



EVENT REGISTRATION IN THE SERVICE CLOUD

SESSION 36087
10/11/2016 3:35pm

PRESENTER

Stephen Mitchell

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University of Southern Queensland

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UNIVERSITY
OF SOUTHERN
QUEENSLAND

Many university events are held over the course of each calendar year including participation across a variety of cohorts from future, current and past students - attending events as diverse as Open Day to Graduations. Unfortunately, the method of registering interest and attendance is all too often neglected with personal details being recorded across a plethora of databases, such as spreadsheets, personal local databases, external applications, paper - or even worse, not recorded at all. This haphazard approach leads to dreaded data silos and missed opportunities, which ultimately results in a poor student experience.

To help ensure the university captures event related interactions throughout the student learning journey, an event registration system was developed within the Service Cloud to record, present, report and segment event related touchpoints in a unified approach. Particular emphasis was given to empowering non-technical SME's by providing a mechanism to rapidly build and deploy custom mobile friendly event registration sites, with very limited training and technical support required.



USQ & ORACLE

Oracle Service Cloud
May 2016

ADU 9-11 NOVEMBER 2016



UNIVERSITY OF SOUTHERN QUEENSLAND

Toowoomba
Springfield
Ipswich
Online

ADU 9-11 NOVEMBER 2016



Started by the community in 1967



USQ LOCATIONS



**USQ
Toowoomba**

**USQ
Ipswich**

**USQ
Springfield**

**USQHub@
Stanthorpe**

Brisbane

Fraser Island

Queensland

Sunshine Coast

Gold Coast



29,000

STUDENTS





29
Average Age



**student population
representing
over 90
nationalities**





54%
**Rural &
Remote**



32%



low socio-economic status





56%

students

first in family





of students
STUDY





HANDS UP!

Reach for the sky!

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WHY, WHERE AND HOW?

We need an online registration system that is easy to use, with low barrier to entry and is shareable and accessible

“How you gather,
manage and use
information will
determine whether
you win or lose”



BILL GATES

Not a silly boy



BREAK DOWN THOSE SILOS

A few of the common culprits!

VIA 9GAG.COM



IT'S A TRAP!



“The big benefit of CRM is the visibility of everything relating to customers going on in your company. If you want to provide a better service to your customer, you have to be able to manage everything from complaints to sales opportunities.”

-Roger Cole, CRM Consultant

CRM FIRST STRATEGY

CRM is integral to providing good CX



#WIIFM

LOW BARRIER TO ENTRY

We need to make it so it is easy for our users to manage, build, customise, test and deploy their own sites



#WIIFU

DATA BABY!

Data = Potential

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WE'RE IN MARKETING AFTER ALL

Who would ever say no to
a new source of leads –
right?

A photograph of three footprints in sand, receding into the distance. The sand is light-colored with some darker, wavy patterns. The footprints are dark and show the tread of a shoe.

Follow Me?

JOURNEY MAPPING

For every touchpoint we
gain further insight

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**CUSTOMER
EXPERIENCE**

**IT'S ALL ABOUT THE
EXPERIENCE**

Improved insights lead to
improved CX

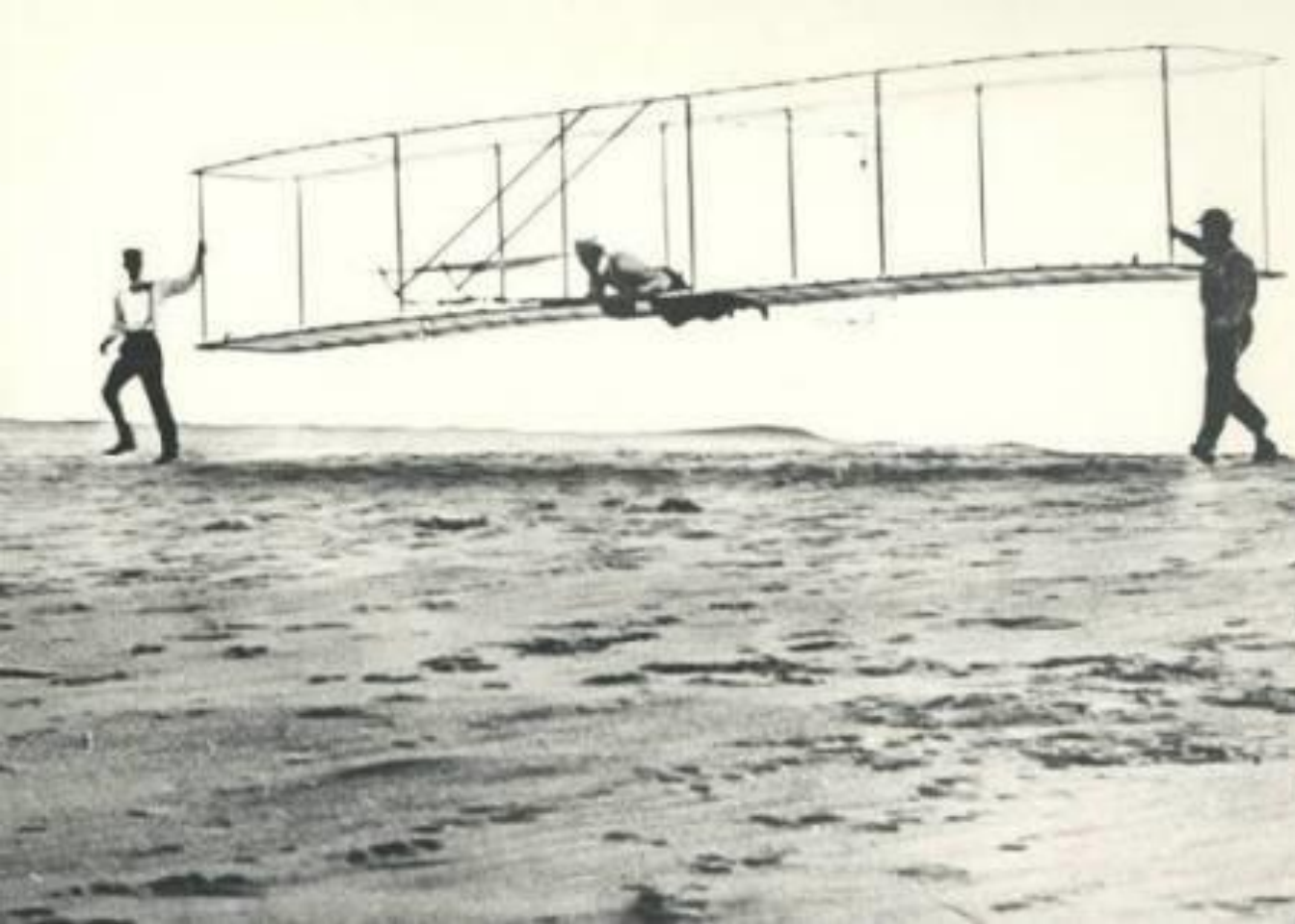
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NOW FOR THE HOW

Let's do this!

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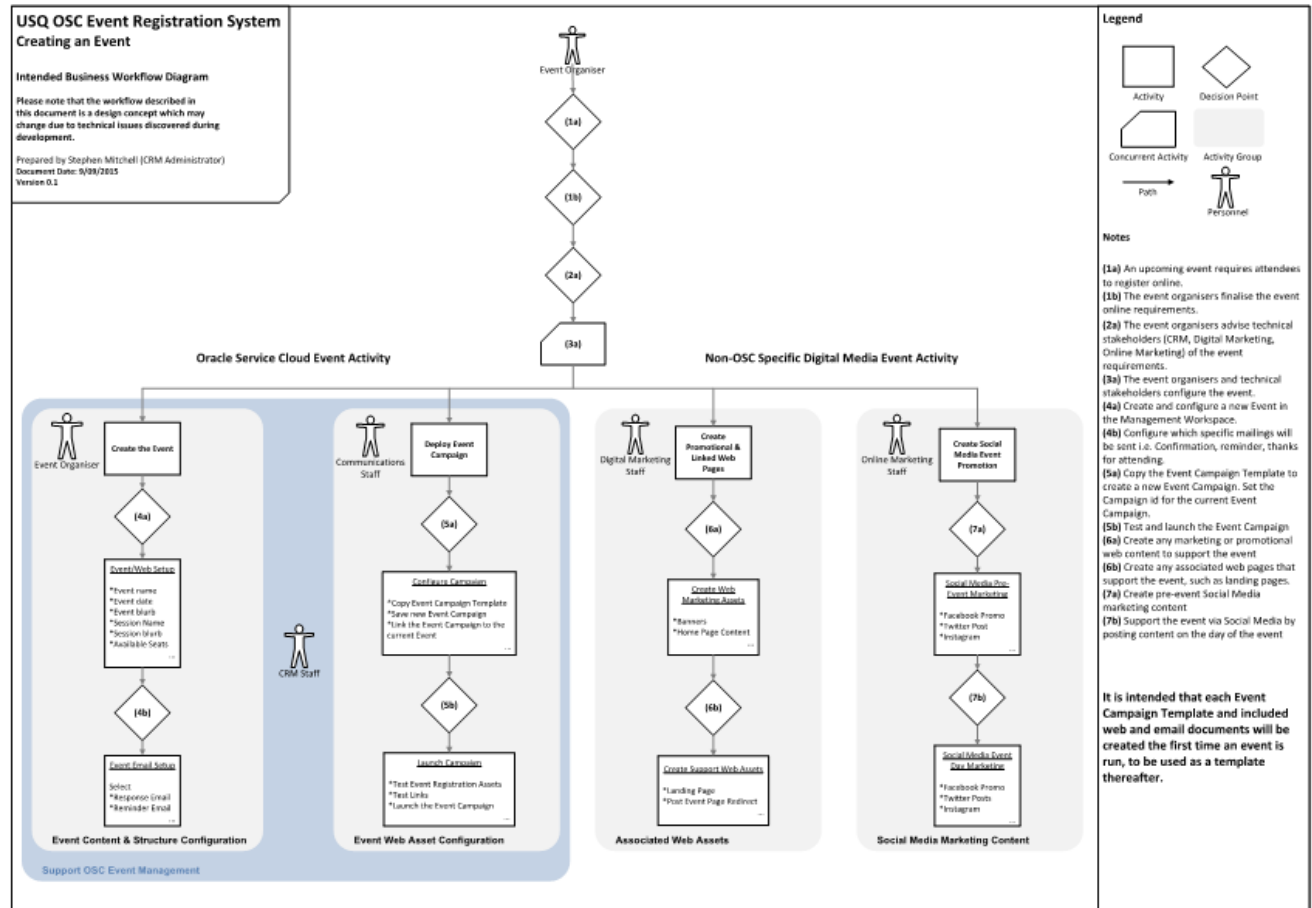
FIRST ATTEMPT

I think we can do better

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VERSION 0.1

We initially developed a business process around the concept of submitting an event registration build request to the Digital Marketing Team, who would then create the event by duplicating and customising a Registration Campaign Template.



