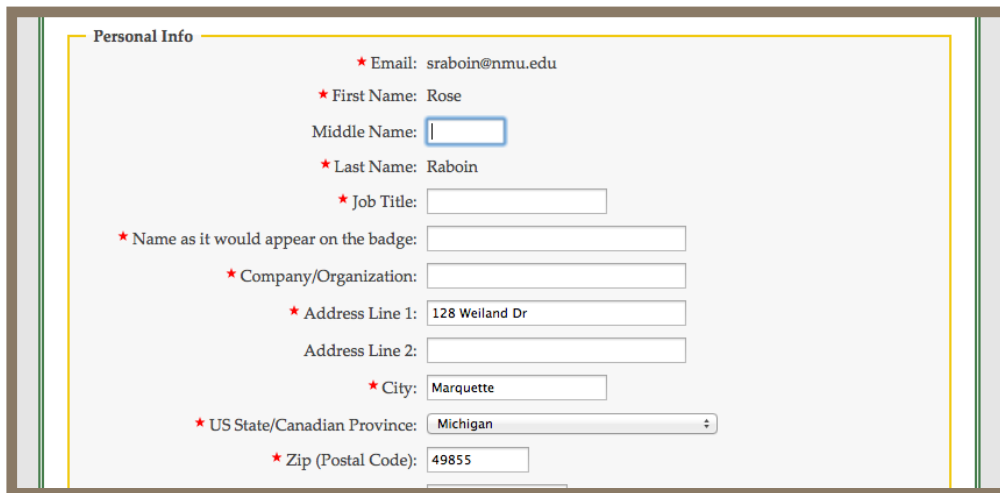
Start Your Registration

* Email Address:

* Select registrant type: Speaker
 General Attendee: \$225.00

You can also register a group. [Learn More](#)

- ✓ Manage multiple attendee types



Personal Info

* Email: sraboim@nmu.edu

* First Name: Rose

Middle Name:

* Last Name: Raboin

* Job Title:

* Name as it would appear on the badge:

* Company/Organization:

* Address Line 1: 128 Weiland Dr

Address Line 2:

* City: Marquette

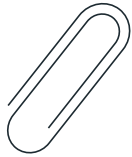
* US State/Canadian Province: Michigan

* Zip (Postal Code): 49855

- ✓ Require any personal information needed from attendees

Features & Benefits

With Simply Superior's Online Registration, you can:






Manage events more efficiently

On average, online registration automates 60% of the work.

- ▶ Offer group registration and discounts
- ▶ Shopping cart functionality
- ▶ Shared / flexible reports
 - Share / review results in real time through charts and graphs
- ▶ Custom registration paths
- ▶ PCI Level 1 compliant
- ▶ See real-time conference updates
- ▶ Collect survey responses
- ▶ Setup room capacity / class size limits

The screenshot shows a web interface for a 'Catering Conference' with a 'Merchandise' tab selected. The cart contains three items:

Item	Amount	Quantity	Subtotal
 Green NMU T-Shirt 100% Cotton Medium	\$12.99	2	\$25.98
 Green NMU Sweatshirt Medium	\$40.99	1	\$40.99
 Green NMU Windbreaker Small	\$54.99		\$0.00

✓ Allows attendees to easily purchase event merchandise

Meal Selections

Monday Dinner

Select one of the following meals:

Charcoal Roasted Beef Tenderloin

Dijonaise Broiled White Fish

Wild Mushroom Stuffed Pork Loin

Tuesday Lunch

Select one of the following meals:

Pan Seared Chicken Breast

Hearts of Romaine Salad with Poached Pear

Asparagus Salad with Beats

Please select T-Shirt size:

Extra Small

Small

Medium

Large

Extra Large

Continue

✓ Unlimited custom question and registration types

Billing Information

Secure credit card payment

Credit Card Type

* Credit Card Number

* Credit Card Security Code [\(What's This?\)](#)

