

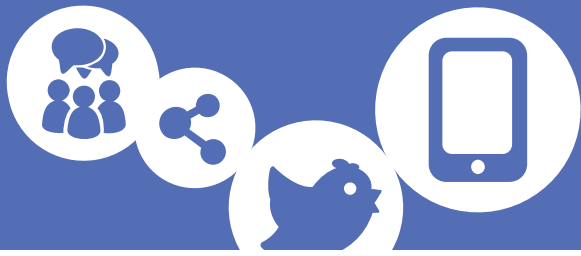


# How to:

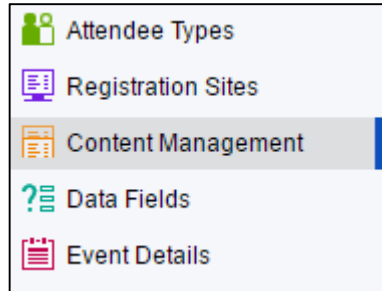
## Add Content to your Events

EventReference User Guide #10





EventReference lets you display confirmation messages and send emails to your registrants. To do this, you need to use the Content Management option from the menu on the left.



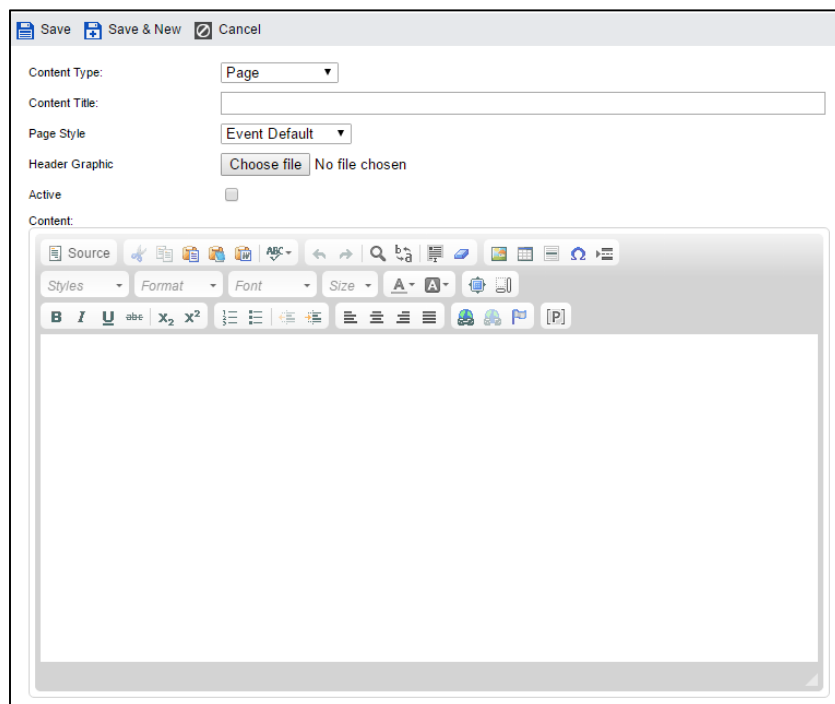
You can add several different types of content to your events.

- Page
- Email
- Message
- Block

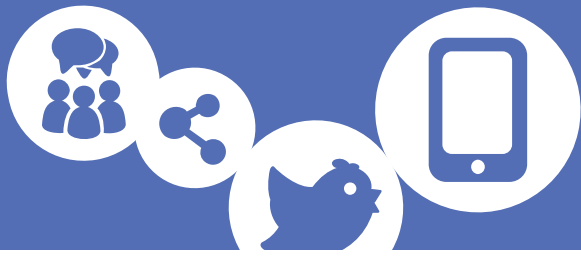
### Adding a Page

To add a page, click  Add Content

Select 'Page' from the Content Type dropdown.



Give your page a descriptive title so that you are able to identify it easily.



You can select the theme you want your page to have. If you want this to be the same as your event, leave this on Event Default, otherwise, select your theme from the Page Style dropdown.

If you want to upload a header graphic to your page, click [Choose file](#) and select the graphic you want to upload.

Tick 'Active' so that your page is available on the system and then enter the text for your page in the box.

Use the editing tools to format your page so that it will display how you want.

Click [Save](#) and your page is saved and ready to use.

