



Six Creative Ideas for Your Registration Packet

By Darlene Lyons

Many times even the most seasoned event planners overlook the importance of a well thought out and organized registration packet. It, along with your registration process, is the first onsite impression your attendees get about your event. Your event packet provides you with a valuable opportunity to communicate important messages to your attendees. The larger your event, the more important your registration packet becomes.

Here are six ways to maximize your registration packet's use:

1. Present a Welcome Letter

If you are an Executive Officer of your association, or the President of your company, use this opportunity to welcome your guests. Encourage them to participate in your function activities. Get creative with this piece! I urge you to "think out of the box."

(Ideas: Print the letter on a gingerbread house kit; Place it on the back of a vendor coupon or gift certificate; Attach it to a pop-up calendar with the association's education schedule attached; Put it on the back of the event highlight sheet, etc.)

2. Insert Vendor Coupons

This is a great way to raise your sponsorship dollars as well. Inserting vendor value-added items builds more value for your event while leaving your budget intact. Ask your vendors and/or sponsors to include discount coupons, sponsor nice vinyl bags (with your association or company logo), lanyards, pens, notepads, even hard candy that relates to your event theme.

3. Add Fun Items

Doing this can "set the tone" for your entire event. For our past events, we have included some creative items, such as: Including keys to the treasure box containing \$2,500.00 worth of business tools (located in a real, open treasure chest displaying the valuable items on the stage for all to see); Rubber cameras attendees can sign to enter a drawing for a free camera; Puzzle pieces to win a prize; Fortune cookies with winning numbers; and, much more.

Try it! You'll never want to hand out a "ho-hum" registration packet again!

4. Do Something Unique With Attendee Badges

Instead of using the same old lanyards, use blinking pins to liven things up. Or, use ribbons to make your VIP's stand out. Have a vendor sponsor nice leather badge holders that also hold money, event tickets, room keys and other important items.

5. Include Freebies

Make sure the freebies have some perceived value. Some suggestions are: logo t-shirts, notepad and notepad holders, small calculators, calendars, pens, hats, sunglasses, golf balls, business-relevant magazines like *Broker Agent News* (www.BrokerAgentNews.com) or a CD of speaker handouts.

6. Insert Your Next Event's Registration Form

Don't lose the opportunity to sign up repeat registrants on the spot for your next event. Make your offer compelling enough to motivate them to commit today. At our last event with 1500 attendees, instead of offering a deeper discount than our "early-bird" price, we offered a company logo t-shirt to the first 250 repeat registrants who paid in full. Those same registrants were also entered into a drawing for a free "weekend for two" to Hawaii. Our sponsors donated all of these items and it worked very well.

Remember, your registration packet provides you with a valuable opportunity to communicate important messages to your attendees. Your registration packet is your initial chance to "Wow!" your attendees and encourage them to attend more of your events!

~Written by Darlene Lyons. © 2004

Darlene is President of Broker Agent Speakers Bureau (BASB), the nation's leading real estate speakers' bureau. For more helpful information, visit www.BrokerAgentSpeakers.com. Darlene also owns and operates EzEvents, the #1 real estate event management company in the country. Visit www.EzEvents.net.