* Expiration Date -Month- -Year-

* Cardholder Name Rose Raboin

Country United States

* Billing Address Line 1 128 Weiland Dr

Billing Address Line 2

* Billing City Marquette

* Billing State / Province MI

* Billing Zip / Postal Code 49855

✓ Process Payments → including all major credit cards

Features & Benefits

With Simply Superior's Online Registration, you can:



Build Relationships

Extend the conversation with registrants to build repeat attendance


- ▶ Event Surveys → send integrated surveys automatically
- ▶ Link to your home website
- ▶ Easily email registrants updates or reminders
- ▶ Make more informed, data driven decisions
- ▶ Lead retrieval → get up-to-the-minute access to your leads
- ▶ Offer mobile access



ID	Status	Name	Company	Email Address	
ng Golf Outi (8)					
42895123		Coaster, Devin	Conference & Catering	DevinC@aol.com	233
42893882		Doe, John	Food Inc.	JohnD@hotmail.com	555
42892085		Francis, Meagan	Dining	MeagFran@gmail.com	234
42893189		Guster, Sam	GoodFood.com	SamGuster@gmail.com	453
42889818		Hill, Jake	Dining	jguntherhill@hotmail.com	906
42893593		Nordstrom, Jodi	GoodFood.com	JodIN@hotmail.com	765
42919603		Smith, Adam	Food Planner	ASmith@gmail.com	555
42892672		Techilog, Mark	Food Services	MTechilog@gmail.com	555
<hr/>					
42893882		Doe, John	Food Inc.	JohnD@hotmail.com	555
42892085		Francis, Meagan	Dining	MeagFran@gmail.com	234
42889818		Hill, Jake	Dining	jguntherhill@hotmail.com	906
42893593		Nordstrom, Jodi	GoodFood.com	JodIN@hotmail.com	765
42919603		Smith, Adam	Food Planner	ASmith@gmail.com	555
42892672		Techilog, Mark	Food Services	MTechilog@gmail.com	555

✓ Custom Reports Sample: Number of attendees for golf


[Personal Info](#) | [Lodging & Travel](#) | [Merchandise](#) | [Checkout](#) | [Confirmation](#)





Your registration is complete.


A confirmation email has been sent to sraboin@nmu.edu.

Now, invite your friends and co-workers!


facebook
 Invite Your Friends


 Send an Email



twitter
 Tweet About It


Linked in
 Tell Your Network

Personal Info

Registration ID: 60198824

Registrant: Rose Raboin



Actions

[Mobile Event Guide](#)

✓ Social Networking → Twitter, Facebook, LinkedIn

Event Website

Customizable event website:

With Simply Superior's online registration you get an event website consistent to your image.

The screenshot shows a landing page for a "Catering Conference" event. At the top left is the "Simply Superior" logo with the tagline "nmu catering & events". The main heading is "Catering Conference". Below this, there is a confirmation message: "Thank you for registering. You are confirmed for Catering Conference." followed by the registrant's name "Name: Jon Doe" and registration ID "Registration ID: 9999999999". A link to "Review, change, or update your registration." is provided. A closing message says "We look forward to seeing you at the event!". On the right side, under the heading "When", the dates "7/8/2014 - 7/11/2014" are listed, along with an "Add to My Calendar" button. Under the heading "Where", the address "Northern Michigan University, 1401 Presque Isle Ave, Marquette, Michigan 49855" and phone number "906-227-2623" are provided, along with a link "For a map and directions to the event, click here."

