

doattend Online Event Registration Service

doattend eases the process of managing registrations by offering a simple yet feature rich interface that appeals to both event managers and attendees.

Across India, doattend has been successful in increasing registrations to events as well as boosting overall event visibility through a registration interface that is well received by attendees.

The intuitive and interactive event pages are guaranteed to reflect the professionalism of any organization managing an event. With key focus on design and usability, doattend users have continually applauded the straight forward and visually appealing registration platform that doattend offers.

A. EVENT PAGE FEATURES

	Feature	Description
1	Create, publish and promote event page on a personalized URL	Your event page is available on the internet at a personalized URL, such as http://yourevent.doattend.com
2	Customize eTickets that are sent to your delegates/attendees immediately after completing a registration	Upload images and customize the information that is displayed on the ticket
3	Create and customize your own registration form	Collect specific information from your attendees by creating a customized online registration form, using custom fields.
4	Include Rich Media content on your event page	Customize your event content by embedding videos, images and HTML content through a simple, easy to use Event Template editor
5	Google Maps integration	Google Maps automatically locates your venue on a map, allowing attendees to easily find the event venue

B. Attendee Management

	Feature	Description
1	Track registrations to your event	All completed registrations are continually tracked on the doattend interface, allowing you to view details of every confirmed event attendee/participant
2	Track incomplete registrations	There may be cases where an attendee begins the registration process, but opts to abandon and register later. Incomplete registrations are tracked on your doattend account, allowing you to follow up with these attendees later in cases where you may have seats available few days before the event
3	At-Venue Registrations	On the event day, when sales of tickets through the event page have closed, you still have the ability to register attendees on the spot. You can choose to have the eTicket sent as an email to the attendee or printed then and there.
4	Include Rich Media content on your event page	Customize your event content by embedding videos, images and HTML content through a simple, easy to use Event Template editor
5	Google Maps integration	Google Maps automatically locates your venue on a map, allowing attendees to easily find the event venue

C. Ticketing Options

	Feature	Description
1	Collect desired information from Ticket Buyers and/or attendees	You can choose to collect information on both the ticket buyer and attendee. This is useful in cases where the ticket may be purchased by an individual, on behalf of the actual attendee.
2	Create multiple ticket types	Setup various tickets for the categories to your event. Define period of sales, so that ticket is available on the event page during the defined dates only. Automatically manage early bird, regular and late ticket types. Define dynamic pricing for tickets
3	Define Terms & Conditions for each ticket type	Specify any specific terms and conditions for a ticket purchase on the actual ticket itself
4	Define quantities of tickets available, to regulate sales	If a certain limit on seats is available, you can define the maximum number of tickets available for sale

	Feature	Description
5	Setup discount coupon codes	For special discounts that can be redeemed, create unlimited coupon codes that can be used at the time of purchase. Define percentage/nominal discounts, number of coupons and limitations to the number of times a coupon can be used.

D. Event Marketing/Promotion

	Feature	Description
1	Feature your event on the DoAttend Events Directory	Events are listed on the DoAttend Events Directory at http://events.doattend.com and searchable by city and/or event category. Promote your event to other doattend event users by making it visible on a public directory
2	Social Media Integration	DoAttend allows for tight integration with Social Media platforms such as Twitter, Facebook & Linked In. Attendees are able to share the event page URL through interactive methods and thereby promote the event within their respective social networks.
3	Embed tickets on your website	Allow attendees to begin the registration process from within your website itself. Embed the tickets on your Website's registrations page and let your attendees select the ticket they desire. Attendees will then be taken to the doattend event page to proceed with completing the registration.
4	Setup a Live Page	Harness the social buzz being generated around your event by streaming all tweets from your twitter handle as well as discussions on Twitter to a single, content rich Live page. Ideal for use during the event day for attendees to keep track of news on the event and what other attendees have to say. For a sample view of a live page, please visit http://nasscompc.doattend.com/live
5	Event is promoted through DoAttend Events on Twitter	DoAttend has an active social network through channels such as Twitter, spreading your event to cities across the country and promoting your event page
6	Send free invites to Guests	Send guest invites to individuals who are able to avail free tickets. Invites are sent as an email to guests, with a RSVP URL that needs to be clicked on to confirm attendance. An eTicket is automatically delivered to these guests upon the RSVP confirmation.

	Feature	Description
7	Send group mails to attendees	Communicate with your attendees by sending group mailers directly from within the doattend account interface. Easily send pre-event notifications, reminders and other key event related information.

E. Administration/Support

	Feature	Description
1	DoAttend Support will liaise with attendees on issues related to registration and online payment.	Attendees are guided to contact DoAttend Support via email or phone if any assistance is required during the registration process
2	eTicket & Digital Receipt sent to attendee immediately on completion of registration	eTicket & digital receipt sent out via email to the attendee/ ticket buyer. Copy of ticket, which can be customized in terms of design, is enclosed.
3	Ability to issue full/ partial refunds to attendees who have paid online	In the case of refunds, doattend can initiate refunds via the Payment Gateway to the attendee. Full or partial refunds can be made subject to Event manager's request. There are no additional charges for issuing refunds.
4	Email Notifications	Email notifications sent to event manager on every successful online & offline registration, indicating details of confirmed attendee(s)

INR Pricing Structure for Registrations

Online Registrations (Credit card, debit card, Netbanking)

Transaction Charge

(4.9% of ticket value + Rs 15.00/attendee) per ticket sold

The transaction charge will be deducted from the ticket sale price, and your attendees will not be charged extra. This includes all credit card processing fees charged by the Payment Gateway.

