

GrowthZone: What's New?

RELEASED JANUARY 25, 2024

GrowthZone: What's New?

January 25, 2024 Release:
Event Display Updates,
Refreshed Event Registration, and
Sponsor Module Updates

GrowthZone: What's New?

Why?

- Events are key to the success of many associations
- Event registrations are a main revenue stream
- The event registration experience affects your members- and you!

GrowthZone: What's New?

Event Display Updates:

- Consistent table views and columns across all setup tabs
- Consistent registration setup options
- Consistent naming conventions
- Readiness indicators

GrowthZone: What's New?

Refreshed Event Registration:

- A more guided approach to the attendee registration experience
- Clarity in attendee name selection
- Max Available/Limit Per Purchase: clearer visual cues
- Improved wording on step one
- Option to encourage sign-in as first step
- Sponsor options presented first/last depending on your audience

GrowthZone: What's New?

Sponsor Module Updates:

- Sponsorships can include attendees
- Sponsor/Exhibitor ONLY registration type setting
- Sponsors/Exhibitors can be split into separate registration pages/links
- Registration buttons can be displayed on the event details page for each registration type (Attendees, Sponsors, Exhibitors)
- Sponsors can now be matched to contacts
- Sponsor confirmation email can be customized
- Invoicing can be enabled or disabled as needed for each registration type (Attendees, Sponsors, Exhibitors)

EVENT DISPLAY UPDATES

Event Display Updates

Consistent table views and columns across attendees, sponsors, and exhibitors

Exhibitor Registration Link
Public Registration Uri: <https://thearchive.growthzoneapp.com/ap/Events/Register/jkHm1koHyfCE>

Exhibitor Registration Options

- Enable Registration: Yes
- Registration Start Date: 12/21/2023
- Registration End Date: 2/1/2024
- Show Registration Link on Event Page: Yes
- Allow Invoicing: Yes

Exhibitor Types

Name	Fee	Max Available	Registered	Included
8' Booth	\$1,000.00	10	0	2
16' Booth	\$1,800.00	10	0	4

Attendee Registration Link
Public Registration Uri: <https://thearchive.growthzoneapp.com/ap/Events/Register/OpRd3wvl>

Overall Registration Options

- Enable Registration: Yes
- Registration Start Date: 8/17/2021 4:13 PM
- Registration End Date: [blank]
- Max Attendees: 0
- Allow Invoicing: Yes

Registration Form Settings

- Display Address: No
- Require Address: No
- Display Phone Number: No
- Require Phone Number: No
- Require Additional Attendees Email: No

Registration Types

Name	Fee	Max Available	Registered	Availability
Single Attendee (Morning Golf)	\$25.00	36	1	Members
Single Attendee (Afternoon Golf)	\$25.00	36	0	Members
Exhibitor Staff	\$25.00	36	16	Everyone

Sponsor Registration Link
Public Registration Uri: <https://thearchive.growthzoneapp.com/ap/Events/Register/OVHy21ESWfQCD>

Sponsor Registration Options

- Enable Registration: Yes
- Registration Start: 12/21/2023
- Registration End: 2/1/2024
- Show Registration Link on Event Page: Yes
- Allow Invoicing: Yes

Sponsor Registration Types

Name	Fee	Max Available	Registered	Included Attendees	Availability
Gold Level- Name, Logo, and Link	\$10,000.00	10	11	2	Everyone
Silver Level- Name and Logo	\$7,500.00	20	6	2	Everyone
Bronze Level- Name only	\$5,000.00	40	1	2	Everyone

Event Display Updates

Consistent registration setup options across attendees, sponsors, and exhibitors

Overall Registration Options

General Settings

Registration Start Date: 8/17/2021 4:13 PM

Registration End Date: [Calendar Icon]