✓ Up to four custom tabs landing page

The screenshot shows a page with three tabs: "Summary", "Speaker Bios", and "Conference Agenda". The "Speaker Bios" tab is active. It features two speaker profiles. The first is Rachael Ray, with a bio: "According to Rachael Ray, she grew up in food. 'My first vivid memory is watching my mom in a restaurant kitchen. She was flipping something with a spatula. I tried to copy her and ended up grilling my right thumb! I was 3 or 4,'" says Rachael, who insists that cooking is a way of life she was simply born into. 'Everyone on both sides of my family cooks' Rachael has parlayed that birthright into a wildly successful career as a syndicated television star, an iconic Food Network television personality, bestselling cookbook author, Founder and Editorial Director of her own lifestyle magazine and Founder of the Yum-ol organization." A "Register Now" button is positioned to the right of her bio. The second speaker is Adam Richman, with a bio: "Born May 16 1974, in Brooklyn New York, Adam was always interested in cuisine. Richman reports that ever since 1995 he has kept a journal of every...". To the right of the bios is a "Contact Information" section with "Registration Questions:" listing Chris Burda (Phone: 906-227-1272) and "Conference Questions:" listing Mary Erbsich (Phone: 906-227-2623). An "Email Us" link is at the bottom right.

✓ Provide attendees with any information they might need before registering for your event

Catering Conference [\(View Details\)](#)

[Personal Info](#) [Agenda](#) [Lodging & Travel](#) [Merchandise](#) [Checkout](#) [Confirmation](#)

Agenda

- Tuesday Evening Golf Outing
 Date: Wednesday, July 09, 2014 2:00 PM - 6:00 PM (Eastern Time)
 Location: NMU Golf Course
 Price: \$35.00
 Enter a discount code:

- Club Rental
 Price: \$12.00
- Cart Rental
 Price: \$15.00
- History Museum Tour
 Date: Wednesday, July 09, 2014 2:00 PM - 5:00 PM (Eastern Time)
 Price: \$17.00

Total: \$0.00

✓ Provide agendas, schedules, speaker bios, or any document necessary for the event

Thursday, July 11th, 2014 (Great Lakes Rooms)

9:30am – 11:30am – Gordon Ramsay, “Stern Leadership”

11:30am – 12:30pm – Lunch (Explorer Rooms)

12:30pm – 2:30pm – Breakout Session Five

2:30pm – 3:00pm – Break

3:00pm – 5:00pm – Breakout Session Six

Printer Version: [ConferenceAgenda.pdf](#)

Surveys

Importance of Surveys:

The best way to know what your attendees are thinking is to ask them. Send out online event surveys immediately after each event to improve future events.

Follow Up Survey: Catering Conference [\(View Details\)](#)

Personal Info Confirmation

Personal Info

* Email:

* First Name:

* Last Name:

* Company/Organization:

Survey Questions

* What did you think of this years keynote speakers?

Very Satisfied

Satisfied

Neutral

Unsatisfied

Very Unsatisfied

N/A

* Please provide feedback on your experience with this years break out sessions.

* What was your overall impression of this years conference.

* Please list any suggestions for improvement.

- ✓ Instant attendee feedback
- ✓ Improve your event to suit your attendees

E-mails

Importance of e-mails:

Through our online registration, we can set up your event to send a reminder email to whichever attendee type you specify.



The screenshot shows an email confirmation from 'Simply Superior' for a 'Catering Conference'. The email content includes a thank you message, the registrant's name (Jon Doe) and registration ID (9999999999), a link to review or update registration, and the event dates (7/8/2014 - 7/11/2014). It also provides the event location (Northern Michigan University) and a link for a map and directions. The email is framed by a decorative border.

Simply Superior
new catering & events

Catering Conference

Thank you for registering. You are confirmed for Catering Conference.

Name: Jon Doe
Registration ID: 9999999999

[Review, change, or update your registration.](#)

We look forward to seeing you at the event!

When
7/8/2014 - 7/11/2014
[Add to My Calendar](#)

Where
Northern Michigan University
1401 Presque Isle Ave
Marquette, Michigan 49855
906-227-2623
[For a map and directions to the event, click here.](#)

Contact

- ✓ Send emails at a date/time you specify in advance
- ✓ Send reminders a certain number of days/hours before the start of your event

