**Seminar Sign Ups**

*Create your irresistible offer by humanizing the registration process for your event. By humanizing the process, you make the potential registrant feel comfortable with the entire registration process.*

Remember, Boomers and Seniors expect personal service. They grew up with it, and are fed up with the lack of it out there right now.

Be the one who brings that back to them.

What are some ways to humanize your seminar registration process?

In some cases, anxiety arises because the person feels your organization is an impersonal entity. This is especially true if you work with a large organization.

***The Easy Solution?***

* Give a staff member's name and number for them to call and register.

This helps them feel that they will receive personalized attention.

A provider reassures a prospective attendee that individual attention is being given to registrations.

In some cases, a provider may not have a contact person available to list.

If so, you can ask them to call you direct - or to leave a message on a designated phone line (the least preferred option - and seriously lacking in personal attention)

* Answers to the frequently asked questions (FAQs) they continue to ask should be developed and made available to all potential registrants.

*As a rule, you will find that an irresistible event offer will produce more registrations than a more 'corporate' offer.*

*Registrations at your events will be higher, attendance will increase, and your bottom line will improve.*