VIA 9GAG.COM



IT'S A TRAP!



OBJECTIVES & FEATURES

More than you can poke a stick at. Well, not really, but there are quite a few nonetheless

SYSTEM OBJECTIVES



1. Flexible
2. Customisable
3. Reusable
4. Easy to learn & use
5. Low support requirement
6. Freedom

SYSTEM FEATURES



1. CMS Functionality
2. Event Asset Management Functionality
3. Analytics
4. Web & Email Responsive Front-end
5. Front-end Security Options
6. Private Team Spaces
7. Team Roles & Privileges
8. Site Access Levels

PUBLISHING AN EVENT - WORKFLOW



- market



- build



- test



- approve



- publish

Outreach,
Custom Objects, CPM,
Reports and
Workspaces...



PORTAL OR OUTREACH?



MAKE OUTREACH PLAY NICE

```
1  var remove_rn_underlines = function() {
2      // Remove RN's forced inline styling on load.
3      $(function() {
4          $("a").css("text-decoration", "");
5      });
6  };
7
8  var reformat_input_fields = function() {
9      $(function() {
10         // Copy placeholder text to input fields from labels
11         $("form[name=_main] label").each(function() {
12             var linkedInputID = $(this).attr('for');
13             $("#" + linkedInputID).not("input[type=radio], input[type=checkbox]")
14                 .attr('placeholder', $(this).text());
15         });
16         // RN doesn't set input type for text fields
17         $("form input").filter(function() {
18             return $(this).attr("type") === undefined;
19         }).attr('type', 'text');
20     });
21 };
22
```

CUSTOM OBJECTS AND OUTREACH

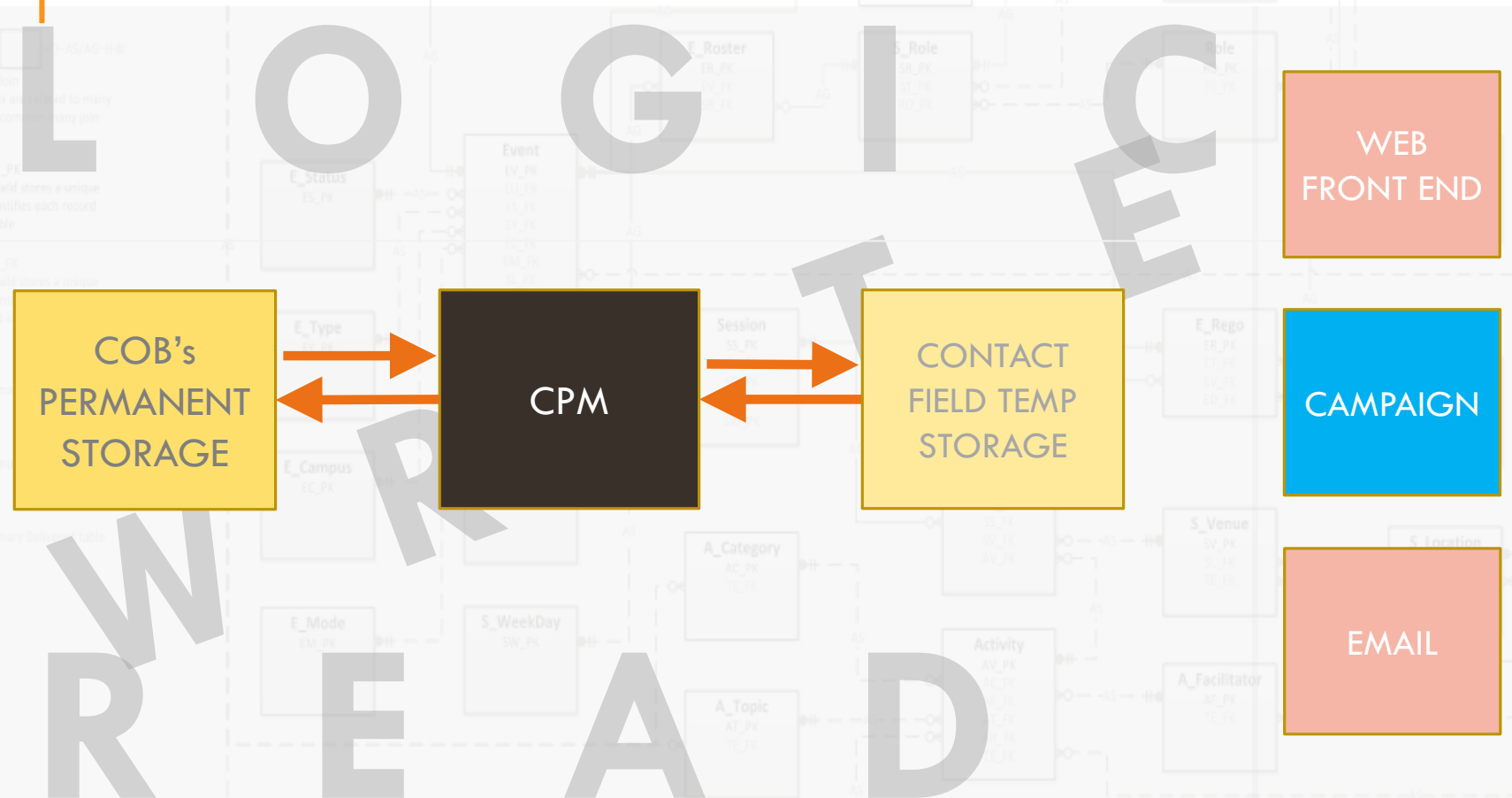
Outreach & Analytics – CO Accessibility

Docs	Analytics	Merged Reports	Merged Fields	Data Fields	Segments Conditionals	Campaign Fields	Campaign Conditionals
Email	✓	✓	✗	✗	✓	✗	✗
Web	✓	✓	✗	✗	✓	✗	✗

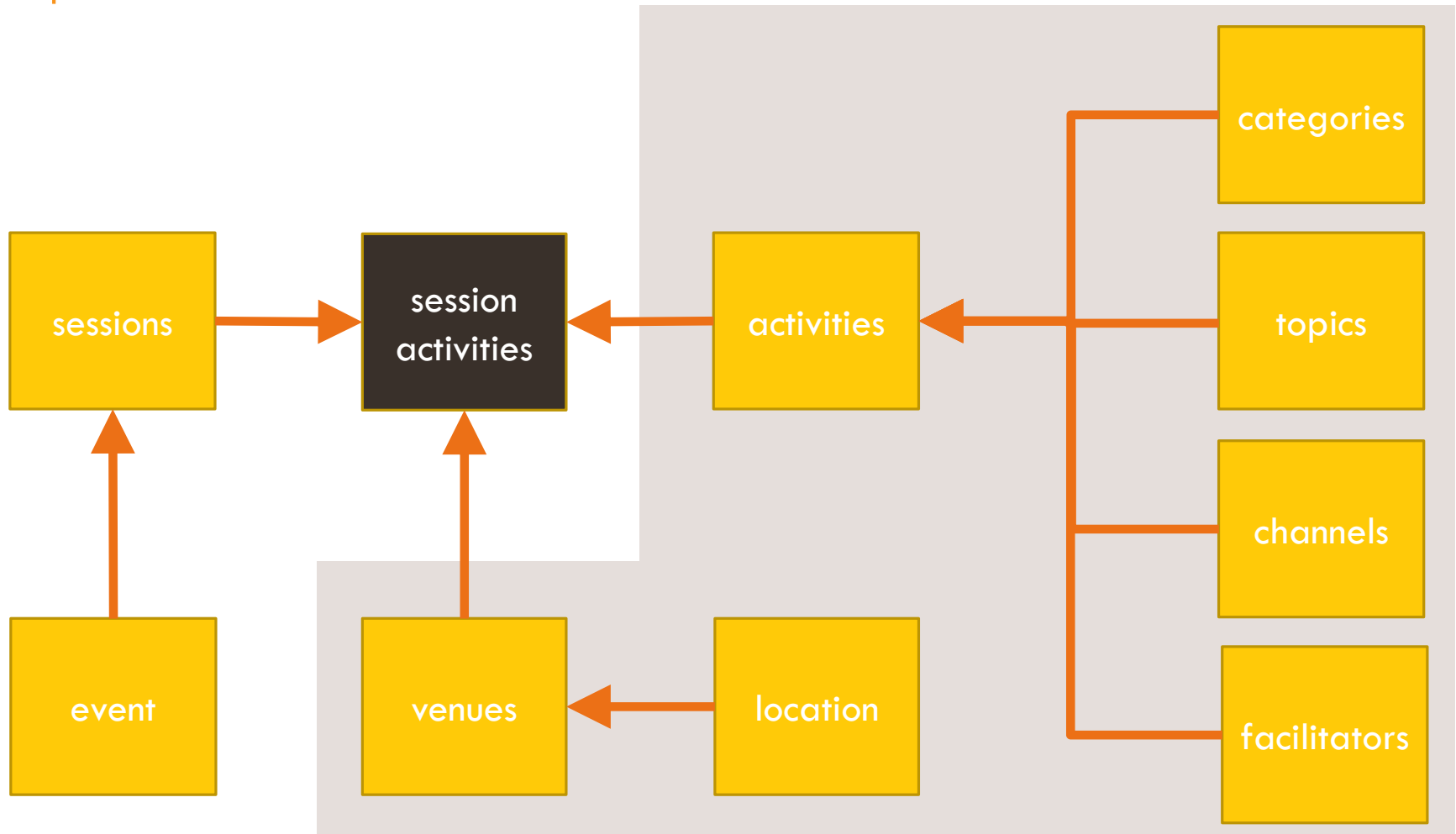
Outreach & Analytics – CO Usage

Analytics	Merged Reports	Merged Fields	Data Fields	Segments Conditionals	Campaign Fields	Campaign Conditionals	Analytics
Read/Logic	Read/Logic	Read	Read/Write	Logic	Write	Logic	Read/Logic

OBJECT EVENT HANDLERS - CPM



REUSABLE, FLEXIBLE AND CUSTOMISABLE



EVENT SYSTEM ENTITY RELATIONSHIP DIAGRAM

One to Many Association Join
 i.e. One record is related to many records
 Association: If the Parent (One) record is deleted the Child (Many) record will be deleted

One to Many Association Join
 i.e. One record is related to many records
 Association: If the Parent (One) record is deleted the Child (Many) record will NOT be deleted

Many to Many Join
 i.e. Many records are related to many records via the common many join table

