

Event management

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How to manage events?



On the [Courses] - [Event Management] page, you can quickly view all event information for 'Ongoing' and 'Ended' events, and perform operations such as registration management, check-in management, editing, and updating for each event.

For specific events, you can view the overall registration progress of the event: [List Management]
image.png

The relevant information of users will be fully displayed. For events that require review, you can quickly review the registered participants.

When a user no longer wishes to participate in an event and requests a refund, you can [Void] the user's ticket in the successful registration list and complete the refund in the order management.

(The void operation only applies to users who have successfully registered but have not checked in.)

How to view the detailed information of users' registrations?



Click [Courses] - [Event Management] - [List Management] in the menu bar

image.png

Click on the corresponding user's nickname, and the detailed information of the user's registration will be displayed on the right

image.png

How to remind users to participate in activities?



Before the event starts, you can push system messages (from the elink Online Store) or SMS messages to 'All registered users', 'Successfully registered users', or 'Custom user lists'. You can also edit the notification content to quickly reach users with event information.

image.png

Can the event be modified after it is published?



Yes, the event can be edited, modified, and manually ended after it is published.

Note: For events participating in marketing campaigns and those with existing user registrations, the ticket types cannot be modified during the event.

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How to associate an event with a course?



Currently, events support association with columns and memberships. You can make the association in [Publish/Edit Event - Associated Courses].

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Note: When an event belongs to a certain column/membership, only users who have subscribed to the column/membership can sign up for the event, and paid ticket types are not supported for this event.

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How to collect user information through events?



Currently, the event information only collects user registration details: name and mobile phone number. If you wish to gather more user information, you can customize and add fields in the form.

Settings.

image.png

Which marketing tools are supported in event management?



Event management support **Coupons, Joint Orderg, and promoters** Three marketing tools.

Tutorial on Using Event Management



I. Function Introduction

You can use the event management function to organize offline events, completing processes such as online event information release, user registration, collection of registration user information, management of registration status, and on - site check - in in one stop.

II. Purpose of Use

It can be used to organize and manage offline events, inform users of event details, manage registration status, and on - site check - in.

III. Use Scenarios

A company invites external guests to give presentations to employees every week. The administrator uses the event management function to publish information about each presentation event, and employees register online. At the presentation event site, employees complete check - in to indicate their attendance.

IV. Operation Path

Merchant side: Desktop management console → Courses → Interactive Management → Event Management → Publish Event

Student side: WeChat H5 Store → My → Events → Register

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V. Usage Tutorial

Step 1: Configure the Event Management Module - Back - end

1. [Courses] - [Interactive Management] - [Event Management] - [Publish Event]:

image.png

2. Fill in basic information: Fill in the event name, location, event time, registration time, event details, and upload the event poster.

image.png

3. Ticket settings: Add event ticket types, set the number of tickets, review settings, and purchase limit settings. You can fill in ticket type descriptions. You can choose whether to display the number of registrants on the event registration page.

image.png

4. Form settings: You can enable the registration form to collect information from registered users. The registration form collects names and mobile phone numbers by default. You can use components to customize other information to be collected.

image.png

5. Registration and Review

After the event is published, you can view and manage users' registration status on the management console.

1) Click [Courses] - [Interactive Management] - [Event Management] - [List Management] - [Registration Management] on the management console.

2) For events that require registration review, you can choose to 'Approve' or 'Reject' users' registrations; for events that do not require registration review, users' registrations will be automatically approved after they register.

3) After a user's registration is approved, the status will show as 'Registration Successful', and the user will receive a ticket to participate in the event. Before the user checks in, you can invalidate the user's ticket, and the user will not be able to participate in the event after invalidation.

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6. On - site Check - in

Method 1: Scan - code Check - in

elink automatically generates a dedicated check - in QR code for each event. Download and print the check - in QR code and place it at the event venue. Users can complete check - in by scanning the QR code with WeChat after arriving at the venue.

Path: Management console [Courses] - [Interactive Management] - [Event Management] - [List Management] - [Check - in Management] - [QR Code Check - in]

image.png

Method 2: Manual Check - in

In case of unstable network environment at the event site or unexpected situations such as a user's phone being turned off, which prevent users from completing check - in by scanning

the code, you can temporarily complete 'manual check - in' using a paper check - in form. Then search for the registered user's name or mobile phone number on the management console and click the [Check - in] button on the right side of the user list to complete the event check - in statistics.

Path: Management console [Courses] - [Interactive Management] - [Event Management] - [List Management] - [Check - in Management]

image.png

Step 2: Event Registration - Student Side

1. Students can enter the event registration page through the sharing link or QR code and complete the event registration information according to the page prompts to participate in the event. After successful registration, users will receive event tickets.

2. Enter the 'My Events' page through the 'My' page of the academy - [Events] to view the list of registered events.

3. Click on an event to view the ticket. 42463500_1699352788.jpeg