Default Start Screen: Sign In de-emphasized

Max Attendees: 0

Member Validation: Email address exact match

Enable Registration

Allow Waiting List

Display Sponsor Registration Types

Billing and Checkout

Allow Purchasing of Multiple Registration Types

Allow Invoicing

Include Invoice Link in Confirmation Email

Sponsor Registration Options

General Settings

Registration Start: 12/21/2023

Registration End: 2/1/2024

Default Start Screen: Sign In encouraged

Enable Registration

Display All Attendee Registration Types

Show Registration Link on Event Page

Billing and Checkout

Allow Invoicing

Include Invoice Link in Confirmation Email

Exhibitor Registration Options

General Settings

Registration Start Date: [Calendar Icon]

Registration End Date: [Calendar Icon]

Default Start Screen: [Dropdown]

Enable Registration

Display All Attendee Registration Types

Display Sponsor Registration Types

Show Registration Link on Event Page

Billing and Checkout

Allow Invoicing

Include Invoice Link in Confirmation Email

Event Display Updates

Consistent naming conventions across attendees, sponsors, and exhibitors

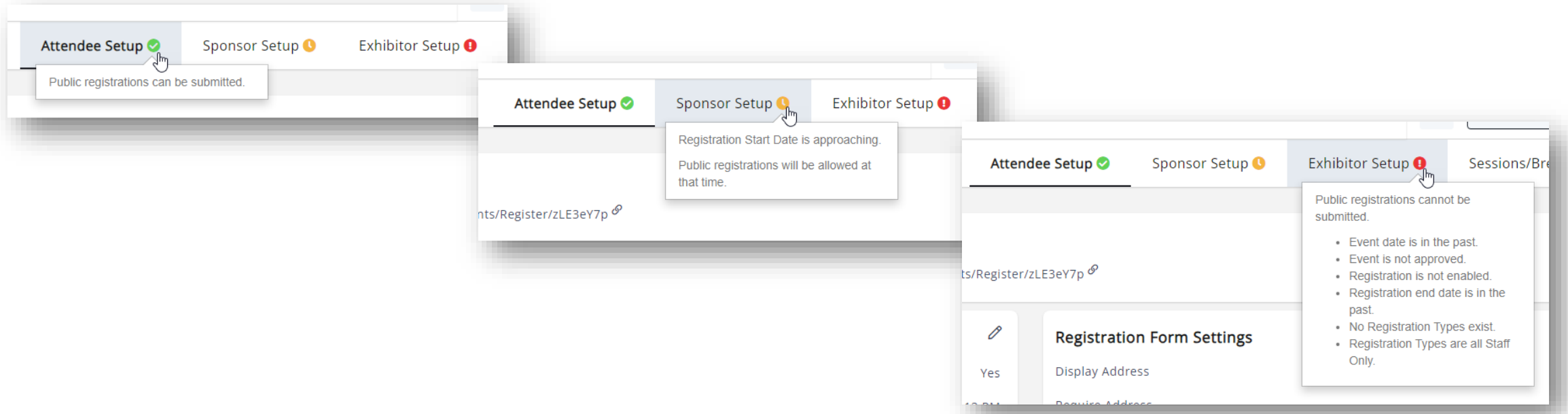
Name	Fee	Max Available	Registered	Included Attendees	Availability
Gold Level- Name, Logo, and Link	\$10,000.00	10	11	2	Everyone
Silver Level- Name and Logo	\$7,500.00	20	6	2	Everyone
Bronze Level- Name only	\$5,000.00				

Name	Fee	Max Available	Registered	Included Attendees
8' Booth	\$1,000.00	10	0	2
16' Booth	\$1,800.00	10		

Name	Fee	Max Available	Registered	Availability
Single Attendee (Morning Golf)	\$25.00	36	1	Members
Single Attendee (Afternoon Golf)	\$25.00	36	0	Members
Exhibitor Staff	\$25.00	36	16	Everyone
Team of 4	\$100.00	0	3	Staff Only

Event Display Updates

Readiness indicators showing which registration types are ready to accept registrations and if not, a list of potential items that should be checked/completed



EVENT REGISTRATION UPDATES

Event Registration Page Refresh

Updated Styling on public event registration page to provide a guided experience for registrant