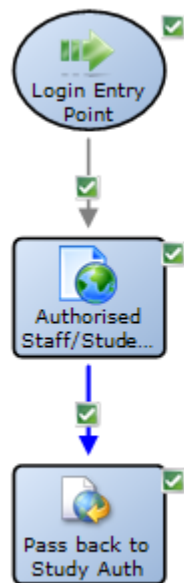
Primary Key: PK
 A Primary Key field stores a unique value which identifies each record stored in the table

Foreign Key: FK
 A Foreign Key field stores a unique value which identifies each record of the parent table in the relationship join

Primary (DB) table
Many utility table
Primary (Linked) table



ASSIST CAMPAIGN - SSO



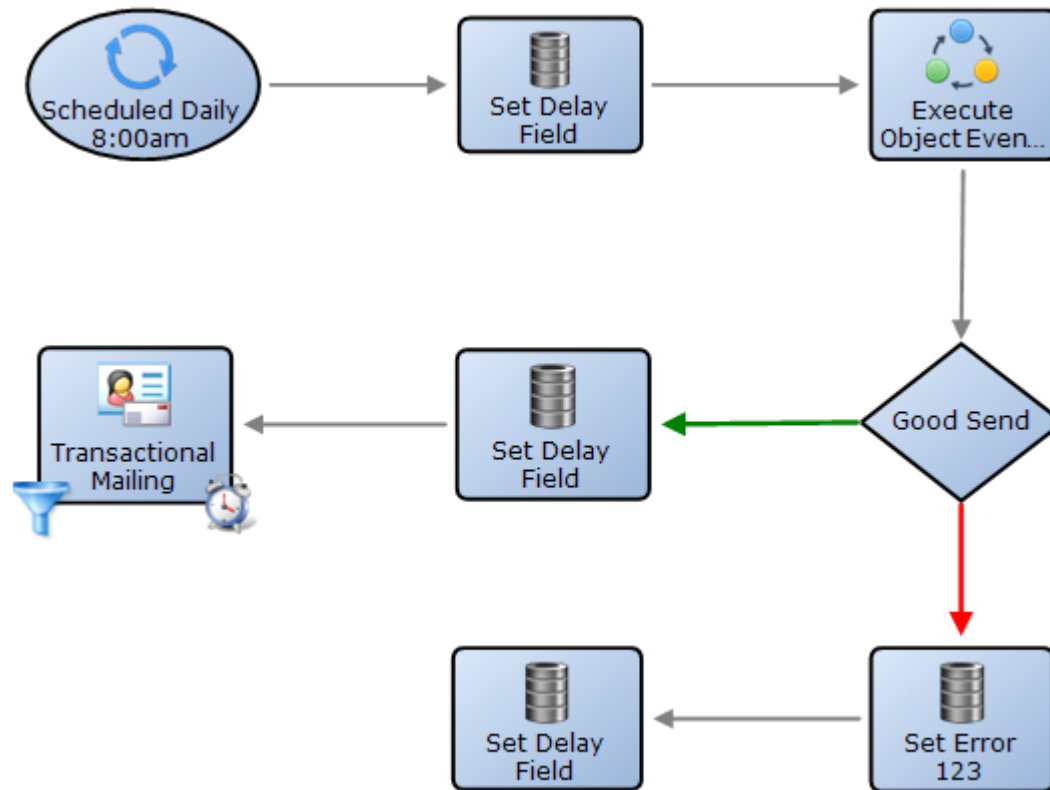
This Campaign handles the Staff and Student login to the Events Registration System

Contacts are directed to the Auto Submit page from the Event Registration Campaign via UConnect through SSO.

The Auto Submit page contains a script which auto submits the webform.

The redirect url contains the contact's email address which is passed back to the Study Site and pre-filled in another auto submit campaign web page.

REMINDER TO ATTEND CAMPAIGN



SYSTEM INVENTORY

Inventory 1		Inventory 2		Inventory 3		Inventory 4	
Part	Quantity	Part	Quantity	Part	Quantity	Part	Quantity
Interfaces	2	Delivered Object Fields	4	Campaigns	3	Mailings	2
Delivered Objects	2	Custom Object Fields	>100	Web Documents	17	Email Merged Reports	25
Custom Objects	21	Workspace Custom Reports	>85	Email Documents	3	Web Merged Reports	85
CO Custom Menus	11	Workspace Rules	>200	Email Templates	1	Dashboards	4
Workspaces	21	Custom Process Managers	2	Web Templates	1	HTML/JS/CSS PHP (lines of code)	~4000



EVENT ADMIN INTERFACE

Backend

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EVENT TEAM DASHBOARD

My Events Admin Dashboard

My Admin

Team Staff

Registrations

Assigned Tasks

Gantt Chart

Roster

Tasks

Event Activities

Categories

Topics

Channels

Facilitators

USQ Event Management

My Events

My Admin Accounts

	Active	Team	Full Name	Team Roles	Logged In
1		CRM Team	Stephen Mitchell	System Developer	
2		The Avengers	Stephen Mitchell	Lead Author	
3		USQ Test Schools Team	Stephen Mitchell	Team Authoring Manager	
				CRM Admin	

My Teams (Logged In)

Active	Name	Events	Open Events	New Leads	Registrations	Attendances	Admin/Staff
	USQ Test Schools Team	2	0	4	12	7	3
Total		2	0	4	12	7	3

Top Level > USQ Test Schools Team

Team Events

	Event	Description	Mode	Type	Status	Event Launched	Event Suspended
1	2016 USQ Student Experience Day @ Toowoomba	This event offers a great opportunity for Year 11 and 12 stud...	On-Campus	On Campus Schools Event	Test	01/11/2016 07.00 AM	07/11/2016 06.00 PM
2	Test Event IO Training IO Training		Off-Campus	Face to face	Test	01/09/2016 12.00 PM	03/09/2016 12.00 AM

in to one account at a time for clarity.

EVENT TEAM DASHBOARD

[Top Level](#) > **USQ Test Schools Team**



Team Events

		Event	Description	Mode	Type	Status	Event Launched	Event Suspended
1		2016 USQ Student Experience Day @ Toowoomba	This event offers a great opportunity for Year 11 and 12 stud... More	On-Campus	On Campus Schools Event	Test	01/11/2016 07.00 AM	07/11/2016 06.00 PM
2		Test Event IO Training	IO Training	Off-Campus	Face to face	Test	01/09/2016 12.00 PM	03/09/2016 12.00 AM

TEAM MANAGER INTERFACE

My Events Admin Dashboard

USQ Test Schools Team

Event Team

Active*

Yes

ID

4

Team Name*

USQ Test Schools Team

Description

This is a generic team used for testing and training purposes.

Event Administrators

Open Add New

		Login	Full Name	Description	Email Address	Date Created	Team Roles	
1		q9422467	Kathy Carey	Kathy is the Team's Author.	kathy.carey@usq.edu.au	16/05/2016 08.32 PM	Team Author	
2		u1050516	Stephen Mitchell		Stephen.Mitchell@usq.edu.au	16/05/2016 08.58 PM	Team Authoring Manager	
3		testuser3	Test User3		test.user3@usq.edu.au	16/05/2016 09.00 PM	Team Author	
4		testuser1	Test User1		stephen.mitchell@usq.edu.au	02/09/2016 10.31 AM	Team Author	

Staff

Event Assets

Events (2)

Attachments

Notes

Audit

Administration

Admins (4)

Staff

Roles

Tasks

Roster (0)

TEAM MANAGER INTERFACE - ASSETS

My Events Admin Dashboard

USQ Test Schools Team

Event Team

Active*

Yes

ID

4

Team Name*

USQ Test Schools Team

Description

This is a generic team used for testing and training purposes.

Activities

Open

Add New

	Active	Activity	Category	Channel	Facilitator	Topic	No. of Session Activities	No. of Events
1		Accounting	Student Experience Day Activity	Group Workshop	Steve Mitchell	Business and Commerce	1	1
2		Archaeology	Student Experience Day Activity	Group Workshop		Humanities and Communication	1	1
3		Biology	Student Experience Day Activity	Group Workshop		Sciences	1	1
4		Business Economics	Student Experience Day Activity	Group Workshop		Business and Commerce	1	1
5		Campus Tour	Student Experience Day Activity	Group Tour		General Information	2	1
6		Career Planning	Student Experience Day Activity	Group Information Session		General Information	0	0
7		Civil Engineering and	Student Experience	Group Workshop		Engineering and Built	1	1

Topics (9)

Activities (26)

Channels (3)

Facilitators (1)

Locations (1)

Venues (7)

Categories (1)

Staff

Event Assets

Events (2)

Attachments

Notes

Audit

TEAM MANAGER INTERFACE - ROLES

My Events Admin Dashboard

USQ Test Schools Team

Event Team

Active*

Yes

ID

4

Team Name*

USQ Test Schools Team

Description

This is a generic team used for testing and training purposes.

Team Roles

Open

Add New

		Role	Description	\$Rate (Hourly)	Role Type	Admins/Staff Assigned
1	✓	Team Author	This is the team's primary author.	52	Author (Admin)	3
2	✓	Web Tester 2	This role is assigned to web testers.	32	Web Tester (Staff)	0
3	✓	Team Authoring Manager	This role is assigned to the Team Lead responsible for approving all events prior to going public.	55	Author (Admin)	1
4	✓	Support Staff - Student Ambassador	This role is assigned to Student Ambassadors who will be assigned to register attendances via the web interface during the event.	30	Event Support (Staff)	0
5	✓	Support Staff - Professional Staff	This role is assigned to USQ professional staff who will be assigned to work during the event registering attendances into the web interface.	40	Event Support (Staff)	1
6	✓	Web Tester		30	Web Tester (Staff)	2

Staff

Event Assets

Events (2)

Attachments

Notes

Audit

Administration

Admins (4)

Staff (2)

Roles (6)

Tasks (0)

Roster (0)

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QUEENSLAND


TEAM MANAGER INTERFACE — ROLE TYPE


My Events Admin Dashboard

USQ Test Schools Team (2) x

USQ Test Schools Team

Team Author   



Team Role 

Role Details

ID

12

Active*

Yes

Name*

Team Author

Team*

USQ Test Schools Team

Role Type*

Search Text

[No Value]

Author (Admin)

Data Processor (Admin)

Event Manager (Staff)

Event Support (Staff)

Web Tester (Staff)

Hourly Rate*

Description

Details

Admin/Staff (6)

Notes

Attachments

Audit

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TEAM INTERFACE —STAFF ASSIGNED ROLE

My Events Admin Dashboard

USQ Test Schools Team (2) x

USQ Test Schools Team

Team Author



Team Role



Admin/Staff Assigned to this Role



Deleting an Admin/Staff assignment will not delete the actual Admin/Staff account but will result in the deletion of any tasks or rosters assigned to the Staff/Admin's Role assignment.