### Adding an Email

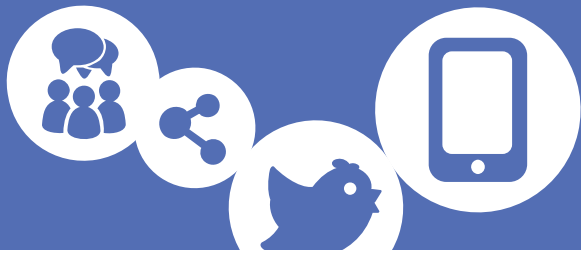
To add an email, click [Add Content](#)

Select 'Email' from the Content Type dropdown.

The screenshot shows a dialog box with the following fields and options:

- Buttons: Save, Save & New, Cancel
- Content Type: E-mail (dropdown)
- Content Title: [Empty text box]
- From Display Name: [Empty text box]
- From Email Address: [Empty text box]
- BCC To Email Address: [Empty text box]
- Message Subject: [Empty text box]
- Recipient Address Field: Email (dropdown)
- Active:
- Content: [Rich text editor with toolbar]

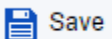
Give your email a descriptive title so that you are able to identify it easily.



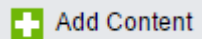
- From Display Name – who the email is from. This will display in the registrant’s email and will usually be a name rather than an email address. It can be a personal or company name or something more generic such as ‘Registrations Team’.
- From Email Address – the email will not appear to come from this address but if the registrant replies to the email, these will be sent to this address.
- BCC Email Address – the system can send a copy of each email to an email address that you specify if you need it to. Enter the email address that you want the copy to be sent to.
- Message Subject – enter the subject of the email
- Recipient Address Field – tell the system where to find the email address to send the email to. This will usually be the ‘Email’ field which you should select from the dropdown list.

Tick Active so that your email is available on the system and then enter your email text in the box.

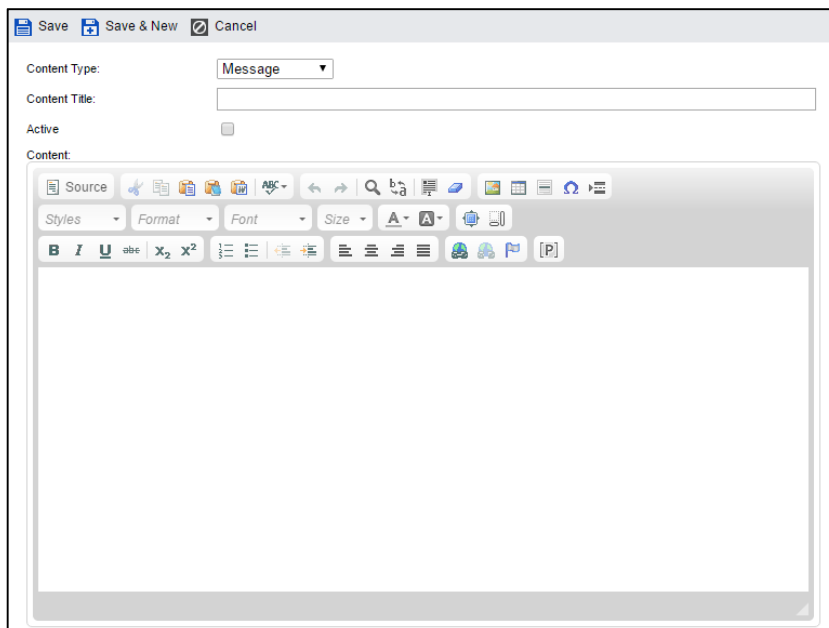
Use the editing tools to format your email so that it will display how you want. *For further information on using the editing tools, see the guide on Using the Text Editor.*

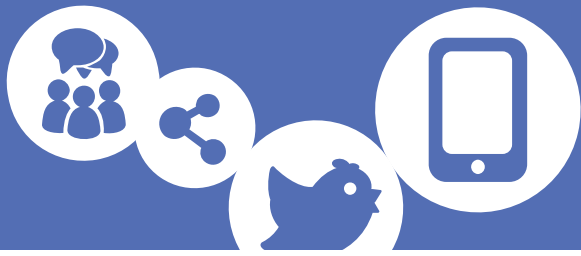
Click  Save and your email is saved and ready to use.

### Adding a Message

To add a message, click 

Select Message from the Content Type dropdown.






Give your message a descriptive title so that you are able to identify it easily. This is for administration use only and will not be seen by the registrants.

Tick Active so that your message is available on the system and then enter the text of your message in the box.

Use the editing tools to format your email so that it will display how you want. *For further information on using the editing tools, see the guide on Using the Text Editor.*


Click  **Save** and your message is saved and ready to use.

