

Title:

Event Delegates Are Lifetime Friends

Word Count:

488

Summary:

Customer relationships are meat and drink to Gary Chapman, he runs a consultancy company that

The registration process may be your first opportunity to connect personally with a customer a

Keywords:

online booking, event management, booking manager, booking, registration

Article Body:

Customer relationships are meat and drink to Gary Chapman, he runs a consultancy company that

The registration process may be your first opportunity to connect personally with a customer a

If this is the first time you have run an event and your admin staff have not yet cut their te

Answer before the first ring

Consider what standards your admin team ought to be meeting. One organization demands that all

There are all sorts of other standards that are worth discussing with the admin team to ensure

- call-back within a promised timescale

- paperwork posted within 8 working hours

- emails sent within 4 working hours

- database up to date at the end of each working day

- payment reminders sent out 21 days, 28 days and 35 days after registration

Having set standards, make sure there is an easy way of checking that they are being adhered to

Gary Chapman also encourages his Admin Team to treat one another in the same way, using the sa

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