- Reorganized into sections
- Complete one section before moving on
- Return to any section to edit later

Select Registration Options

Attendee Registration Options

Name	Price	Quantity
Attendee	\$20	<input type="text" value="1"/>
Golf foursome	\$500	<input type="text" value="0"/>

Sponsorship Opportunities

Name	Price	Included Attendees	Quantity
Gold Sponsor	\$500	4	<input type="text" value="0"/>
Silver Sponsor	\$250	2	<input type="text" value="0"/>

Continue >>

Your Contact Information [Edit](#)

Select Registration Options [Edit](#)

Registration Information

Attendee - **Attendee**

Attendee #1 Total: \$20

< Who is the Attendee? >

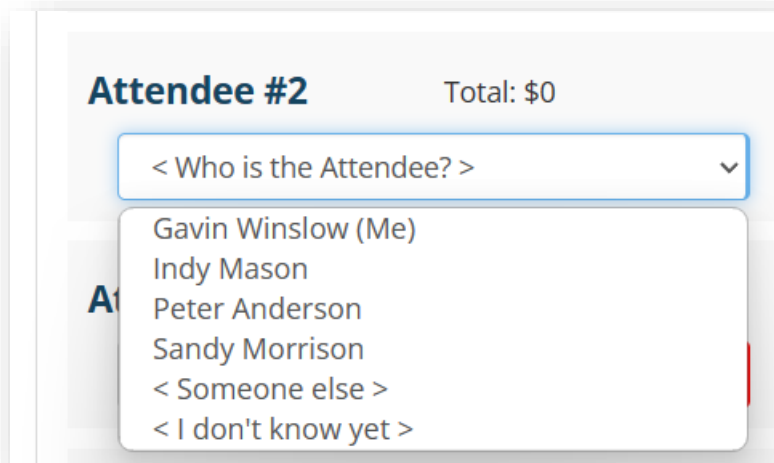
Continue >>

Additional Items

Complete Registration

Event Registration Page Refresh

- Attendee section requires selecting who is being registered
- There is a "Someone else" option when registering someone that is not from your business
- Table/Team Registration allows you to pick "I don't know yet" for the extra people on your team/table.



The screenshot shows a registration form for "Attendee #2" with a total of "\$0". A dropdown menu is open, displaying the following options: "Gavin Winslow (Me)", "Indy Mason", "Peter Anderson", "Sandy Morrison", "< Someone else >", and "< I don't know yet >". The dropdown is currently set to "< Who is the Attendee? >".

Helps staff with successful attendee management

- Assisting registrants so they don't accidentally type over their own name
- Making it obvious that they don't have to fill in a "bogus name" if they don't have the correct name yet.
- Makes it easier to use our streamlined email request to fill-in reserved attendee names

Tip! Remember to use the [Request Reserved Attendee Name](#) option to easily reach out for these names.

Event Registration Page Refresh

Events for general public registration:

- Updated wording/directions on section to clarify the information being requested

