**DESCRIPTION**

LiveWebinar allows users to create two types of forms: leads forms, and registration forms. A **lead form** is most often used for finding new or potential clients. This is an optional form with will be visible after entering a room. Once the attendee fills it out, they will be redirected either to a waiting room or to an ongoing meeting.

**Registration forms** allow the event host to collect basic information about the people who want to participate in an event. Filling out this form is required for participation in an event in the case that the host applied the correct form to the event. Registering via this form provides the attendee with a personal URL that’s necessary for them to be able to join the event.

**How do they work?**

After assigning a form to a room, participants who want to join the event will be asked to fill out the form that’s made up of fields previously selected by the host. The information that’s usually required is: name/surname, email, company name, contact number.

After the participant fills out the form, all of the data will be available for the host to download as a CSV file.

In the case of a registration form, each participant will receive an email with a unique URL after filling out the form. This URL is required for joining the event and cannot be transferred to anyone else.

**FREQUENTLY ASKED QUESTIONS**

**How do I create a form?**

To create a form, you must be logged into your LiveWebinar account, and from the user menu select either “Registration Form” or in the case of a lead form, select “Leads Forms”. Creating a form can also be done while creating an event. All of this is detailed in this manual.

**What can I use registration forms for?**

Registration forms are great in the case that you’re looking to see who exactly is attending your webinars and are a great tool for (as an example) building a mailing list based on the emails provided by participants.

You can also use them to ask preliminary questions to help better lead your event or get to know your audience better. They can also be useful when collecting sales leads.

**How many forms can I have?**

The number of forms you have available is dictated by your account type.

**Can I reuse one form for multiple events?**

Yes, you can create different forms for different types of events and use them as you need. When creating your event, go to the “Registration Forms” or “Leads Forms” tab and select the correct form from the drop-down menu. We describe this more in depth below.
What kind of information can I ask attendees to provide?

It’s best to ask your attendees for only basic information, such as their name/surname, email, company, etc. Remember to never ask your attendees to provide any sensitive information such as social security numbers or credit card information.

Before creating a registration form, it’s worth getting to know more about the current data and privacy protection laws in place (such as GDPR or RODO). When asking for personal data, you remember to create a checkbox for attendees to select that they agree with their data being processed under GDPR/RODO regulations and a clause about data processing.

When to use a registration form, and when to use a lead form?

A lead form is an optional tool who’s parameters are defined by the host for the purpose of collecting data from an event’s participants. It will appear on the screen of all attendees before entering the room, and you can use it to collect contact information from your webinar’s attendees and build your client base that way.

On the other hand, enabling a registration form requires all users to provide the data you ask for. By filling out the registration form, these participants will receive a unique login URL to join the webinar, and the host of the event will be able to communicate with them directly before the beginning of the event.

Applying a registration form to a given room will give you direct access to the list of registered users (this can be found in the main menu under “Registered Users”), from which you can also remove attendees who registered. When a user is removed from this list, their personal login URL expires.
HOW TO CREATE A FORM?

1. Find the “Registration Forms” on the lower left corner of the user panel menu. In the case of wanting to create a lead form, select the “Leads Forms” tab.

This can also be done while creating the event itself, by clicking on the “Registration Forms” tab, and then on “Design New Form”. In the case of wanting to create a lead form, go to the “Leads Form” tab, and select the option “Design New Form”. The following steps are the same as with creating a registration form.
2. Going back to creating registration forms from the main menu, click on the green “Create Form” button on the right upper corner to start making your form.
3. Next, fill in the following fields:
   a) “Form Name” – name your form
   b) “Form Description” – add a description of your form (optional)

4. The next field requires you to add more information about the form itself.
   1. “Placeholder” – here put name of the data you want to be provided by an attendee (i.e. name, surname, e-mail etc.),
   2. “Field Type” – choose the data type from dropdown menu,
   3. If you want the field to be required please mark the blue button “Required”,
   4. “Add Next Field” – please choose this option to add additional field with the data you want to be provided by your participants.
Here’s a detailed description of the field type description box:

