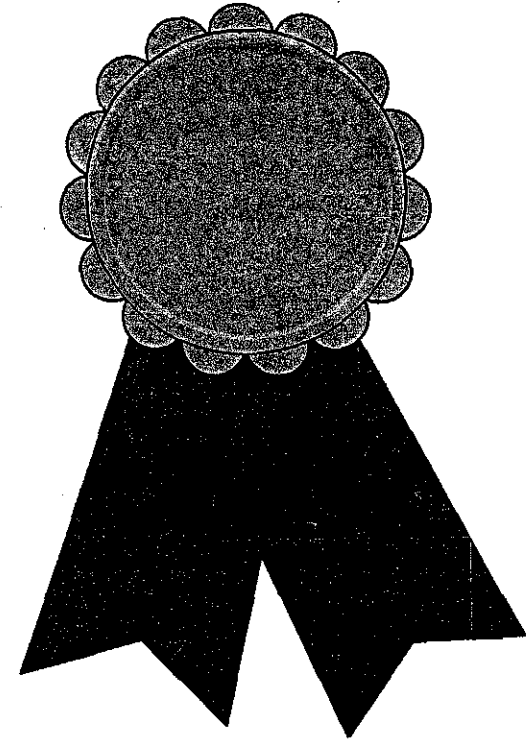
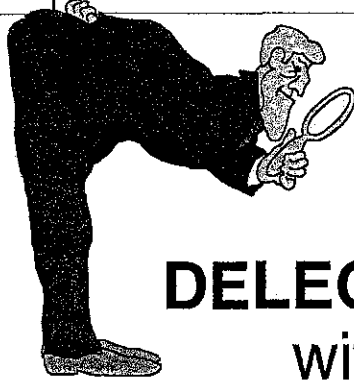


The 4 C's of Establishing Effective Registration Procedures



May 12-13, 2004

AIM 2004 Planning Meeting
Theressa Macklin, National AIM Registrar



DEFINITIONS

DELEGATE - any individual or group of individuals with a need to register for the conference.

CUSTOMER SERVICE - the desire and ability to respond to and meet the needs of others. Customer Service (in the church) is another word for "ministry".

REASONABLE SERVICE - work performed by volunteers that *benefits*, their spiritual conviction.



DEFINITIONS

ACCOUNTABILITY - to provide an account of ALL information including dollars and cents associated with the registration process.

DATA COLLECTION - the process of compiling the data from the registration form to a tracking tool.

RECONCILIATION - the verification of the information entered into the tracking tool and the maintained counts of such data.



IMPACT STATEMENTS

One of the primary functions of AIM Registration and everybody who works in registration, is to serve (*minister to*) the delegates (it's members, visitors, friends).

The kind of service that you provide will either help or hinder the growth and prosperity of the conference.

Providing exceptional customer service is a triple win. The delegate is served. The conference prospers and grows.
And you feel good.

SERVANT'S HEART

4 C's of Establishing
Effective Registration Procedures



ANOTHER PREREQUISITE

A
SERVANT'S
HEART

AIM 2004 Planning Conference



WHY CUSTOMER SERVICE IS IMPORTANT IN CHURCH EVENTS

- Because we're not the only conference in town.
- People do have choices.
- If they don't like what is offered, they'll opt for other choices.
- If they don't like the way they're treated they won't come back. **They won't register.**
- They will tell their friends about their experience.

CUSTOMER SERVICE VS. REASONABLE SERVICE



THINK ABOUT A RECENT EXPERIENCE

What happened that you were satisfied?

How did it make you feel?

What impressed you the most?

Will you go back? Why?

Have told others about your experience?

If so, how many?



COMPETENCE

COMPETENCE is the knowledge, skills, and ability required to;

1. Anticipate customer needs
2. Identify service resource requirements
3. Meet or exceed your customers expectations.



HOW LONG DOES IT TAKE ME TO SERVE YOU

1. Ratio of people to service time.

IF

One computer operator takes 5 minutes to serve one customer you can assume 10 people an hour

So

10:1 Ratio of people to computers.

Options: Add computers **or** find a way to reduce the processing time.