Your Contact Information

Email address

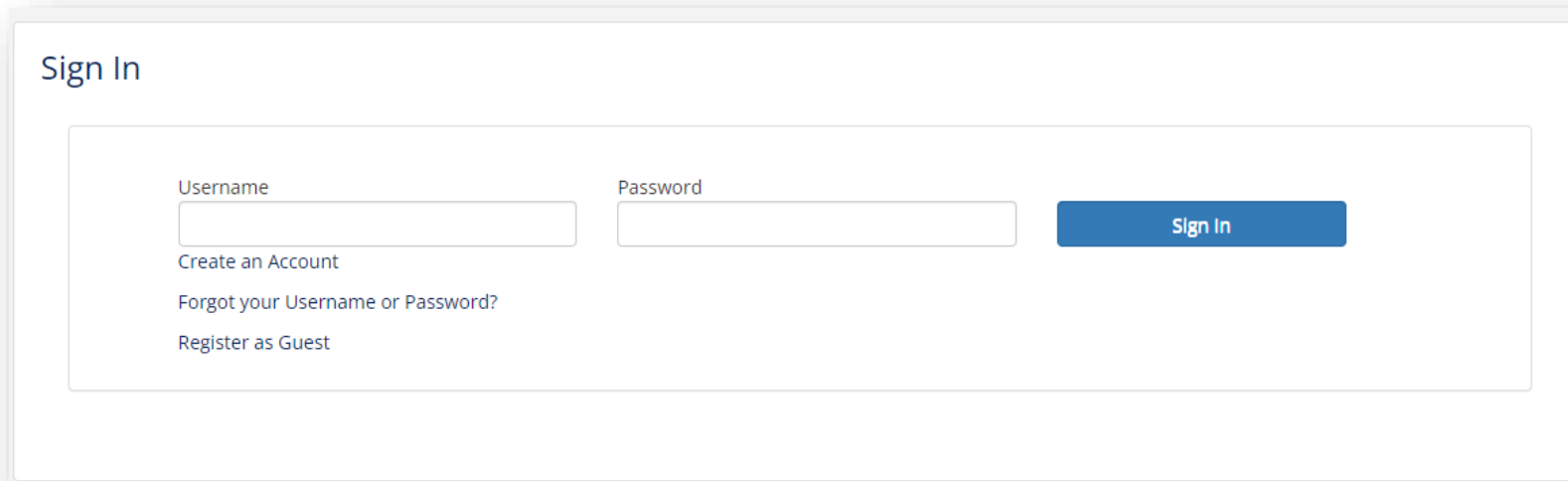
Go

Have an account? [Sign in](#)

Event Registration Page Refresh

Events where member login is required:

- Updated verbiage
- New setting: emphasize or de-emphasize sign-in
- Improved Forgot Password workflow
- Improved Create Account workflow



Sign In

Username

Password

[Sign In](#)

[Create an Account](#)

[Forgot your Username or Password?](#)

[Register as Guest](#)

Event Registration Page Refresh

- Encourage/Emphasize login:
 - Ability to select your default start screen for each audience
 - Attendees, Sponsors, Exhibitors

Your Contact Information

Email address

Have a login? [Login Now](#)

Default Start Screen

Sign In

Username

Password

[Create an Account](#)

[Forgot your Username or Password?](#)

[Register as Guest](#)

Event Registration Page Refresh

- Clarification of various registration limits:
 - Limit Per Purchase listed under the registration type itself
 - Max Available limits listed under the Quantity option

Attendee Registration Options

Name	Price	Quantity
Single ticket Limit 1	\$10	<input type="button" value="-"/> 1 <input type="button" value="+"/>

▼ Description about this attendee Reg Type Description

Attendee Registration Options

Name	Price	Quantity
Attendee	\$74	<input type="button" value="-"/> 1 <input type="button" value="+"/> 0 Remaining

Event Registration Page Refresh

- When registration limits are reached:
 - Clearer targeted messaging to indicate needed next steps

Attendee Registration Options		
Waitlist Available ⓘ		
Name	Price	Quantity
Admission - Member & Non-Member	\$10	<input type="button" value="-"/> 8 <input type="button" value="+"/> 4 on Waitlist ⓘ

SPONSOR MODULE UPDATES

Sponsorship Module Updates

Benefits to the new updates!

- Offer desired sponsorship benefits without manual intervention: automatically include attendees as part of the sponsorship purchase
- Solicit sponsorships with a prominent option: enable a new public 'Sponsor Registration' button
- Raise more sponsorship dollars ahead of time: specifically target your sponsor audience by sending out their own registration link

Sponsorship Module Updates

Benefits to the new updates!

- Treat your sponsors with a **first-class touch**: customizable automatic sponsors confirmation email, separate from attendees
- **Save time** by no longer having to track down attendees for invoice payment: enable 'pay by invoice' only for sponsors while limiting attendee registrations to credit card only
- **Keep better track of your sponsors** for future solicitation and recordkeeping: matching options for sponsors so you can tie to an existing record or create a new database contact

Sponsorship Module Updates

And most importantly:

No more setting up a separate event for your sponsors, or using attendee registration types for your sponsorships!

