

EVENT REGISTRATION FORMS IN CONSTANT CONTACT

As of January 2024, the events tool in Constant Contact has been updated and modernized. This guide will walk you through how to create registration forms in Constant Contact you can use for your UMMA events.

STEP 1: Create Event

- Select "CREATE" from the main Constant Contact dashboard and choose "EVENTS"
- If then asked to select between EVENT and LEGACY EVENT, choose EVENT
 - Do not use legacy event for any reason

STEP 2: Fill In Details

- Add a picture
- If you don't have a picture, please use the default image
 - Click to Add Image
 - Search CC_Default in the image search bar and select the UMMA logo
- Enter a public title and description
- Select an event type from the list
 - For an exhibition tour, use "OTHER"

STEP 3: Location

- If the event is in-person, select "PHYSICAL"
- If the event is at UMMA, click the "Use account address" option
 - Otherwise, put in the address of the event

STEP 4: Date and Time

- Input the correct start and end date and time for this event
 - Check yes to the Display end date box
- If you are cutting off registration before the event date, check the "close registration automatically" box and insert the date you want registration to close
- Click the "Display Time Zone" button so it is enabled

STEP 5: Contact

- Input information for an event contact person, either a specific person or a group email address
 - For general PEL events, you can use the UMMA-Program-Registration@umich.edu email address

STEP 6: Add a "ticket"

- Your event should have at least one Ticket type
- Name the ticket something like “Register”, “RSVP” or “Registrations”
- If there is a registration cap, select it here
- Limit per order is however many tickets one person can order for themselves. This will decrease from the overall ‘Quantity Available’
- Click Save and Close

STEP 6: Add the form

- Set up the form as you desire, collecting information from registrants
- First name, last name, and email address are required. Anything else is up to you and your event needs.
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ALLOW Primary Contact to Join a list

- For General UMMA events that are marketed to the public, we want to check this box
- After you check the box, choose the list “UMMA Monthly newsletter” from the drop down menu.
 - For events like 525 that are more targeted, these individuals are already on our lists, so we don't need to enable this feature.

Save and activate the form.

Share the Registration Link (not the landing page link) with Marketing and/or add that link to your event listing in EMS.

ADDING RSVP / REGISTER LINKS to event in EMS:

If you want an RSVP, register, ticket, zoom link, or 'more information' button to appear with your event (like the [RSVP Here link on the Subject Matters events](#)), you should put that link and what you want the button to say in the RSVP LINK fields of EMS.

These options are under the "Entry Requirements" tab.

Whatever you put in the "TITLE" field will be the button text and whatever you put in the URL field will be the link where the button will go. If you do not specify a title, it will default to "Register".

If registration is not required and you don't want a button to appear on the event page, you can leave these fields blank.