Open Delete

	Active	Assigned Role ID	Role	Full Name	Admin/Staff	Staff/Admin Description	No. of Rosters	No. of Assigned Tasks
1		27	Team Author	Kathy Carey	Admin	Kathy is the Team's Author.	0	0
2		29	Team Author	Test User3	Admin		0	0
3		84	Team Author	Test User1	Admin		0	0
4		27	Team Author	Kathy Carey	Admin	Kathy is the Team's Author.	0	0
5		29	Team Author	Test User3	Admin		0	0
6		84	Team Author	Test User1	Admin		0	0

Details

Admin/Staff (6)

Notes

Attachments

Audit

ADU 9-11 NOVEMBER 2016

TEAM MANAGER INTERFACE - EVENTS

My Events Admin Dashboard

USQ Test Schools Team

Event Team

Active*

Yes

ID

4

Team Name*

USQ Test Schools Team

Description

This is a generic team used for testing and training purposes.

Manage Team Events

Open

Add New

EID	Event	Description	Event Type	Site Status	Time to Launch	Launch Date	Suspend Date	Registrations	At
20	2016 USQ Student Experience Day @ Toowoomba	This event offers a great opportunity for Year 11 and 12 students to experience what university is all about.	On Campus Schools Event	Test	N/A	01/11/2016 07.00 AM	07/11/2016 06.00 PM	10	7
33	Test Event IO Training IO Training		Face to face	Test	N/A	01/09/2016 12.00 PM	03/09/2016 12.00 AM	2	0
Total								12	7

Staff

Event Assets

Events (2)

Attachments

Notes

Audit

Administration

EVENT MANAGER INTERFACE

My Events Admin Dashboard

2016 USQ Student Experience Day



Event Manager



Name * 2016 USQ Student Experience Day

[Open the Event Registration page in a browser](#)

Event ID 20

Event Builder

The Event Description:

This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.

Event Status

Event Sessions

Rostered Staff (0)

Assigned Tasks (0)

Event Teams



Status

Site Status *

Test

Type *

On Campus Schools Event

Event registration open from: *

01/11/2016 07.00 AM

Mode *

On-Campus

To: *

07/11/2016 06.00 PM

Campus *

Toowoomba

Event attendance open from: *

09/11/2016 09.30 AM

To: *

09/11/2016 06.00 PM

Event Management

CMS - Site Configuration

Event Planner

Event Registrations

Notes

Attachments

Audit

ADU 9-11 NOVEMBER 2016

EVENT STATUS

Event Status

Event Sessions

Rostered Staff (0)

Assigned Tasks (0)

Event Teams



Status

Site Status*

Search Text

[No Value]

Author

Test

Public

Restricted

07/11/2016 06:00 PM

Type*

On Campus Schools Event

Mode*

On-Campus

Campus*

Toowoomba

Event attendance open from: *

09/11/2016 09.30 AM



To: *

09/11/2016 06.00 PM



EVENT SESSIONS

Event Status **Event Sessions (7)** Rostered Staff (0) Assigned Tasks (0) Event Teams



Sessions

Open Add New

	Active	Session Name	Block	Weekday	Day	Start Time ▲	No. of Activities
1		Morning Overview	Morning	Monday	Day 1	04/07/2016 08.30 AM	0
2		Morning Tea				04/07/2016 10.30 AM	0
3		Lunch Break	Lunch	Monday	Day 1	04/07/2016 12.00 PM	0
4		Event Wrap-Up	Afternoon	Wednesday		05/07/2016 04.00 PM	0
5		Session 1	Morning	Wednesday	Day 1	09/11/2016 09.30 AM	4
6		Session 2	Lunch	Wednesday		09/11/2016 11.30 AM	4
7		Session 3	Afternoon	Wednesday		09/11/2016 01.00 PM	4

EVENT SESSIONS

2016 USQ Student Experience Day

Session 1

17

Event Session



Manage an Event Session

Event Name	2016 USQ Student Experience Day	E.ID	20	Active *	Yes
Session Name *	Session 1	S.ID	19		
Day	Day 1	Weekday	Wednesday	Block	Morning
Session Start Time *	09/11/2016 09.30 AM				
Session Description	Students to break into pre-selected groups. Session 1 commences at 9.30 AM				



Event Details

Status	Launch Date	Suspend Date
Test	01/11/2016 07.00 AM	07/11/2016 06.00 PM
Type	Event Description	
On Campus Schools Event	This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.	
Mode		

Session

Activities (4)

Notes

Attachments

Audit

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EVENT SESSIONS – ACTIVITIES TAB

My Events Admin Dashboard

2016 USQ Student Experience Day (2)

Reports Explorer

2016 USQ Student Experience Day

Session 1

17

Event Session

Session Activities

Open Add New

	ID	Active	Start Time	Session Activity	Activity	Duration	Facilitator	Venue	Location	Limited Seats	Alloc Seats	Remaining Seats	Standby Seating	Multi-seat Bookings Allowed
1	17		09/11/2016 09.30 AM	Accounting Workshop	Accounting	15	Steve Mitchell	R113	The Univeristy of Southern	Yes	0	0	No	No
2	18		09/11/2016 10.00 AM	Archaeology Workshop	Archaeology	15		L206	The Univeristy of Southern Queensland -	Yes	1	0	No	No
3	20		09/11/2016 10.30 AM	Campus Tour	Campus Tour	15		The Quadrangle - The Quad	The Univeristy of Southern	No	0	0	No	No
4	19		09/11/2016 11.00 AM	Biology Workshop	Biology	15		L209	The Univeristy of Southern	Yes	20	4	No	Yes

Session

Activities (4)

Notes

Attachments

Audit

SESSION ACTIVITIES

2016 USQ Student Experience Day

Session 1

Archaeology Workshop



Session Activity



Session Activity

Name *	Archaeology Workshop	Active *	Yes	ID	18
Description	Open a window to the past in our Archaeology lab. Learn about the tools archaeologists use to investigate excavation sites and discover how people lived in the past.				<div>Remaining Seats 0</div>
Session *	Session 1		This is a limited seating activity *	Yes	
Activity *	Archaeology		Standby seating is available *	No	
Venue	L206		Multiple seat booking allowed *	No	
Start Time	09/11/2016 10:00 AM	Duration	15	Total Seating Allocation	1

[Details](#) [Bookings \(1\)](#) [Notes](#) [Attachments](#) [Audit](#)

ACTIVITY

My Events Admin Dashboard

2016 USQ Student Experience Day (4) x

2016 USQ Student Experience Day

Session 1

Archaeology Workshop

Archaeology



Activity Builder



Build Activities

Team *	<input type="text" value="USQ Test Schools Team"/>	ID	<input type="text" value="37"/>
Category	<input type="text" value="Student Experience Day Activity"/>	Channel	<input type="text" value="Group Workshop"/>
Topic	<input type="text" value="Humanities and Communication"/>	Facilitator	<input type="text" value="[No Value]"/>
Name *	<input type="text" value="Archaeology"/>	Active	<input type="text" value="Yes"/>
Description	<input type="text" value="Open a window to the past in our Archaeology lab. Learn about the tools archaeologists use to investigate excavation sites and discover how people lived in the past."/>		

Activity

Session Activities (1)

Notes

Attachments



Audit

ADU 9-11 NOVEMBER 2016

ACTIVITY CATEGORY

My Events Admin Dashboard 2016 USQ Student Experience Day (5) x

2016 USQ Student Experience Day Session 1 Archaeology Workshop Archaeology Student Experience Day Activity ✓ ✕


 **Event Activity Category** 


Category Details





Name * ID

Description

Team * **Active**

**Associated Activities**

 Open

	Active	ID	Activity	Channel	Topic	Facilitator	No. of Session Activities
1		23	Accounting	Group Workshop	Business and Commerce	Steve Mitchell	1
2		37	Archaeology	Group Workshop	Humanities and Communication		1
3		41	Biology	Group Workshop	Sciences		1
4		24	Business	Group Workshop	Business and		1

ACTIVITY TOPIC

My Events Admin Dashboard

2016 USQ Student Experience Day (5)

2016 USQ Student Experience Day

Session 1

Archaeology Workshop

Archaeology

Humanities and Communication



Event Activity Topic



Event Activity Topic

Name* Humanities and Communication

ID 11

Description

Team USQ Test Schools Team

Active Yes



Associated Activities

Open

	Active	ID	Activity	Category	Channel	Facilitator	No. of Session Activities
1		37	Archaeology	Student Experience Day Activity	Group Workshop		1
2		38	Journalism	Student Experience Day Activity	Group Workshop		0

Details (3) Notes Attachments Audit

ACTIVITY CHANNEL

My Events Admin Dashboard

2016 USQ Student Experience Day (5)

2016 USQ Student Experience Day

Session 1

Archaeology Workshop

Archaeology

Group Workshop



Event Activity Channel

Channel Details

Name* Group Workshop

ID 11

Description

Team* USQ Test Schools Team

Active Yes



Associated Activities

Open

	Active	ID	Activity	Category	Topic	Facilitator	No. of Session Activities
1		23	Accounting	Student Experience Day Activity	Business and Commerce	Steve Mitchell	1
2		37	Archaeology	Student Experience Day Activity	Humanities and Communication		1
3		41	Biology	Student Experience Day Activity	Sciences		1

Details (22)

Notes

Attachments (0)

Audit

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ACTIVITY FACILITATOR



Event Activity Facilitator



Event Activity Facilitator Details

Name* Steve Mitchell Job Title CRM Administrator ID 43

Bio This is employed by the University of Southern Queensland in the role of the CRM Administrator (Coordinator).

Team* USQ Test Schools Team Active Yes



Associated Activities

Open Add New Options

	Active	ID	Activity	Channel	Category	Topic	No. of Session Activities
1		23	Accounting	Group Workshop	Student Experience Day Activity	Business and Commerce	1
2		25	Information Systems	Group Workshop	Student Experience Day Activity	Business and Commerce	1

Details (2) Notes Attachments Audit

SESSION ACTIVITIES – BOOKING TAB

My Events Admin Dashboard

2016 USQ Student Experience Day (3) x

2016 USQ Student Experience Day

Session 1

Archaeology Workshop ✓ ✗



Session Activity



Session Activity Bookings

Open ✗ Delete

	First Name	Last Name	Time of Booking	Seats Booked	Placed on Standby	Standby Seating Offer Made	Accepted Standby Offer	Booking Cancelled	Attended Session Activity
1	Jamie		06/08/2016 11.49 PM	1				No	No
2	Total			1					

Details

Bookings (1)

Notes

Attachments

Audit

SESSION ACTIVITIES – BOOKING

My Events Admin Dashboard

2016 USQ Student Experience Day (4) x

2016 USQ Student Experience Day

Session 1

Archaeology Workshop

1875



Session Activity Booking

Booking Details

Registration ID 1168

Booking ID 1875

Book an Activity*

[Archaeology Workshop](#)

Limited Seating

Yes

Allocated Seats

1

Seats Booked

1

Seats Remaining

0

Description

Open a window to the past in our Archaeology lab. Learn about the tools archaeologists use to investigate excavation sites and discover how people lived in the past.

