How to Make Your Event Registration Process GDPR Compliant:

A Guide for IEEE Event Organizers

By: IEEE Meetings, Conferences & Events | 07 October 2019 | v.3

This document communicates general information only, and serves as a starting point in your understanding of issues relating to GDPR. This document is not legal advice, nor does it convey legal facts or opinions. Do not rely on the content of this document for any particular situation, and always consult IEEE’s regulatory expert at privacy@ieee.org to discuss your specific legal, compliance, and GDPR-related issues.
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Introduction

Without a doubt, IEEE events involve the transfer of attendee personal information, from event registration to onsite lead capture, to follow-up.

Receiving and documenting an attendee’s consent to store and use their personal information is at the center of the General Data Protection Regulation (GDPR). Consent must be an active and traceable action of the individual rather than passive acceptance through pre-ticked boxes or opt-outs.

When asking people to fill out registration details, you will need to make sure that you are GDPR-ready.

The Impact of GDPR on Events

If you are an event organizer, chances are you may have at least one attendee who is an EU citizen, even if your event occurs in the U.S. or another non-European location.

GDPR means you will have to go to greater lengths to gain consent to hold, use and share people’s data. The law stipulates that you must clearly explain how you will use people’s data, and that they must provide “active” consent to that.

And it’s not just about attendee data – the personal information of any individual must now be stored in an encrypted format. This includes everything including but not limited to: contact information, gender, disabilities, and dietary preferences. Essentially, you are responsible for protecting the privacy of every individual at your event.

For any activity in which you collect personally identifiable information via a data collection process (registration form), you will be required to implement an appropriate consent acknowledgement process to do so.

Some examples of the types of events that capture attendee information include, but are not limited to:

- Meetings
- Conferences
- Webinars
- Virtual events
- Tradeshows
- Receptions
- Awards Ceremonies
- Retreats
What does “Consent” mean under GDPR?

One of the fundamental changes introduced by GDPR is the need for organizations to obtain consent from individuals prior to processing personal data in certain situations. Elements of consent include:

- **Opt-in**: Consent must be opt-in; implied consent or opt-out is no longer viable.
- **Unambiguous**: Consent to use personal data must be “freely given, specific, informed, and unambiguous”.
- **Clarity**: Consent must be made in an intelligible and easily accessible form where legalese terms and conditions are not acceptable.
- **Sharing**: If personal data will be shared with third parties, it must be disclosed to the individual in order to gain effective consent.
- **Withdrawn**: Consent must be as easy to withdraw as it is to give.

How does all this relate to your registration environment? When events collect personally identifiable information, we have to ensure we capture consent from our attendees. As organizers, you cannot provide pre-checked boxes indicating attendees consent. Consent cannot be hidden in terms and conditions and it cannot be set as a default response.

**What Do I Need to Do?**

When asking people to fill out registration details, you will need to make sure that you are GDPR-ready.

To help, IEEE has revised the IEEE Privacy Policy and created a newly released IEEE Event Terms and Conditions for implementation across all IEEE events to help meet GDPR compliance through a proactive consent capture process:

- IEEE Event Terms and Conditions: [https://www.ieee.org/conferences/event-terms-and-conditions.html](https://www.ieee.org/conferences/event-terms-and-conditions.html)

**IEEE Privacy Policy** - This privacy policy applies to all personal data processed by full-time and part-time employees, volunteers when acting on behalf of IEEE, contractors and
partners doing business on behalf of IEEE, as well as all legal entities, all operating
locations in all countries, and all business processes conducted by IEEE.

**IEEE Event Terms and Conditions** - The Event Terms and Conditions set out the terms
and conditions between IEEE and the individual when registering for any event organized
by IEEE. They are in addition to the IEEE Privacy Policy and cover areas such as disclosure
of their personal information to event vendors supporting the event (i.e. registration,
housing, and mobile application providers) photography and videography statements, as
well as badge scanning during an event to name just a few.

These policies are required for all IEEE financially-sponsored events and are in addition to
your general event policies (e.g. refund/cancellation/substitution policies, administrative
fees, etc.).

**Registration Form Set-up**

All events are required to incorporate proactive consent to both the IEEE Privacy and IEEE
Event Terms and Conditions as part of the event registration process to capture and affirm
active consent. Acceptance is mandatory as a condition of registration for any IEEE event.
For audit purposes, they must remain as two separate questions and cannot be combined.