Sponsor Module Updates

Sponsor Registration can include attendees

Article: [Set Up Sponsor Registration Type](#)

Edit Sponsor Registration Type

Details

Name* Gold Sponsor Description

Position* 1 Is Public Sales Goal Maximum Quantity

Fee

Fee Item *	Class Name	Quantity	Price	Total	Hide
Sponsors		1	500	\$500.00	<input type="checkbox"/>

Included Attendees/Tables/Teams

Registration Type* Attendee (74.00) Quantity Included* 1 Unlimited

Display Options

Delete Cancel Done

Sponsor Module Updates

Sponsors and Exhibitors can have a specific attendee registration type separate from general attendees

Articles:

- [Add a Free Registration Type](#)
- [Add a Simple Paid Registration Type](#)
- [Add a Table/Team Registration Type](#)
- [Add an Advanced Registration Type](#)

Edit Simple Paid Registration Type

Name* Exhibitor Staff Max Available 36 Limit Per Purchase 0

Description
Staff for Sponsors and Exhibitors

Settings

Availability Only with Sponsor / Exhibitor Limit to Memberships
This feature is designed for Members only.

Is Displayed For Non-Members

Fee Item* Exhibitor Registration Class Name Price 25

Cancel Done

Sponsor Module Updates

Sponsor Registration can have a unique URL targeted just to the Sponsor audience

The screenshot displays the 'Sponsor Setup' configuration page for the 'Tradesman Conference'. The interface includes a left-hand navigation menu with various modules like Billing, Events, Reports, and Setup. The main content area is divided into sections for 'Sponsor Registration Link', 'Sponsor Registration Options', and 'Sponsor Registration Types'. A red arrow points to the 'Public Registration Url' field, which contains a unique URL: <https://mnassociation.gz-46696.growthzonebranch.com/ap/Events/Register/jkHdM1VTRfKCE>. The 'Sponsor Registration Options' section shows 'Enable Registration' set to 'Yes'. The 'Sponsor Registration Types' section contains a table with two rows: 'Gold Sponsor' and 'Silver Sponsor', each with columns for Name, Description, Sales Goal, # Offered, # Purchased, Fee, and Is Public.

Name	Description	Sales Goal	# Offered	# Purchased	Fee	Is Public
Gold Sponsor			0	0	\$500.00	Yes
Silver Sponsor			0	0	\$350.00	Yes

Sponsor Module Updates

Sponsors can be matched to contacts in your database

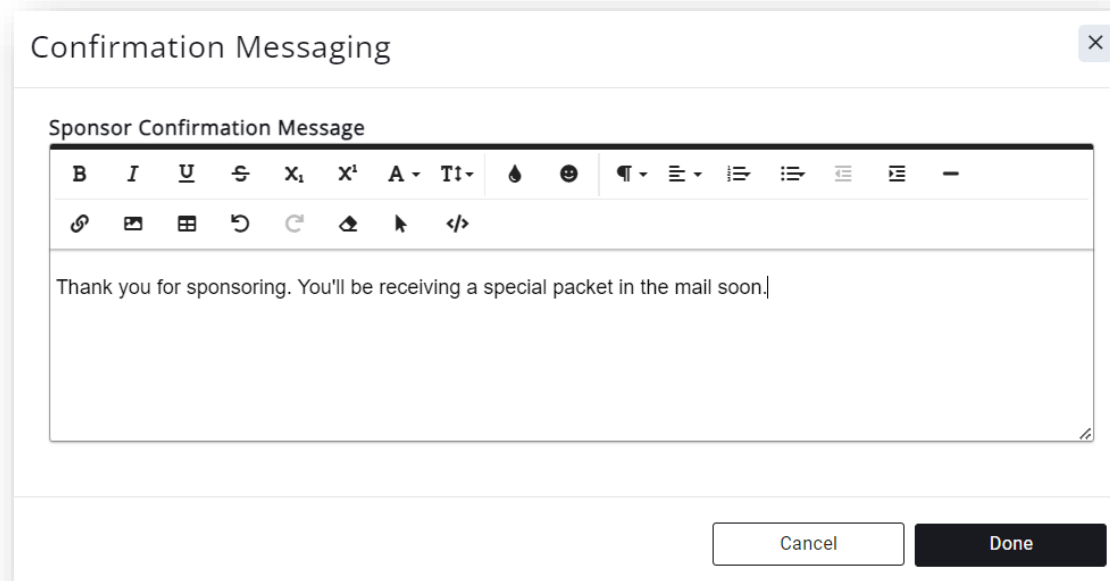
The screenshot shows the GrowthZone Association Edition interface. The main content area displays the 'Sponsors' module for a '2023 Conference'. A table lists sponsors with columns for #, Sponsorship, Status, Sponsor Name, Ref#, Total, Balance, Match, and Actions. The 'Match' column is highlighted with a red box, indicating the new feature. The table contains the following data:

#	Sponsorship	Status	Sponsor Name	Ref#	Total	Balance	Match	Actions
217982	Sponsor	Pending	Alaska Airlines	1601	\$500.00	\$500.00		...
217983	Sponsor	Pending	Trucks Inc	1602	\$500.00	\$500.00	✕	...
217984	Sponsor	Pending	Bahrain Bayan School	1603	\$500.00	\$500.00		...
217985	Sponsor	Pending	Black Inc	1604	\$500.00	\$500.00		...
217986	Sponsor	Pending	Closet Space and Such	1605	\$500.00	\$500.00	👤	...
217987	Sponsor	Pending	Black Water Lounge	1606	\$500.00	\$500.00	👤	...

Article: [Matching Sponsorships to Contacts](#)

Sponsor Module Updates

Send a unique confirmation email message to Sponsorship registrants



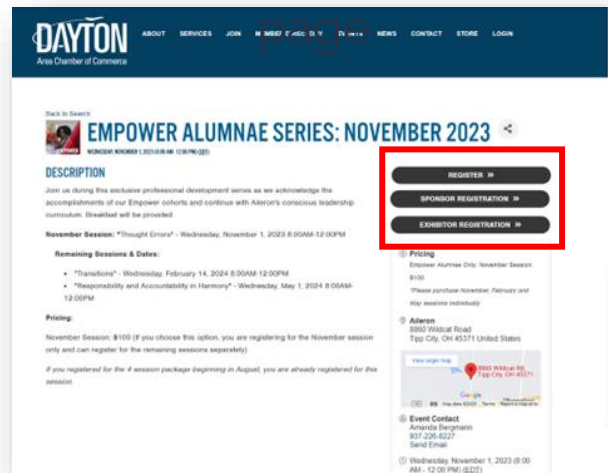
The screenshot shows a dialog box titled "Confirmation Messaging" with a close button (X) in the top right corner. Below the title bar, the text "Sponsor Confirmation Message" is displayed. A rich text editor toolbar is visible, containing icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Text Color (X), Background Color (X'), Font Color (A), Font Size (T), Bulleted List, Numbered List, Indent Left, Indent Right, Undo, Redo, Link, Unlink, and Source Code (</>). The text area contains the message: "Thank you for sponsoring. You'll be receiving a special packet in the mail soon." At the bottom right of the dialog, there are two buttons: "Cancel" and "Done".