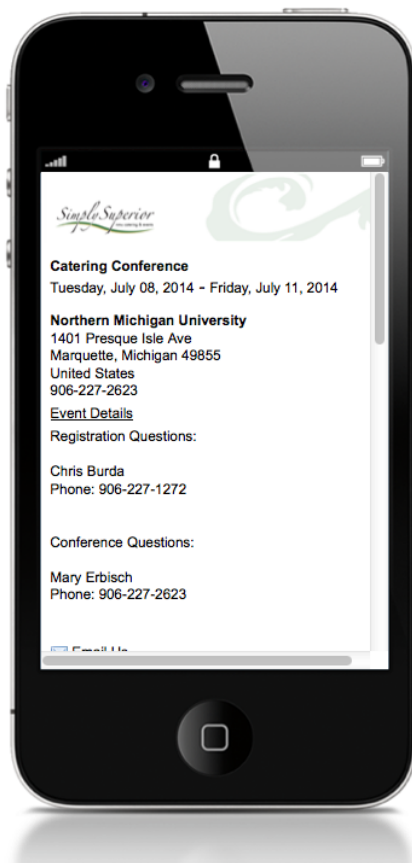
Mobile Apps

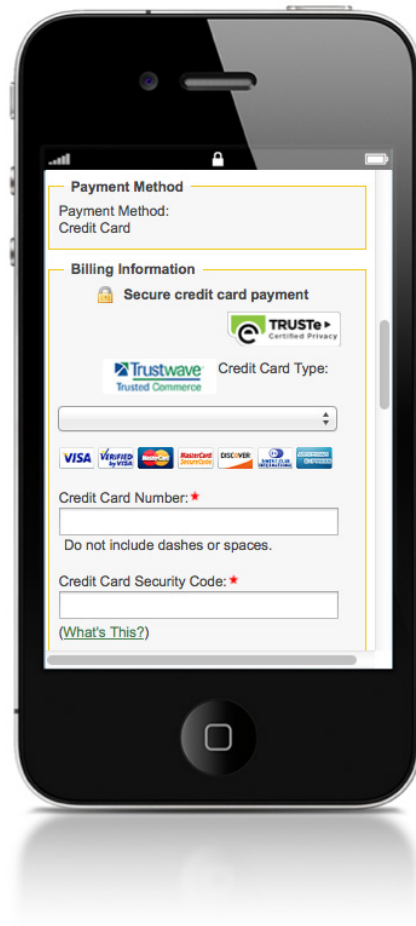
Register From Your Phone

You and your attendees don't have to fire up a computer to access your event, all you have to do is grab your smart phone or tablet. A mobile version of your registration form and event website is created.

With mobile apps you can:

- ✓ View upcoming event listings
- ✓ Get up-to-date stats on registrations, check-ins, and cancellations
- ✓ View session attendees in real-time
- ✓ Access individual attendee information and schedules

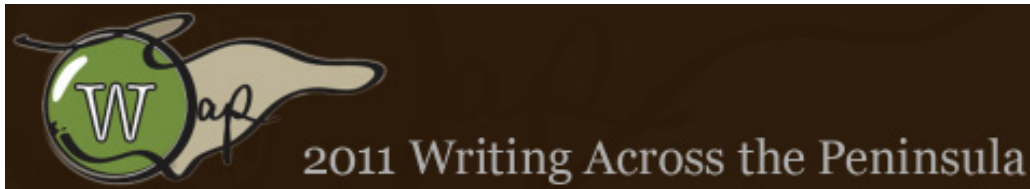




Attendees have the ability to:

- ✓ View your mobile-ready event website and registration form
- ✓ Register and pay from anywhere at any time
- ✓ Take surveys during or after your event

Customer Comments



“ I am writing to express how pleased my colleagues and I were with Simply Superior’s Online Registration. We really liked how customizable and easy it was to use, and we were particularly impressed with the reports we could run to see how our registration was going. We urge everyone to use it! ”

Prof. Laura Soldner,
Faculty Co-Coordinator Writing Across the Peninsula Conference



“ Whether hosting six people for a half day meeting or sixty for several days of training, I can always rely on the staff of Simply Superior... like an extension of my own department. ”

Cam Hadley,
Continuing Education and Workforce Development

Simply Superior Catering & Events

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