### Displaying your Content

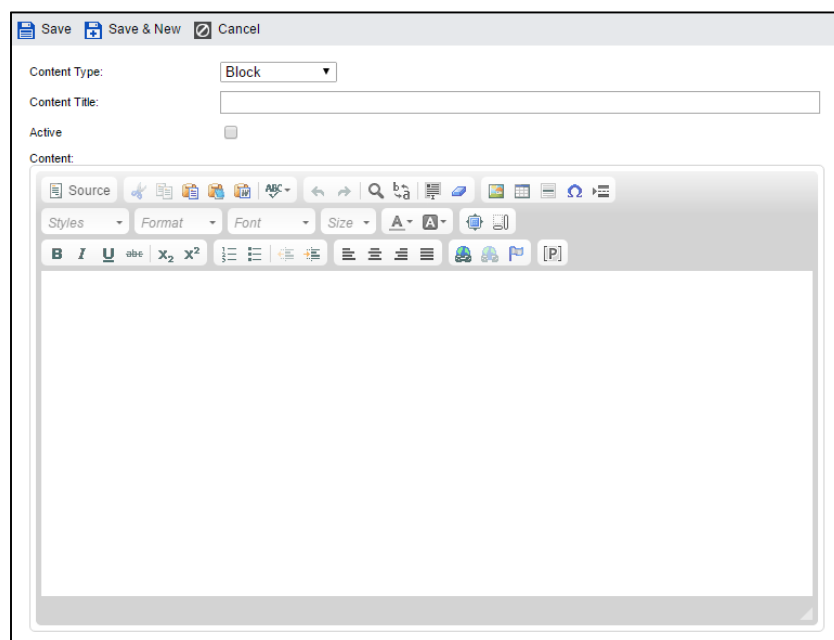
To allow your pages, messages and emails to be shown or sent when you need them to, you need to make a couple of settings.

*For further information on linking your content, see the How to Administer Attendee Types guide.*

### Adding a Block

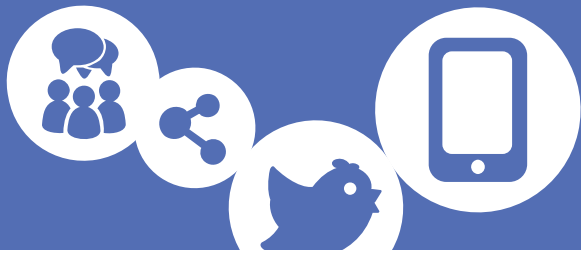
To add a block that can be used on a registration form, click  **Add Content**

Select Block from the Content Type dropdown.



The screenshot shows a dialog box with the following fields and controls:

- Buttons: Save, Save & New, Cancel
- Content Type: Block (dropdown menu)
- Content Title: (empty text input field)
- Active:
- Content: (rich text editor area with a toolbar)



Give your block a descriptive title so that you are able to identify it easily. This is for administration use only and will not be seen by the registrants.

Tick Active so that your block is available on the system and then enter the text in the box.

Use the editing tools to format your email so that it will display how you want. *For further information on using the editing tools, see the guide on Using the Text Editor.*

Click  Save and your block is saved and ready to use.

You will be able to link your block to your registration forms using the form builder. *For further information on the form builder, see the How to Build Forms Using the Form Builder guide.*

# EventReference



Event Registration



Paid Registration



Event Management



WebBadging



Event Reporting



WebScanning

## YOUR EVENT. YOUR WAY.

*Self-service registration & badging*

*"I've signed up for EventReference"*

*"I can't believe how easy it is to get all the reports I need"*

*"I found it to be fast, powerful and easy to use for my event"*

*"I was able to extract the information easily, which is perfect"*

*"Being able to target abandoned registrations helped drive my registration numbers up"*

### What our customers say...

"We have been using EventReference through RefTech for over two years now and in this time we have seen it develop and progress constantly. As a small, independent conference organiser, Opening Doors & Venues needed a straightforward, pay-per-event platform for gathering registrations, that would be easy to manage in-house - it is exactly what EventReference offered us. We use the platform for both free-to-attend and paid-for registrations with multiple attendee types and varied fee structures and find the interface very user friendly, whether it is for building a landing page or formatting the registration form. We must also applaud the RefTech staff for their patience and promptness in providing the support we constantly require - even though at times we ask the oddest of questions!"

*Madalina Marincas, OPENING DOORS & VENUES*

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