Article: [Set Up Sponsor Confirmation Messaging](#)

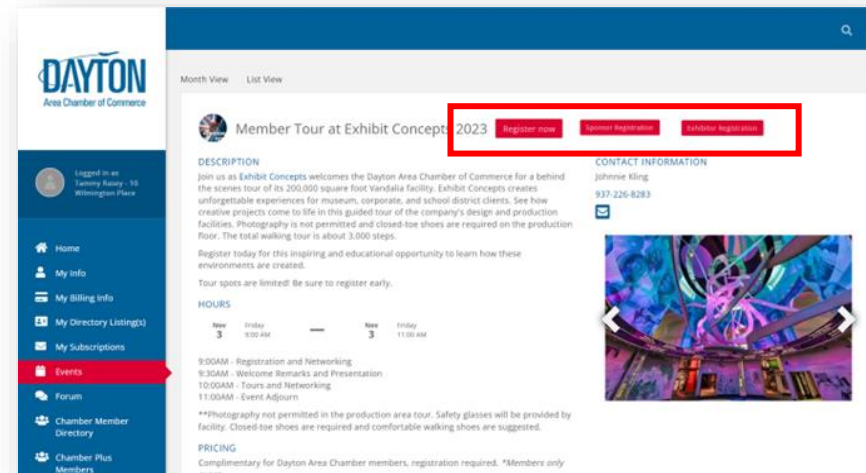
Sponsor Module Updates

Enable Sponsor and/or Exhibitor Registration buttons

Public Event Details



Info Hub Event Details page



Articles:

- [Set Up Sponsor Registration Options](#)
- [Set Up Exhibitor Registration Options](#)

Sponsor Module Updates

Sponsors and Exhibitors can have invoicing enabled independent of Attendees

Sponsor Registration Options

General Settings

Registration Start

Registration End

Enable Registration

Display All Attendee Registration Types

Show Registration Link on Event Page

Billing and Checkout

Allow Invoicing

Include Invoice Link in Confirmation Email

Cancel Done

SPONSORSHIP USE CASES

Sponsorship Use Cases

Use Case 1:

Pre-sell sponsorships; manual “Stand Alone” invoice creation

- Create a staff-only registration type for \$0 and register that sponsor for the event. The sponsor then receives their sponsor display benefits.

Pros:

Simplest solution
Sponsors automatically receive display benefits
Included attendees are also registered

Cons:

Invoice will not count as revenue for the event
Manual tracking of payment and registrations

Sponsorship Use Cases

Use Case 2:

Pre-sell sponsorships; manual "Stand Alone" invoice creation

- Register your sponsor as you normally would and allow the event invoice to be created; then apply a "payment" to that invoice (probably a check, or a trade/external payment type) that indicates the previous invoice number and payment.

Pros:

Sponsors automatically display benefits
Included attendees are also registered
Revenue is automatically credited to the event

Cons:

Revenue may be recognized twice- once as payment to the original invoice, once for the new event invoice
Manual tracking of payment and registrations

Sponsorship Use Cases

Use Case 3:

Pre-sell sponsorships; manual “Stand Alone” invoice creation

- Create a credit memo for the amount of the previously paid invoice
- Register the sponsor for the event; let the system generate the invoice
- Apply the credit to the event invoice

Pros:

Appropriate accounts are debited/credited
Sponsors automatically receive benefits
Included attendees are also registered
Revenue is automatically credited to the event

Cons:

Multi-step process; kind of complicated
Manual tracking of payment and registrations

Article: [Pre Sold Sponsorships Accounting Best Practices](#)

Sponsorship Use Cases

Use Case 4:

Pre-sell sponsorships; in the event

- Customizing registration dates
- Sharing Sponsor URL
- Sponsor Registration link on Event Page

Pros:

Sponsors automatically receive benefits
Included attendees are also registered
Revenue is automatically credited to the event
Ability to specifically target sponsor audience
No extra accounting work to do

Cons:

Event is required to be set up well ahead of time

CONTINUING SPONSORSHIP DEVELOPMENT

Coming Soon!

More work is being done!

Currently on the roadmap for release:

- Unique confirmation emails per event
- Sponsor confirmation message on sponsor registration confirmation page (not just in their confirmation email)

Additional Feature Requests:

- Per-Event Invoice Templates
- Per-Event Notifications

Feature Requests

To view (AND VOTE ON!) active feature requests, use the “Submit or Vote on Ideas” link in GrowthZone and search for:

- “Event Invoice Template”
- “Event Staff Notifications”
- Or whatever you’re looking for!