Regardless of the registration provider, you are required to implement the following on the
registration form:

1) **Information Introduction.** Acceptance of IEEE policies are required to register for
this event. By submitting your registration details, you acknowledge that:

2) **IEEE Privacy Policy consent question.** This question is mandatory with only one
response option:
You have read and are in agreement with IEEE’s Privacy Policy.
☐ I accept the IEEE Privacy Policy.

3) **Event Terms and Conditions consent question.** This question is mandatory with only
one response option:
You have read and are in agreement with IEEE’s Event Terms and Conditions.
☐ I accept the IEEE Event Terms and Conditions.

4) Hyperlink both the IEEE Privacy Policy and the IEEE Event Terms and Conditions
Below is an example of how these requirements should appear on your registration form:

**Acceptance of IEEE policies are required to register for this event**

By submitting your registration details, you acknowledge that:

- You have read and are in agreement with IEEE’s Privacy Policy.
- You have read and are in agreement with IEEE’s Event Terms and Conditions.

Note: To ensure the attendee has full attention on the questions, present them on a separate page before the registrant provides any personally identifiable information.

**Registration Form Questions: Required and Optional**

You may be thinking, ‘*May I still include more generalized questions to gather further information about my event attendees for our needs?*’ and the answer is ‘*Of course!*’ Customized questions are a great way to find out more information about your event participants and we encourage you to collect further important points of information that would be helpful to your needs.

We recommend you organize your registration form into multiple pages of questions for ease of the attendee. As a best practice, incorporate each grouping of questions below into your form on their own page.

1. **Required: Consent Questions (GDPR compliance)**
   - You have read and are in agreement with IEEE’s Privacy Policy.
   - You have read and are in agreement with IEEE’s Event Terms and Conditions

2. **Required: Standard Questions (Logistic-specific needs)**
   - Dietary restrictions
   - Disability requirements

3. **Optional: Event Specific Questions (Event Survey questions)**
   - How did you hear about this event?
b. What is your main reason for registering?
c. Is this your first time attending this event?

**Reporting Access**

After building your registration environment, you will likely want to grant reporting access to your organizing committee. Only grant report access to those engaged in the event planning activities on a ‘**need-to-know**’ basis. As a member of the organizing committee, you have the opportunity to obtain, access, and process personal data of individuals who interact with IEEE. To maintain GDPR compliance:

- Only use attendee information for its intended purpose (i.e. planning your event)
- Grant reporting access only to authorized users of the information
- Promptly dispose of all attendee data post-event (i.e. shred remaining name badges and printed reports)

**Onsite Registration Process**

The event has finally arrived and you are ready to open onsite registration. There are a couple of things to keep in mind as you staff the registration area for an event:

- Verify all event personnel (i.e. student volunteers handing out name badges) who may have access to attendee personal data understand GDPR and the implications of mishandled data
- Never hand out badge credentials to anyone other than the registered attendee
- Always lock laptops and never leave them unattended
- Shred any uncollected name badges after the registration system has been reconciled

**Post-Event Compliance**

IEEE’s Centralized Consent Management System (CMS)

One of the requirements of GDPR as it relates to consent is record keeping. As part of the event closing process, you will now be required to submit your final attendance list along with the individual consent capture question responses to IEEE’s centralized Consent Management System (CMS) for storing of this information.
This is required for the fulfilment of IEEE’s obligation to demonstrate compliance with the requirements of the regulation, and allow for and contribute to audits as mandated. To submit your file ready list, follow the instructions below:

1. Export the following information to a MS Excel document:
   a. Registrant’s email (lowercase only)
   b. Registrant’s first name
   c. Registrant’s last name
   d. IEEE Member ID or Customer number
   e. Date and time of registration
   f. Acceptance of IEEE Privacy Policy statement
   g. Acceptance of IEEE Event Terms and Conditions