<table>
<thead>
<tr>
<th>Field Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Input</td>
<td>The default type is text</td>
</tr>
<tr>
<td>Password</td>
<td>Create a password for participants to input to login</td>
</tr>
<tr>
<td>Check-Box</td>
<td>Lets a user select ZERO or MORE options of a limited number of choices.</td>
</tr>
<tr>
<td>E-mail</td>
<td>Lets a user add an e-mail address</td>
</tr>
<tr>
<td>Phone</td>
<td>Lets a user to add a phone number</td>
</tr>
<tr>
<td>Radio</td>
<td>Lets a user select <strong>only one</strong> of a limited number of choices</td>
</tr>
<tr>
<td>Select</td>
<td>Lets a user select <strong>only one</strong> of a limited number of choices from the dropdown menu</td>
</tr>
<tr>
<td>Custom text</td>
<td>Input your own text that will be shown on the registration form</td>
</tr>
</tbody>
</table>
MARKETING AUTOMATION INTEGRATIONS

1. There is also the option to integrate the registration form with a marketing integration platform. To do so, toggle “Marketing Automation Integrations” on.

2. In the field “Provider”, select the platform with which you’d like to integrate your registration form.

3. Make sure to select “Fields Mapping”, which will send the fields you’ve selected to include to your selected platform. To integrate data from your registration form to marketing automation please make sure that all your settings are set up as on the screenshot below.

In this example we set up a registration form with three fields ("Name", “Surname” and “E-mail”) and we mapped them with the corresponding fields in the Moosend platform (they are, in order: “first_name”, “last_name”, and “email”). NOTE: Make sure that in point 4 of the previous section (“How to create a form?”) while creating the “Email” placeholder field you selected “Email” as the type.

4. Once you’ve provided all data please scroll down and click on the green “Create” or “Update” button to finish the registration form. For more information on integrations, consult our manual “Marketing Integrations”.

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HOW TO APPLY A REGISTRATION FORM TO AN EVENT

Once you’ve created a registration form, you can apply it to later events. To do so, follow these steps:

1. While planning your event, click on the “Registration” tab (if you’re planning to create a registration form), or “Leads Form”, depending on what you need.

2. Select the option “Choose from your saved forms”. You will see a dropdown menu with your available forms. Choose the form you want to apply.
WHERE TO FIND REGISTRATION FORM DATA:

All data gathered during registration process can be found in “Statistics & Reports” section in the user panel menu.

1. First select “Event”.

![Image of LiveWebinar user panel with Event selected]

2. From there, select the event for which you want to gather the registration form data by clicking “Reports”.

![Image of LiveWebinar Statistics & Reports page]

3. Click **download** and select “**XLS**”. The data will be downloaded in the form of an Excel spreadsheet.
The host of the event can choose to activate other options of the registration form. You can see them here:

- **Allow Registrants to join multiple sessions during the event.** This option keeps all personal URLs valid for meetings in a given webinar room, even if the presenter or host choose to stop the current session and later activate a new one.

- **Manually confirm each registrant** – when toggled on, this option gives the host control over the list of people who want to sign up for the event. Potential attendees will only be added to the list when they get accepted by the host.

- **Reminders** – thanks to this option, reminders will be automatically sent to the email participants provided about an upcoming event. You’ll find more information about this section in the “Registration Reminders” part of this manual.

Remember that Reminders require the "Time Scheduled Event" type to be selected.
REGISTRATION REMINDERS

Registration forms in LiveWebinar have the option of sending reminders about an event to those who registered for it. Once this option is activated by the host, all participants who registered for the event will receive automatic reminders about it at the email they provided when filling out the form. The host decides how far in advance the participants will get the reminder.

Automatic reminders can be sent in one of the available languages of the platform. If participants of the event come from all over the world, use the “Auto” option (shown in point 2) to automatically set the language to the participant’s language.

To use reminders, follow these steps:

1. Activate the “Reminders” option in the “Registration” tab while planning your event.

2. Next, select the preferred reminder language.
3. Select from the dropdown menu the time for delivering the reminder.

As an example, selecting the option for 1 hour before means that the user will receive their reminder email and hour before the beginning of the event.

4. You can also set a series of reminders. To do so, simply repeat the steps above.

5. Easily remove reminders by simply clicking “Remove”.