I suggest you ...
event invoice template
Vote for an existing idea (1131) or Post a new idea...

32 votes
Specify invoice template within event settings
While it is possible to set up **event** good/service items to use a particular **invoice** and ess would be much easier to be able to select/specify an **invoice template** somewhere in the
3 comments · Calendar/Events
How important is this to you? Not at all Important Critical

I suggest you ...
event staff notifications
Vote for an existing idea (1053) or Post a new idea...

64 votes
Events: staff notifications on a per-event basis
Sometimes **staff** have differing responsibilities, and may not need to receive a notification for every **event** registration for every **event**. It would be helpful to be able to specify which **staff** should receive **notifications** on an **event-by-event** basis.
4 comments · Calendar/Events
How important is this to you? Not at all Important Critical

Shelly Satre
Shelly's DB INTERNAL

- My Notifications
- Change User Name
- Change Password
- View Import/Export Jobs
- User Settings
- Session Info
- Audit Info (GZ Staff Only)
- My GrowthZone Account
- Info Hub
- Product Updates
- Training Calendar
- Submit or Vote On Ideas**
- http://thearchive.growthzonecms.c...
- Logout

Yes

Feature Requests

I suggest you ...

Enter your idea

Hot Ideas Top New **Calendar/Events (493)** Status My feedback

114 votes
registration
Allow company representative who is not attending ability to register others from the company and receive confirmation and invoice.
4 comments - Calendar/Events
How important is this to you?

102 votes
Allow for color-coded calendars and events
When viewing a calendar, it would be great to have a large calendar and have different categories color coded, or be able to color code specific events to better stand out.
3 comments - Calendar/Events
How important is this to you?

55 votes
Allow for the transfer from one event (class) to another without having to delete and reenter with credit card information.
We use events to register for CE Classes. Often a member needs to switch out to another more convenient class date. They have already entered the credit card information. We would like the member and staff to be able to transfer to another event with out taking some much time and data entry. Currently, Member or staff needs to cancel the members registered event depending on timing gets an automatic refund. Then they need to reregister for the more convenient event and enter the credit card information again or if card information is saved charge the credit card again. With... [more](#)
1 comment - Calendar/Events
How important is this to you?

10 votes
display attendee company/organization, in addition to their name, on event registration page
A major motivator for our members and non-members to attend events is to be able to see who is already attending and from which company organization. Please create a setting where we can display not only an attendee's name, but also their company/organization. It would also be helpful if members could click an attendee's name to be taken to their full member directory listing. Attendees should have a checkbox during registration where they can opt out of having their name displayed on the attendee list if they don't want it

Communication (231)
Contacts (228)
Continuing Education (24)
Dashboard (98)
Forms/Surveys (70)
Fundraising/Donations (42)
GrowthZone CMS (49)
Help/Support (15)
Hub (206)
List/Committees (76)
Marketing Automation (18)
Member Plus App (21)
Member Recruitment (25)
Memberships (214)
Outlook Add-On (10)
Project/Tasks/Reminders (68)
Public Pages (79)
Reports (205)
Settings (89)
Sponsors/Ads (18)
Staff App (21)
Store (35)
Web Content (75)

Search

Give feedback

GrowthZone

Be sure to check out the other requests being made for the Calendars/Events category!

Filter by:

- **Hot Ideas:** most recently voted on ideas
- **Top:** most voted on ideas
- **New:** most recently added ideas

Questions?

Training and Support

Customer Service Hours:

Phone: 7 a.m. – 5 p.m. CT (Monday, Tuesday, Thursday, and Friday)

800.825.9171, Option 4, then Option 2

Chat: 7 a.m. – 6:45 p.m. CT (Monday, Tuesday, and Thursday)

7 a.m. – 4:45 p.m. CT (Friday)

Online Support Documentation: [GrowthZone Knowledge Base](#) »

Online Training Calendar: [Training Event Calendar](#) »

Live Chat: [GrowthZone Support Portal \(chat on far right\)](#) »