Payout

Payouts to the event manager will be made once monthly, during the first week of every month, for registrations during the preceding month.

For example, remittance for all registrations that happen between 1st September and 30th September would be made by 7th October.

Payouts would be net of applicable doattend transaction charges, and transferred to your bank account.

Taxes

If any taxes are applicable, they are considered inclusive in the pricing

Receipts

DoAttend generates a receipt on behalf of the event organiser and this receipt is sent along with the eTicket to the attendee.

Refunds

Refund Policies for tickets are defined by the Event Manager on the Ticket Buyer. For payments made via online payment channels, doattend can issue full/partial refunds to the Ticket Buyer within 7 days of receipt of a refund authorization from the Event Manager.

Support for attendees

If any attendee requires support during the purchasing process, they are guided to contact doattend either via email or over the telephone.

At-Venue/Offline Registrations (Cheque, DD, Cash)

Transaction Charge per ticket sold

1% of ticket value (Attendees would register online, select offline payment method and be sufficiently informed on how to make the payment)

When an attendee registers online through the doattend event page, and then chooses to pay offline (either by sending a cheque or paying in cash) his/her registration is captured as "Offline" on the system. The attendee receives an email notification advising him/her how to make the payment to the Event Manager, and the Event Manager is notified of an offline registration. When you do receive payment, the offline registration on doattend is updated by providing the payment reference details and selecting "Mark Payment Received" against that particular registration.

Automatically, it will be converted to a completed registration and the attendee will receive his/her eTicket via email.

Payout

DoAttend would not be involved in payment collection through offline channels. Offline Payments would be made directly to Event Manager.

Receipts

DoAttend generates a receipt on behalf of the event organiser and this receipt is sent along with the eTicket to the attendee.

Refunds

Decision to refund is in the hands of the event manager.

Participation sans pain

TenMiles says its tech tool enables event organisers to handle registrations smoothly.



Say no to queues. REUTERS

SWETHA KANNAN

A lot is being said and written about how the Indian IT industry has to evolve from its services model and look at products.

Can the next Google or Facebook emerge out of India? Well, it may take time but certainly a host of product companies are making the right noises in our backyard.

Here's a look at one such company, TenMiles Corp, that has a solution that promises to take the pain out of events registration.

DoAttend.com is an online event registration service that offers a range of solutions to event organisers – from user sign-up, registration and ticket sales to marketing and promotions online.

This do-it-yourself solution creates a microsite for the event which will give all kinds of information about the event – when, what and where. Organisers can customise the registration form on the site.

One can also set up tickets for students and corporates or decide the entire ticketing format. Doattend has tied up with the EBS payment gateway.

Once the ticket is generated, it comes with a barcode. Then the visitor can take a print-out and produce it at the venue. Organisers can scan the barcode using a scanner and let participants in.

"This is a big relief for organisers as there will be no crowd at the event desk. The whole site takes less than twenty minutes to be up and running. DoAttend is an entirely Internet-driven product and that is the way most products and applications are headed," says Shalin Jain, Founder and CEO, TenMiles. The service also lets one maintain an events directory. It is also linked to Google maps so that visitors can track the event venue on a map. Doattend is also linked to Facebook, LinkedIn and Twitter for online promotions.

If the event is a free event, the service is free. For paid events, a "nominal" fee is charged.

So far, DoAttend has seen over 1,000 events globally, spread over 40,000 registrations – they include the Nasscom Product Conclave in Bangalore, Tedx events in Chennai and Delhi, a film festival in the US, apart from several alumni meets by IIMs and REC institutions in India.

Going forward, TenMiles is looking to make DoAttend iPad and iPhone-ready for registrants. The company is also developing an iPhone application for event managers.

Globally, Eventbrite, from the US, is the leader in the event registrations space.

Chennai-based TenMiles Corp was founded in 2000 by Shalin, who was then an eager 18-year-old tech savvy youth but with barely 7 months of work experience.

Since then, his company has dished out a handful of products including LiveMon, a web analytics tool, and HelpDesk, a customer service and internal trouble shooting tool. While LiveMon is no longer in the market, HelpDesk, the company's flagship product, is used by companies such as CapGemini, Verizon and Harvard university.

What do users say about DoAttend?

"Doattend's online registration service allowed us to stop worrying about the entire registration and attendance management of PyCon India 2010.

We could, instead focus our limited energy on the actual conference itself," says Noufal Ibrahim, Python Developer Conference (PyCon India)

"DoAttend Live has a sleek interface aggregating all tweets and pictures of our event in one single place. It allowed us to integrate with our Social media initiatives and cost us nothing," says Avinash Raghava, Regional Director, Nasscom.

swethak@thehindu.co.in