Standby Seating

Placed on Standby

[No Value]

Seat Offered

No

Accepted Offer

No

Attended Session Activity

No

Cancelled Booking

No

Multiple Seat Bookings Allowed

No

Standby Seating Availa

No

Details

Notes

Attachments

Audit

ADU 9-11 NOVEMBER 2016

SESSION BOOKING - REGISTRATION

My Events Admin Dashboard

2016 USQ Student Experience Day (5) ✕

2016 USQ Student Experience Day

Session 1

Archaeology Workshop

1875

1168 ✓ ✕ ✕



Event Registration

Personal Registration Details

Contact*

Jamie



Registration ID

1168

Dietary Requirements

[No Value]

Cancel registration for all sessions *

No

Specific Dietary Requirements

Comments

Event 2016 USQ Student Experience Day

Description This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.

ID 20

Type On Campus Schools Eve

Status Test

Details

Session Bookings (6)

Notes

Attachments (0)

Audit

ADU 9-11 NOVEMBER 2016

REGISTRATION — BOOKINGS TAB

My Events Admin Dashboard

2016 USQ Student Experience Day (5) x

2016 USQ Student Experience Day

Session 1

Archaeology Workshop

1875

1168



Event Registration



Session Bookings for this Registrant

Open Add New

	Seats Booked	Session Activity	Activity Start	Duration	Facilitator	Venue	Location	Attendance	Standby Seating
Session: Session 1, Day: Day 1, Block: Morning, Start Time: 09/11/2016 09.30 AM									
	1	Archaeology Workshop	09/11/2016 10.00 AM	15		L206	The Univeristy of	Booked	
	1	Campus Tour	09/11/2016 10.30 AM	15		The Quadrangl	The Univeristy of	Booked	
	10	Biology Workshop	09/11/2016 11.00 AM	15		L209	The Univeristy of	Attended	
Session: Session 3, Day: No Value, Block: Afternoon, Start Time: 09/11/2016 01.00 PM									
	1	Primary Education Workshop	09/11/2016 01.30 PM	15		R113	The Univeristy of	Booked	
	2	Robotics Workshop	09/11/2016 02.00 PM	15		L209	The Univeristy of	Attended	
	1	Statistics Workshop	09/11/2016 02.30 PM	15		L206	The Univeristy of	Booked	
Total 16									

Details

Session Bookings (6)

Notes

Attachments (0)

Audit

ADU 9-11 NOVEMBER 2016

EVENT - PLANNER

My Events Admin Dashboard

2016 USQ Student Experience Day



Event Manager



Name * 2016 USQ Student Experience Day

[Open the Event Registration page in a browser](#)

Event ID 20



Event Planner

Open Add New

- All
- 09/11/2016 09.30 AM Session 1
- 09/11/2016 11.30 AM Session 2
- 09/11/2016 01.00 PM Session 3

	Active	Activity Start Time	Duration	Session Activity	Session Activity Description	Facilitator	Location	Venue
1		Session Name: Session 1, Session Start Time: 09/11/2016 09.30 AM, Session Description: Students to break into pre-selected groups. Session 1 commences at 9.30 AM, Session ID: 19						
2	✓	09/11/2016 09.30 AM	15 min	Accounting Workshop	You'll be amazed at where accounting can take you. Join us to ex... More	Steve Mitchell	The Univeristy of South...	R113
3	✓	09/11/2016 10.00 AM	15 min	Archaeology Workshop	Open a window to the past in our Archaeology lab. Learn about the to... More		The Univeristy of South...	L206
4	✓	09/11/2016 10.30 AM	15 min	Campus Tour	Explore USQ Toowoomba on a guided tour by a current unive... More		The Univeristy of South...	The Quadrangle - The Quad
5	✓	09/11/2016 11.00 AM	15 min	Biology Workshop	The heart is a powerful organ. You will have the opportunity to dissect... More		The Univeristy of South...	L209
6		Session Name: Session 2, Session Start Time: 09/11/2016 11.30 AM, Session Description: Students to break into pre-selected groups. Session 2 commences at 11.30 AM, Session ID: 20						
7	✓	09/11/2016 11.30 AM	15 min	Business Economics Workshop	Economic changes can arise quickly and impact		The Univeristy	R113

Event Management CMS - Site Configuration **Event Planner** Event Registrations Notes Attachments Audit

ADU 9-11 NOVEMBER 2016



EVENT CMS — IDENTITY MANAGEMENT

My Events Admin Dashboard

2016 USQ Student Experience Day



Event Manager



Name * 2016 USQ Student Experience Day

[Open the Event Registration page in a browser](#)

Event ID 20



Web Site Functionality

Site Functionality

Communications

Site Layout

Identity Management

Seating Management



☒ Yes ☐ No

2. Select 'Yes' to require contacts to confirm their identity by having a 4-digit code sent to the mobile phone number or email address provided on login. After the contact receives the code it is entered into a field on the web page to confirm identity before continuing on to the registration page. This option should be used with option 3 to authentication USQ staff and students as this is the preferred method of identity management for these contacts. **Because SMS incurs a cost as the text messages are sent via a commercial mobile provider, please ensure you have organised appropriate funding and have added credits to the sms campaign prior to this event registration going live. Costs per sms is approximately \$0.10.**

☒ Yes ☐ No

3. Select 'Yes' to require USQ students and staff to login via the standard USQ Authentication page. Contacts identified as students or staff will be redirected to the login page. After successfully logging in contacts will be redirected to the registration page. This functionality can be used in conjunction with options 1 and 2.

☒ Yes ☐ No

4. Select 'Yes' to have a QR Code link sent to contacts in the registration confirmation email to allow staff to scan the provided QR Code (Printout or mobile phone) for easy attendance confirmation at the event.

Event Management

CMS - Site Configuration

Event Planner

Event Registrations

Notes

Attachments

Audit

ADU 9-11 NOVEMBER 2016



EVENT CMS — SEATING MANAGEMENT

My Events Admin Dashboard

2016 USQ Student Experience Day

Event Manager

Name * 2016 USQ Student Experience Day [Open the Event Registration page in a browser](#) Event ID 20

Web Site Functionality

Identity Management

Seating Management

☒ Yes ☐ No

1. Select 'Yes' to limit seating for the event. Once enabled, the available remaining seats for each session will be displayed on the session booking page. You can set the available seats for each session activity when you add an activity to a session. If you have an activity that does not require a seating restriction, change the session activity 'limited seating activity' field to 'No' for that session activity.

☒ Yes ☐ No

2. Select 'Yes' to allow contacts to select an option, when registering, to be placed on standby for any session activity that has no remaining seats. The contact will receive an email notification (and an sms if configured in the communications tab) if a seat should become available due to cancellations or additional seating allocations. Additional seats are not reserved for individuals as the notification is broadcast once daily to all contacts that are placed on standby and new bookings are made on a 'first to book' basis.

☒ Yes ☐ No

3. Select 'Yes' to allow a contact to book multiple anonymous seats per booking. If Limited Seating is enabled any additional seats booked will be subtracted from the total available seating.

Event Management

CMS - Site Configuration

Event Planner

Event Registrations

Notes

Attachments

Audit

Site Functionality


Communications



Site Layout



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QUEENSLAND

ADU 9-11 NOVEMBER 2016


EVENT CMS – COMMUNICATIONS EMAIL (1)

 My Events Admin Dashboard

 2016 USQ Student Experience Day 


 **Event Manager** 

Name * [Open the Event Registration page in a browser](#) Event ID



Communications

Email SMS App



☒ Yes ☐ No

1. Select 'Yes' to send an email immediately after a contact completes an event booking confirming the booking details. The email generically states that the contact has made a booking for the event and provides a link to access the booking page to update their details or amend the booking. Selecting this option will additionally send an email notification to any contact who does not complete a booking advising that the booking was not completed. **Please complete the Email Content Configuration section below.**


☒ Yes ☐ No

1a. Select 'Yes' to send Parental Consent and Talent Release information with relevant consent forms as attachments in the booking confirmation email. **Please complete the Email Content Configuration section below.**

☒ Yes ☐ No

2. Select 'Yes' to send an email reminder to the contact to attend the approaching event. Please note that this message is configured to be sent once per day so to ensure the email is sent when you expect it is advised to set the date/time to 12:00am on the day you require the email to be sent. **Please complete the Email Content Configuration section below.**

Enter the date/time when the email reminder should be sent out:



Event Management **CMS - Site Configuration** Event Planner Event Registrations Notes Attachments Audit

EVENT CMS – COMMUNICATIONS EMAIL (2)

My Events Admin Dashboard 2016 USQ Student Experience Day x

Event Manager

Name * 2016 USQ Student Experience Day [Open the Event Registration page in a browser](#) Event ID 20

Communications

Email SMS App

Email Banner URL (600X200 pixels):

Talent Release Email Attachment URL:

Parental Consent Email Attachment URL:

Document Submission Return Email Address:

Email Signature Sign Off (Eg. From):

Email Signature Name (Eg. The Schools Team):

Email Signature Return Address (Eg. schools.engage@usq.edu.au):

Yes No


Yes No

Yes No


Event Management CMS - Site Configuration Event Planner Event Registrations Notes Attachments Audit

Site Functionality Communications Site Layout


EVENT CMS — COMMUNICATIONS - SMS



Event Manager




Name * 2016 USQ Student Experience Day [Open the Event Registration page in a browser](#) Event ID 20



Communications

Email **SMS** App



As text messages are sent via a mobile service provider a cost is associated with sending these messages. Please ensure you have purchased enough credit to meet the volume requirements of the

1. Select 'Yes' to send an sms to confirm the event booking to the contact's registered mobile phone number. The sms generically states that the contact has successfully registered for this event.

2. Select 'Yes' to send an sms reminder to the contact for the approaching event. The message generically reminds the contact to attend the impending event. Please note that this message is configured to be sent once per day so you should set the date/time to 12:00am on the day you require the sms to be sent. Select the date/time that the sms should be sent out below:

3. Select 'Yes' to send an sms to a contact to advise that a seat has become available when standby seating is configured for use for this event.

By selecting any of the above options contacts will be asked to provide a mobile phone number and asked to 'opt-in' to receive notifications from USQ.