3 C's - *COMPETENCE*

4 C's of Establishing
Effective Registration Procedures



AREAS OF STAFF SUPPORT

System Support

Data Input Support

Conference Product (*bag and contents*)
Support

Finance and Reporting Support

AIM 2004 Planning Conference

3 C's - COLLECTION

4 C's of Establishing
Effective Registration Procedures

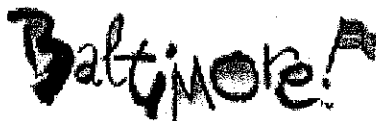


COLLECTION of DATA

Compile the necessary data needed to identify all persons and activity expected in accordance to the specification of the conference information form.

Key information such as:

*Name, Address, City, State, Zip Code,
Registration Amount Paid, Date of payment,
method of payment.*



REGISTRATION ONLY

REGISTRATION & HOUSING REQUIRED

AIM 2003 GROUP REGISTRATION AND HOUSING FORM

CONFIRMING PARTY: (FIRST NAME, LAST NAME)

ADDRESS:

CITY:

STATE:

ZIP:

EMAIL:

PHONE:

PAYMENT INFORMATION: Registration and Housing deposits are required before a reservation is booked. NO CHECKS will be accepted. Certified Check, Money Order or Credit Card Only. Registration fees make payable to AIM 2003. Housing Deposits make payable to Baltimore CVB. (TWO separate payments are required). After June 1, 2003, room deposits and Registration are NON-REFUNDABLE.

GOLD VIP REGISTRATION \$90.00

Presidents Banquet Ticket, Executive VIP Portfolio, Souvenir Journal, Official AIM Pocket Program, AIM Training Manual, Convention ID Badge, Notepad, Maps, Pens and Pencils and Coupon Shopping Guide

SILVER REGISTRATION \$50.00

Souvenir Journal, Official AIM Pocket Program, AIM Training Manual, Convention ID Badge, Notepad, Maps, Pens and Pencils and Coupon Shopping Guide

TEEN REGISTRATION \$25.00

Aim 2003 T-shirt, Official AIM Pocket Program, AIM Training Manual, Convention ID Badge, Notepad, Maps, Pens and Pencils, Shopping Guide, Scholastic Motivation Ministries & Drill Team Access

CHILD REGISTRATION \$15.00

Children AIM Training Manual, Convention ID Badge, Daily Snack, Classes, Activities and Programs

Hotel Choice 1: _____

Choice 2: _____

Choice 3: _____

❖ Reservations will not be made for rooms without at least one registered adult.

❖ \$100.00 Room Deposit and Registration required.

Deposits are NON REFUNDABLE after June 1, 2003.

Type of room requested:

- Single (1 guest, 1 Bed)
- Double (2 guest, 1 Bed)
- Db/DbI (2 guest, 2 Beds)
- Triple (3 guest, 2 Beds)
- Quad (4 guest, 2 Beds)
- Disability special services required

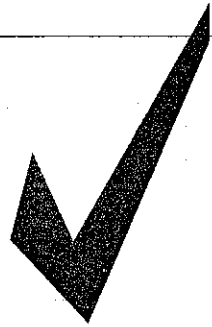
Arrival Date: _____

Departure Date: _____

How Many People are staying in the Room? _____

Name all occupants and registration type

	Title	First Name	Last Name	Amt of Registration
Person 1	_____	_____	_____	\$ _____
Person 2	_____	_____	_____	\$ _____
Person 3	_____	_____	_____	\$ _____
Person 4	_____	_____	_____	\$ _____
Person 5	_____	_____	_____	\$ _____



3 TASKS TO COMPLETE FOR COLLECTION OF DATA

1. Create a registration form.
2. Identify the information that will be stored into the DB.
3. Ensure the data is exactly what is needed for accountability reporting.



COMPILING of DATA

Once the registration for an event is to start, one should set up a database for the event. The Event Database will provide storage for all event related information collected.