Event Management **CMS - Site Configuration** Event Planner Event Registrations Notes Attachments Audit

Site Functionality Communications Site Layout

SMS SYSTEM — MAIN INTERFACE (MANAGER)

SMS Manager

Campaign ID *Not available*

Campaign Name*

Status Passed Test

Contact Set Status to test and select your Staff record and save to send a test message

Launch Date*

Suspend Date (Optional)

Created By Updated By

Created Updated

Campaign Budget and Financial Approval

Budget in \$* Available \$ Funds

Cents Msg Cost* Est. Audience Size*

Department Code* Account Code*

Financial Delegate*

Approved* Your Department will be required to pay for this service. By selecting yes I confirm that I have approval from my Financial and Delegate to expend these funds.

Options ▼

Estimated Spend

Total Sent

Actual Spend (\$)

There are no items to show in this view.

Budget Notes Attachments Audit

Create your sms outbound message here

From Displayed on recipients phone if opt-out is not selected

Salutation This text will precede the contact's name

1st Message Part

, This is a test SMS from USQ's CRM messaging system. Note the comma at the start of the sentence which will follow the recipients name. This is optional.

The first message part is restricted to a maximum of 160 characters and will incur a fee at the standard rate

Multi-part Message

2nd Message Part

This is extra text, which if used will double the cost of sending a message.

Using the second message part will result in a doubling of the sms fee. Additionally the first and second parts are restricted to 153 characters each when using two message parts.

Include Opt-out

Opt-out Message

Warning: The Salutation, Contact Name and Opt-out text contributes to the total character count, which means even if the message body text falls within the character limit, the count when including the Salutation may exceed the limit. It is recommended to test all new campaigns before launch.

Message Activity (0)

Logged in as: Stephen Mitchell

23/11/2015 11:40 AM GMT-10 | 100%

CMS – SITE LAYOUT – PERSONAL DETAILS (1)

My Events Admin Dashboard

2016 USQ Student Experience Day

Event Manager

Name * 2016 USQ Student Experience Day [Open the Event Registration page in a browser](#) Event ID 20

Web Site Layout

Personal Details Page | Booking Page | Confirmation Page | Redirect Page

Advisory Content

☒ Yes ☐ No

1. Display Rego Page Banner Image

Banner Image URL (1200x400 pixels):

☒ Yes ☐ No

2. Display Rego Page Heading Text

Heading Text:

☒ Yes ☐ No

3. Display Top Text Area

Available Merge Data Fields for use on this page

To use simply copy and paste the tag (excluding the line numbers) into any of the content data fields on this page.

1. ``
2. ``
3. ``
4. ``
5. ``
6. ``
7. ``
8. ``
9. ``
10. ``
11. ``
12. ``

Event Management | **CMS - Site Configuration** | Event Planner | Event Registrations | Notes | Attachments | Audit

Site Functionality | Communications | Site Layout

CMS – SITE LAYOUT – PERSONAL DETAILS (2)

Personal Details Page

Booking Page

Confirmation Page

Redirect Page

☒ Yes
 ☐ No

3. Display Top Text Area

Top Text Area:

<blockquote id="\$events.\$event.description" class="setRNDData"></blockquote>

☒ Yes
 ☐ No

Bottom Text Area:

<p style="margin-top: 10px; text-align: center;">and 12 students to experience a range of interesting and fun activities.</p>

You will also have the opportunity to share your experiences.

Event Management

CMS - Site Configuration

Personal Details Page

Booking Page

Confirmation Page

Redirect Page

☒ Yes
 ☐ No

5. Display USQ's Privacy Legalese

Data Collection Fields - Contact Details

Data Field	Required
1. First Name	: Yes
2. Last Name	: No
3. Preferred Name	: No
Home Phone	: No
Mobile Phone	: No
Work Phone	: No

Personal Details Page

Booking Page

Confirmation Page

Redirect Page

☒ Yes
 ☐ No

11. School Attended

☒ Yes
 ☐ No

12. Recent School Year

☒ Yes
 ☐ No

13. Year Finished School

☒ Yes
 ☐ No

14. Studying OP

☒ Yes
 ☐ No

15. Change Maker

☒ Yes
 ☐ No

16. First in Family

☒ Yes
 ☐ No

Data Collection - School Profession

Event Management

CMS - Site Configuration

Event Planner

Event Registration

Personal Details Page

Booking Page

Confirmation Page

Redirect Page

☒ Yes
 ☐ No

6. Display USQ's Privacy Legalese

Data Collection Fields - Contact Details

Event Management

CMS - Site Configuration

Event Planner

Event Registration

ASSET UPLOAD WORK REQUESTS

My Events Admin Dashboard

Steve (CRM)

Events Team (2)

Events Team

USQ Toowoomba Open Day 2016

Event Manager

Name * [Open the Event Registration page in a browser](#) Event ID

Web Team Work Request Status

[No Value]
On Hold
New Work Request
Work In Progress
Waiting to Close
Closed by Event Team

Notes

Sort

Hi Georgie

The images below have been recreated using the PSD files.

The links to map the images are below.

These are named according to the image location where they'll be used - ie the first one will be for the email :
https://usqstudy.custhelp.com/euf/assets/event_system_assets/events_team/2016_twba_open_day/imgs/email/twmba_open_day_16_email.png

This one is for the web page banner:
https://usqstudy.custhelp.com/euf/assets/event_system_assets/events_team/2016_twba_open_day/imgs/web/twmba_open_day_16_web.png

Cheers Sam

Notes

Edit Delete Samantha Metzroth, 21/06/2016 03:50 PM

Edit Delete Georgina Humphrys, 21/06/2016 11:29 AM

Event Management CMS - Site Configuration Event Planner Event Registrations **Notes** Attachments Audit

ADU 9-11 NOVEMBER 2016

UNIVERSITY
OF SOUTHERN
QUEENSLAND

ASSET UPLOAD - DM TEAM DASHBOARD

DM Team - Event Work Requests Da... x




Event Status
All

Work Request Status
All

Search

USQ Events Digital Marketing Team Work Requests

Future Events

	Team	Event	Work Request	Status	Type	Mode	Campus	Event Launch Date	TTL
1	 Psychology Team	Interview for Master of Psychology [36] @ Toowoomba	Closed by Event Team	Public	Face to face	On-Campus	Toowoomba	01/11/2016 12.00 AM	Launched
2	 The Avengers	Masters Pilot [30] @ Toowoomba	Closed by Event Team	Author	Face to face	On-Campus	Toowoomba	17/10/2016 02.48 PM	Launched
3	 Events Team	Toowoomba Open Day Sessions and Activities [25] @ Toowoomba	On Hold	Test	Information Session	On-Campus	Toowoomba	11/07/2016 12.00 AM	Launched



WEBSITE

Let's take it for a spin

ADU 9-11 NOVEMBER 2016

LANDING PAGE

EVENTS AT USQ

USQ Event Registration

Please provide an email address to continue to your event registration page. Make sure you check your email before the event as this is how we will contact you with any updates prior to the event.

Email Address:

Submit



USQ is collecting the personal information on this form for support for students and prospective students and for marketing purposes. Your personal information will not be disclosed to any third party without your consent unless required or authorised to do so by law. Further information concerning [privacy](#) is available.

WEB FORM VALIDATION

USQ Event Registration

Please provide an email address to continue to your event registration page. We will send you an email before the event as this is how we will contact you with any updates price

Email Address:

Submit



Please include an '@' in the email address. 'stephen' is missing an '@'.

USQ is collecting the personal information on this form for support for students and prospective

SECURITY

It's obviously important to secure student and staff data. It is equally important to offer a security solution for “non-members” accessing the system from the web interface.



SECURITY 1 — NON-IDENTIFYING INFO

Steve's 2016 USQ Student Experience Day

This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.

What will I gain from attending the day?

We recommend you attend this event if you are considering university, but are unsure of the field that you would like to study. On the other hand, if you know exactly what you are interested in studying, this is also a perfect opportunity to find out more before you make your decision. Some of the topics you will learn about include:

- What university life is like
- What you can study at USQ
- The benefits of studying a university degree
- What study areas interest you

You will also have the opportunity to speak with current USQ students about their experiences.

Email Address: stephen.mitchell@usq.edu.au

First Name: Steve

City: My Town

Post Code: 4350

Submit



ADU 9-11 NOVEMBER 2016



SECURITY 2 — EMAIL CONFIRMATION

usqstudy@custhelp.com

USQ | Event Registration - Identity Confirmation Code | 2016 USQ Student Experience Day

Mitchell

If you are having any problems with how this message is displayed, click here to view it in a web browser.

Enter the code we just emailed to you to register:

Submit

Your privacy is important to us, so to help us protect your information we need you to confirm your identity by entering the challenge code we just sent to your USQ primary email address (stephen.mitchell@usq.edu.au).

The email address you entered on the previous page may differ from your Primary USQ email address if you have contacted USQ from both of these email addresses in the past.

If you are a USQ student or staff member we recommend that you return to the [USQ Event Registration](#) page and enter your UMail address into the email field (Students can find it in your Student Centre).

Enter the code we just emailed to you to register:

Submit



[? Ask USQ FAQs](#)



usq.edu.au



is played below into the provided field. After you enter the correct code and click the Submit Button you can attend the 2016 Usq Student Experience Day.

4187

2016 Usq Student Experience Day

digit code displayed below into the provided field on the webpage to register. After you enter the correct code and click the Submit Button you can attend the 2016 Usq Student Experience Day being held on 9-11 November 2016.

4187




[Privacy Statement](#) | [Forward to a friend](#) | [Unsubscribe](#) | [Update your details](#)
© University Of Southern Queensland



ADU 9-11 NOVEMBER 2016

SECURITY 3 — ACTIVE STUDENTS/STAFF SSO



UNIVERSITY
OF SOUTHERN
QUEENSLAND

Username

Password

Logon >

[Forgotten Password?](#)
[Trouble logging in?](#)

PERSONAL DETAILS PAGE



Steve's 2016 USQ Student Experience Day

This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.

What will I gain from attending the day?

We recommend you attend this event if you are considering university, but are unsure of the field that you would like to study. On the other hand, if you know exactly what you are interested in studying, this is also a perfect opportunity to find out more before you make your decision. Some of the topics you will learn about include:

- What university life is like
- What you can study at USQ
- The benefits of studying a university degree
- What study areas interest you

You will also have the opportunity to speak with current USQ students about their experiences.

Email Address:

stephen.mitchell@usq.edu.au

First Name:

Steve



*I am interested in studying...

- ☐ Business & Commerce
- ☐ Creative Arts & Media
- ☐ Education
- ☐ Engineering & Built Environment

PERSONAL DETAILS CONT..

*I am interested in studying...

- ☐ Business & Commerce
- ☐ Creative Arts & Media
- ☐ Education
- ☐ Engineering & Built Environment
- ☐ Health & Community
- ☐ Humanities & Communication
- ☒ Information Technology
- ☐ Law & Justice
- ☐ Sciences
- ☐ Pathways Program

☐ I'm still undecided

☐ I'm currently studying year 12

Or the last year I attended school:

1991 

My School Year Level

12 

OP Eligibility:

OP eligible 

My School or the last school I attended (Select from the list below or type to search):

|

A.b. Paterson College
Aboriginal & Islander Independent Comm
Agnew School (toowoomba)
Agnew School (warwick)

☐ My school is not listed

☒ I'm a USQ Change Maker

☒ I'm the first in my family to attend uni

Dietary Requirements:

... 

Other Dietary Requirements:

Additional comments including any special access requirements:

This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.

Submit

MOBILE FRIENDLY



Steve's 2016 USQ Student Experience Day

This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.

DYNAMIC SCHOOL SEARCH FEATURE

My School or the last school I attended (Select from the list below or type to search):

1. Full Listing

A.b. Paterson College

Aboriginal & Islander Independent Comm

Agnew School (toowoomba)

Agnew School (warwick)

☐ My school is not listed

2. Filtered by “bris” search

My School or the last school I attended (Select from the list below or type to search):

Brisbane Adventist College

Brisbane Bayside State College

Brisbane Boys' College

Brisbane Broncos Ltd

☐ My school is not listed

BOOKING PAGE



USQ Student Experience Day - 2016

Steve's booking details...

This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.

What is the USQ Student Experience Day?

This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.

➤ **Session 1**
Day 1 | Wednesday Morning
09:30 AM - 09/11/2016



➤ **Session 2**
Wednesday Lunch
11:30 AM



➤ **Session 3**
Wednesday Afternoon
01:00 PM



What will I gain from attending the day?

We recommend you attend this event if you are considering university, but are unsure of the field that you would like to study. On the other hand, if you know exactly what you are interested in studying, this is also a perfect opportunity to find out more before you make your decision. Some of the topics you will learn about include:

ADU 9-11 NOVEMBER 2016

BOOKING PAGE CONT..

- What university life is like
- What you can study at USQ
- The benefits of studying a university degree
- What study areas interest you

You will also have the opportunity to speak with current USQ students about their experiences.

Submit



USQ is collecting the personal information on this form for support for students and prospective students and for marketing purposes. Your personal information will not be disclosed to any third party without your consent unless required or authorised to do so by law. Further information concerning privacy is available.

ABN: 40 234 732 081 CRICOS: QLD 00244B, NSW 02225M TEQSA: PRV12081 Right to information
Disclaimer Privacy Feedback Contact us
USQ is a Member of the Regional Universities Network
© University of Southern Queensland 2016



SESSION ACTIVITIES

▼ Session 1

Day 1 | Wednesday Morning

09:30 AM - 09/11/2016

Students to break into pre-selected groups. Session 1 commences at 9.30 AM

▼ Accounting Workshop

Start: 09:30 AM

Duration: 15 mins

Venue: R113

Location: The Univeristy of Southern Queensland - Toowoomba Campus

Facilitator: Steve Mitchell

Bio: This is a test facilitator bio.

You'll be amazed at where accounting can take you. Join us to explore the range of roles accountants perform in the global business community.

📅

Booking Details

Allocated Seats: 0

Remaining Seats: 0

Add Booking

➤ Archaeology Workshop

Start: 10:00 AM

Duration: 15 mins

Venue: L206

Location: The Univeristy of Southern Queensland - Toowoomba Campus

➤ Campus Tour

Start: 10:30 AM

Duration: 15 mins

Venue: The Quadrangle - The Quad

Location: The Univeristy of Southern Queensland - Toowoomba Campus

➤ Biology Workshop



Start: 11:00 AM

Duration: 15 mins

Venue: L209


Location: The Univeristy of Southern Queensland - Toowoomba Campus

BOOKING A SINGLE SEAT



 **Campus Tour** 

Start: 10:30 AM
Duration: 15 mins
Venue: The Quadrangle - The Quad
Location: The Univeristy of Southern Queensland - Toowoomba Campus



Explore USQ Toowoomba on a guided tour by a current university student and find out firsthand what university life is like!



 **Booking Details**

Add Booking

 **Session 1** 


Day 1 | Wednesday Morning
09:30 AM - 09/11/2016

 **Accounting Workshop** 

 **Campus Tour** 

Start: 10:30 AM
Duration: 15 mins
Venue: The Quadrangle - The Quad
Location: The Univeristy of Southern Queensland - Toowoomba Campus

Explore USQ Toowoomba on a guided tour by a current university student and find out firsthand what university life is like!

 **Booking Details**

Cancel Booking

Biology Workshop

X

Start: 11:00 AM
Duration: 15 mins
Venue: L209
Location: The University of Southern Queensland - Toowoomba Campus

The heart is a powerful organ. You will have the opportunity to dissect a beef heart to discover how this amazing biological machine works!

Calendar icon

Booking Details

Allocated Seats: 20
Remaining Seats: 10

5 seats

Select the number of seats you would like to book

Undo Cancellation

Cancel Booking

✓

Biology Workshop

Start: 11:00 AM
Duration: 15 mins
Venue: L209
Location: The Univeristy of Southern Queensland - Toowoomba Campus

✕

The heart is a powerful organ. You will have the opportunity to dissect a beef heart to discover how this amazing biological machine works!

📅

Booking Details

Allocated Seats: 20
Remaining Seats: 10

1 seat

Select the number of seats you would like to book

Add Seats to Booking

Biology Workshop

X

Start: 11:00 AM
Duration: 15 mins
Venue: L209
Location: The Univeristy of Southern Queensland - Toowoomba Campus

The heart is a powerful organ. You will have the opportunity to dissect a beef heart to discover how this amazing biological machine works!

Booking Details

Allocated Seats: 20
Remaining Seats: 10

5 seats

Select the number of seats you would like to book

Cancel or Update Booking

Update Booking

CONFIRMATION



USQ Student Experience Day - 2016

This event offers a great opportunity for Year 11 and 12 students to experience what university is all about. You will participate in a range of interesting and inspiring sessions tailored to your areas of interest.

Congratulations! Mitch, you've successfully registered to attend the 2016 USQ Student Experience Day.

We have your email registered as:

*stephen.mitchell@usq.edu.au
usqsystst01@mail.com

* We'll contact you via this email address.

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CONFIRMATION CONT.


A booking confirmation email has been sent to your address as indicated above. Please review the email to make sure your booking details are correct. If you need to make any changes simply click the link in the email to update your booking details.

We look forward to seeing you there! In the meantime, have a look at what [Your Future](#) could be like with the support of USQ.

Don't forget to print out or take a screenshot of your personal QR code below. Remember that you can always come back to this page by clicking the link in your confirmation email.



Steve's Program:

10:30 AM		Campus Tour
11:30 AM		Business Economics Workshop
01:00 PM		USQ Scholarship Information Session
02:30 PM		Statistics Workshop

What will I gain from attending the day?

We recommend you attend this event if you are considering university, but are unsure of the field that you would like to study. On the other hand, if you know exactly what you are interested in studying, this is also a perfect opportunity to find out more before you make your decision. Some of the topics you will learn about include:

- What university life is like
- What you can study at USQ
- The benefits of studying a university degree
- What study areas interest you

You will also have the opportunity to speak with current USQ students about their experiences.

USQ is collecting the personal information on this form for support for students and prospective students and for marketing purposes. Your personal information will not be disclosed to any third party without your consent unless required or authorised to do so by law. Further information concerning [privacy](#) is available.

CONFIRMATION PROGRAM & QR CODE



Steve's Program:

10:30 AM

Campus Tour

Explore USQ Toowoomba on a guided tour by a current university student and find out firsthand what university life is like!

Duration: 15 Min

Location: The University of Southern Queensland - Toowoomba Campus

Venue: The Quadrangle - The Quad

Seats: 1

11:30 AM

Business Economics Workshop

Economic changes can arise quickly and impact on business and governments around the world. Learn how understanding business economics can assist with sustainable business practices.

Duration: 15 Min

Location: The University of Southern Queensland - Toowoomba Campus

Venue: R113

Seats: 1

CONFIRMATION EMAIL

2016 USQ Student Experience Day

Hi Steve

You've successfully registered for 2016 USQ Student Experience Day being held on Wednesday 09/11/2016 from 09:30am.

If you haven't already taken a screenshot of your [Personal QR Code](#), you can access it at anytime. Don't forget to save it to your mobile or tablet then present it to register your attendance at the event.

Please check over the details below to ensure your [booking](#) is correct. You can always update your details whilst the event is still open for registration.

- 10:30 am , Venue: The Quadrangle - The Quad, Activity: Campus Tour (Seats 1)
- 11:30 am , Venue: R113, Activity: Business Economics Workshop (Seats 1)
- 01:00 pm , Venue: Allison Dickson Lecture Theatre, Activity: USQ Scholarship Information Session (Seats 1)
- 02:30 pm , Venue: L206, Activity: Statistics Workshop (Seats 1)

Kind Regards

The Schools Team

schools.engage@usq.edu.au



[? Ask USQ FAQs](#)

usq.edu.au



2016 USQ Student Experience Day

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- 02:30 pm , Venue: L206, Activity: Statistics Workshop (Seats 1)

Kind Regards

The Schools Team

schools.engage@usq.edu.au



[Privacy Statement](#) | [Forward to a friend](#) | [Unsubscribe](#) | [Update your details](#)

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Toowoomba QLD 4350 Australia | ABN: 40 234 732 081 | CRICOS: QLD 00244B, NSW 02225M | TEQSA PRV12081




**PLEASE
CHECK
IN**

ATTENDANCE

It's the day of the event


ADU 9-11 NOVEMBER 2016

ATTENDANCE — CHECK-IN



 **Campus Tour**

Start: 10:30 AM
Duration: 15 mins
Venue: The Quadrangle - The Quad
Location: The Univeristy of Southern Que

Explore USQ Toowoomba on a guided tour by what university life is like!


 **Booking Details**

Checkout

 **Campus Tour** 

Start: 10:30 AM
Duration: 15 mins
Venue: The Quadrangle - The Quad
Location: The Univeristy of Southern Queensland - Toowoomba Campus

Explore USQ Toowoomba on a guided tour by a current university student and find out firsthand what university life is like!

 **Booking Details**

Check-in

CONFIRMATION — CHECK-IN







USQ Student Experience Day - 2016

Super! We're please to confirm that **Steve** is checked into the activities as indicated by the filled circle below.

If you need to amend Steve's check-in details, just click the banner above and re-enter Steve's email address (stephen.mitchell@usq.edu.au) and click through to the Booking page to update the booking as required.