There are various types of databases that can be used from a simple MS Word table file to a sequential database (*MS Access, File Maker Pro, Dbase, or Paradox*)

3 C's - COMPILING

*4 C's of Establishing
Effective Registration Procedures*



MS WORD DATA

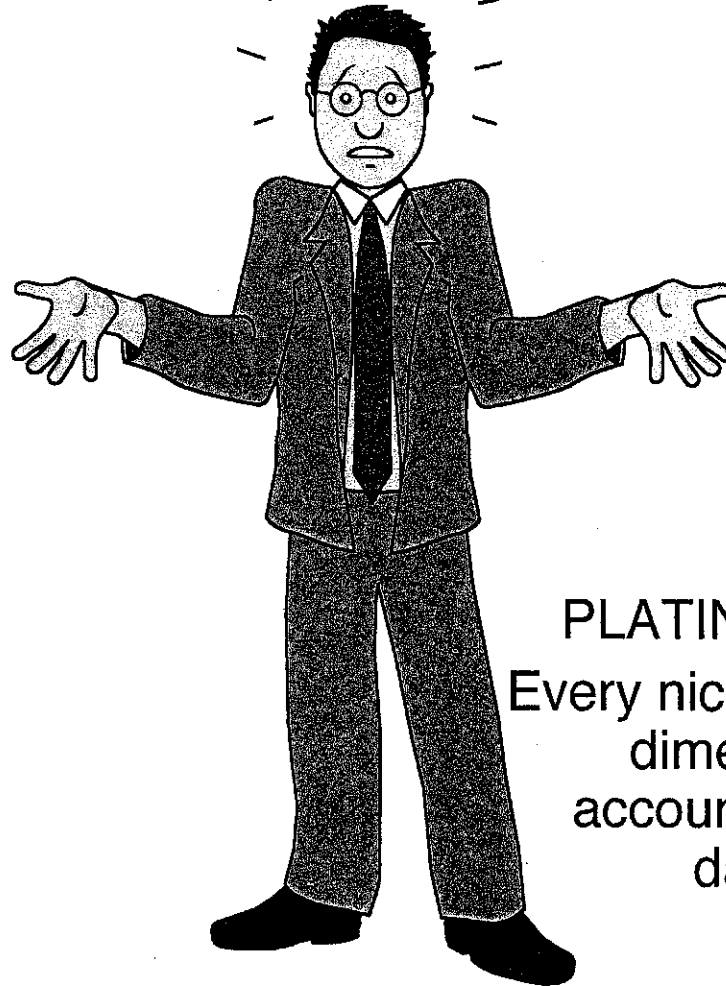
NAME	ADDRESS	PHONE	AMOUNT	PAY TYPE



SHOW ME THE MONEY?

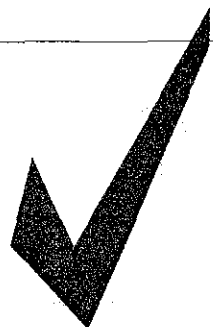
GOLDEN RULE

The database should be structured to allow storage and processing of all the information on the registration forms and all additional information necessary to categorize the data for accounting and reporting.



PLATINUM RULE

Every nickel and every dime should be accounted for in this database.



3 TASKS TO COMPLETE FOR COMPILING OF DATA

1. Choose a data collection tool.
2. Design and test the DB to ensure all relevant data is captured.
3. Test and Re-test.



COMMUNICATION

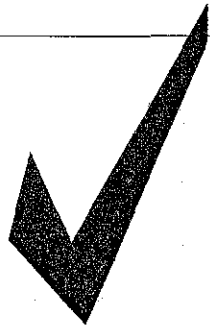
COMMUNICATE that the data you collected is accurate.



1. Let people know that you received their information.
2. Restate the information collected in the database.
3. Allow the delegate to make corrections to any (all) erroneous data transactions.

**SIMPLE
DATA PROCESSING REPORT**

NAME	ADDRESS	PHONE	AMOUNT	PAY TYPE
Jane Doe	1111 Doe Dr.	555-543-5555	100.00	VISA
Jane Pittman	222 Old Road	444-332-1111	100.00	CASH
Robert Jones	444 Miles St.	999-223-4556	50.00	CASH
Mike Miles	1234 New Dr.	999-345-6799	100.00	CASH
TOTAL			\$350.00	
		CASH	\$250.00	
		CREDIT	\$100.00	
	DEPOSIT			\$350.00
PEOPLE COUNT	4			



3 TASKS TO COMPLETE FOR EFFECTIVE COMMUNICATION

1. Create a confirmation letter.
2. Identify the information stored in the DB for the delegate.
3. Create a receipt for the customer.