Steve's Program:

10:30 AM		Campus Tour Explore USQ Toowoomba on a guided tour by a current university student and find out firsthand what university life is like! Duration: 15 Min Location: The Univeristy of Southern Queensland - Toowoomba Campus Venue: The Quadrangle - The Quad Seats: 1
11:30 AM		Business Economics Workshop
01:00 PM		USQ Scholarship Information Session
02:30 PM		Statistics Workshop

ADU 9-11 NOVEMBER 2016



GO LIVE

Let's see how it flies...

OPEN DAY



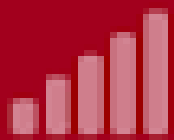
1. Built by the Student Events Team
2. 3 hours of training & support
3. 6 Events – very complex!
4. 3 Campuses
5. QR Registration
6. Staff trained on the day
7. Session level attendance recorded

OPEN DAY — TEETHING ISSUES



Wi-Fi

On



No networks found

CAPTCHA CODE



Y U SO HARD TO READ

This is what a phone camera sees
when scanning a QR Code in
direct **sunlight**



Y U SO HARD TO READ

I need tech
support right away.
Yes, I'll hold.

CORE
ERUPTION
IN 00:03

RED
ALERT!

RELAX

EMERGENCY

CALM

DANGER

DANGER!
DANGER!
DANGER!

SITUATION STATUS

CRITICAL

CORE TEMPERATURE

COLD

COOL

BALMY

HOT

STAY
PUT
AWAY!

OH
NO!

YEARS 7 & 8 USQ DISCOVERY DAY



1. Built by the Schools Engagement Team
2. 3 hours training & support
3. 3 Events
4. 3 Campuses
5. Attendance checked off and entered post event
6. Single Session Event






ANALYTICS AND INSIGHTS

‘The goal is to turn data into information, and information into insight’

- Carly Fiorina Ex HP President


BETTER CX



Contact Details

First Name * Steve

Last Name * Mitchell

Email ▼ stephen.mitchell@usq.edu.au 

Area of Study

Program Preference ▼

☐ Business & Commerce

☐ Creative Arts & Media

☐ Education

☐ Engineering & Built Environment

☐ Health & Community

☐ Humanities & Communication

☒ Information Technology

☐ Law & Justice

☐ Sciences

☐ Surveying

☐ Undecided Area of Study

☐ Cross Institutional

☐ Diplomas

☐ English for Academic Purposes (EAPP)

☐ English for Language Intensive Course (ELAS)

☐ IHEPP

☐ Pathways Program

☐ Professional Development

☐ Tertiary Preparation Program

☒ None of the Above

Study Options

Level of Study

☐ Undergraduate

☒ Postgraduate

☐ Research

☐ None of the Above

Future Student ▼ Yes

Semester Start ▼ Unsure

Year to Start ▼ Future

StudyMode ▼ On Campus

Location ▼ Toowoomba

Year finished school ▼ 1991

Incidents (118) Additional Info Applications Notes Attachments Mailings Surveys Audit Log **Events (11)** Area of Study

Activity	Seats	Cancelled	Attended
+ Event Date: 15/09/2016 09.00 AM, Event Name: USQ Student Experience Day - 2016			
+ Event Date: 09/11/2016 09.30 AM, Event Name: 2016 USQ Student Experience Day			
Business Economics Workshop	1		
Statistics Workshop	1		
Campus Tour	1		
USQ Scholarship Information Session	1		
+ Event Date: 22/11/2016 12.00 AM, Event Name: Interview for Master of Psychology			



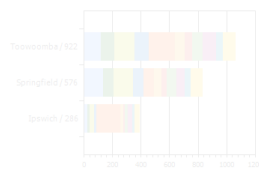
2016 Open Day Campaign Session Activities

THAT'S SOME GOOD DATA

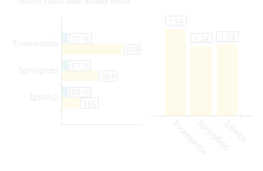


2016 Open Day Campaign Summary

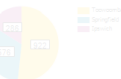
Registrations by Interested Study Area



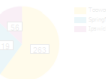
No. of Contacts who selected more than one Study Area



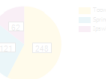
Total registrations



Registrations attended



Registered on the day



Total attendance

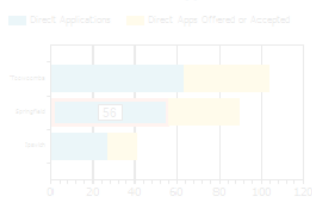


	Total Registrations	Registrations Attended	Registered on the Day	Total Attendance	Domestic Direct Applications	QTAC Applications	Head Start	First in Family
Toowoomba	922	511	576	511	56	121	11	11
Springfield	576	325	325	325	56	121	11	11
Ipswich	286	138	138	138	27	12	4	4
Total	1784	974	1039	974	139	254	26	26

New Leads



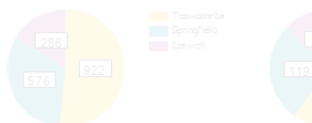
Domestic Direct Applications



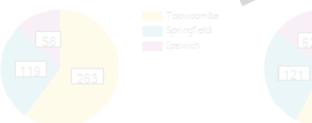
QTAC Applications



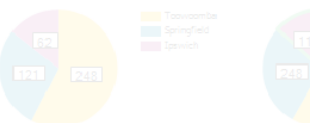
Total registrations



Registrations attended

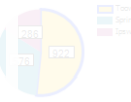


Registered on the day

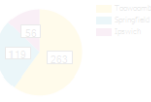


	Total Registrations	Registrations Attended	Registered on the Day	Total Attendance
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Springfield	576	325	325	325
Ipswich	286	138	138	138
Total	1784	974	1039	974

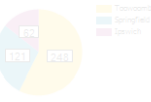
Total registrations



Registrations attended



Registered on the day



Total attendance

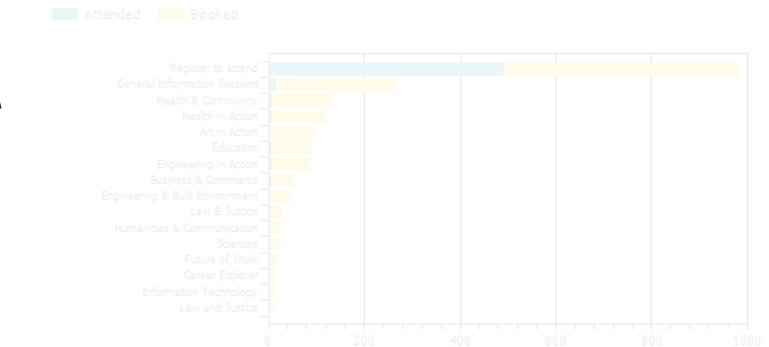


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Total	1784	974	1039	974



Booked

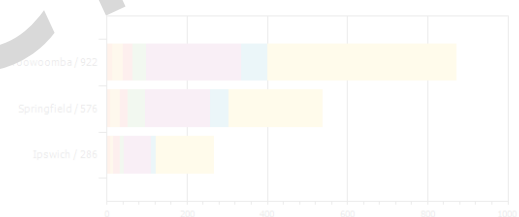


Attended



2016 Open Day Campaign Summary

Registrations by Year Finish School



Record Counts 3

Record Counts 3

Record Counts 3

Record Counts 3

Record Counts 3

Record Counts 3

Record Counts 3

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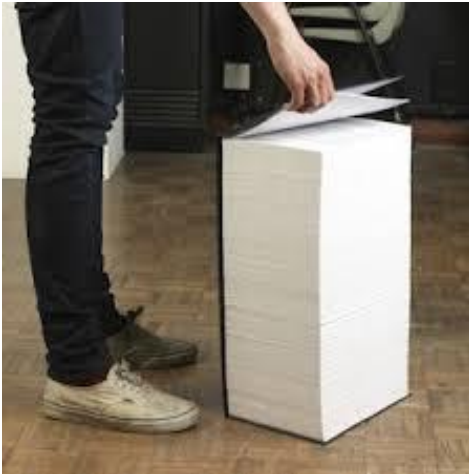
SUPPORTING THE SYSTEM

Have you tried turning off
and on again?



**Hello, IT, have you tried
turning it off and on again?**

SYSTEM SUPPORT #RTFM



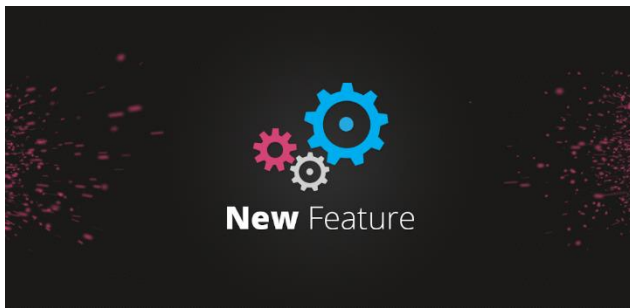
1. We have a small manual (over 90 pages)
2. We run face to face training sessions before first use
3. CRM Team provides usual OSC client support
4. We are thinking about creating a user group
5. We also like the concept of creating video tutorials...



WHAT'S NEXT?

Rinse and repeat

NEW FEATURES & CONTINUOUS IMPROVEMENT



1. Standby Seating functionality
2. Incomplete Registration Notification
3. SMS & Push Notifications
4. Improve Limited Seating options i.e. disallow more than one session booking for “by appointment only” type of events
5. Include an option to require a passcode to access the booking page on the day of the event
6. Geofence automation for security and sign-in on the event day
7. Develop a calendar interface
8. Improve Staff Resourcing functionality i.e. Student Ambassador online duty allocation system
9. Refactor code for efficiency and security improvements



2017

THE YEAR AHEAD

Rollout across university
and continuously improve
the system through user
feedback

ADU 9-11 NOVEMBER 2016

ONLINE REGISTRATIONS SCHEDULED SO FAR



1. Student Support Team
S1 Enrolment Sessions
2. Student Enrichment Team (Phoenix Central)
S1 2017 Orientation
3. School of Psychology & Counselling Team
S1 2017 Interview Booking for Master of Psychology
4. USQ International have completed training and plan to use the system throughout 2017



QUESTIONS

ANY QUESTIONS?

ADU 9-11 NOVEMBER 2016

IN SUMMARY

HERE'S CHEERS!



PRESENTER

Stephen Mitchell

CRM Administrator

University of Southern
Queensland

Stephen.Mitchell@usq.edu.au



UNIVERSITY
OF SOUTHERN
QUEENSLAND

**ALL ALLIANCE PRESENTATIONS WILL BE AVAILABLE FOR
DOWNLOAD FROM THE CONFERENCE SITE**



THANK YOU!



ADU 9-11 NOVEMBER 2016