2. The spreadsheet layout should appear as below and must include the column headings.

<table>
<thead>
<tr>
<th>Column name</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>email</td>
<td>String</td>
<td>The registrants email - lower case only</td>
</tr>
<tr>
<td>firstName</td>
<td>String</td>
<td>The registrants first name</td>
</tr>
<tr>
<td>lastName</td>
<td>String</td>
<td>The registrants last name</td>
</tr>
</tbody>
</table>
| Member ID or Customer Number | String   | MemberID or Customer Number (Optional – if there is no number, the cell should be 2 double-quotes without a space “”)
| Date/Time of Registration    | String   | Required format: YYYY-MM-DDTHH24:MI:SS                                      |
|                              |          | YYYY - 4 digit Year                                                         |
|                              |          | MM - 2 Digit month                                                          |
|                              |          | DD - 2 digit day                                                            |
|                              |          | HH24 - hours as in 24 hrs                                                   |
|                              |          | MI-Minutes                                                                  |
|                              |          | SS-Seconds                                                                  |
4. Submit your list to IEEE for upload into the centralized consent management system for appropriate record keeping to meet regulation guidelines.  
https://app.smartsheet.com/b/form/a4d56bebba0244efa19c5b42841d9b

*The Excel file should be submitted to IEEE within 30 days of the completion of your event.*

**Conclusion**

As this guide illustrates, GDPR compliance is not a simple matter. How events are collecting and storing data, who has access, and how the data is used must be a priority in the event planning and management process. You need to find out what your event technology providers and third-party agencies are doing to ensure GDPR compliance as well.

If you are not sure where to start or need more clarification on the steps to setting up your registration environment, we are here to help. Please reach out to gdpr-mce@ieee.org.
Appendix

General Data Protection Regulation (GDPR)

The General Data Protection Regulation (GDPR) is a regulation by European Union (EU) authorities to strengthen and unify data protection for EU citizens and individuals within the European Union (EU). The primary aim of GDPR is to give EU citizens and residents control over their personal data. GDPR went into effect 25 May 2018.

What do I need to know about GDPR?
GDPR protects the personal data of individuals. Examples may include name, email address, IP address, and photo. IEEE is an international organization that, in some cases, collects, stores, and processes personal data of EU citizens. As a result, IEEE may be subject to GDPR. Some of the core tenets of GDPR are:

- **Consent**: Use of personal data requires consent from individuals prior to processing.
- **Right to Access/Data Portability**: If requested, IEEE’s Data Protection Officer (DPO) must provide individuals who request a copy of their personal data in a commonly used and machine-readable electronic format.
- **Right to be Forgotten**: Individuals may require IEEE to erase their personal information from databases, unless there are legal requirements where IEEE must retain this information or other exceptions exist.
- **Breach Notification**: Data breaches must be reported to regulatory authorities within 72 hours of first becoming aware of the breach.
- **Privacy and Data Considerations**: Systems must be designed with privacy in mind from the outset.

As a standard practice, organizations should only collect and process the data necessary for the completion of their duties and limit access to only those needing this information.

Any organization that collects and processes data on European citizens falls under the regulation. So, if you are hosting events in Europe or your attendees are European citizens or residents (regardless of where your event is taking place), then this regulation applies to you. If you are using some type of event management system (i.e. registration software, mobile applications, etc.), then GDPR will apply to your technology providers as well.
Data Processor vs. Data Controller

The Data Processor: Any vendor within your software ecosystem. While both parties must align on compliance, the burden of compliance rests with the controller. The data controller is responsible for building procedures with their data processor to ensure compliance.

The Data Controller: This is you! The data controller is the one that needs to ensure its GDPR compliance by defining its requirement to the data processor. As the event organizer, you own the data and the responsibility of your customers/attendee data, regardless of the technology used to manage it (event software, vendors hired to manage the event, organizers, etc.)

Data Breach

In the event you suspect a data breach or mishandling of personally identifiable information, you must report the incident to IEEE immediately at privacy@ieee.org.

Examples of to consider:

- Laptop theft or loss
- Lost or stolen USB drive that contains Personally Identifiable Information (PII)
- Suspected IT system hacking
- Sending files containing PII to the wrong recipient

IEEE will investigate the matter and promptly notify the appropriate authorities.
A Guide for Cvent Implementation

Adding IEEE Privacy Policy and IEEE Event Terms and Conditions to the Registration Form

1. Locate your event within Cvent
2. Access the Registration Questions of your event
   a. Select Website & Registration
   b. Select Registration Questions
3. On the General Questions tab open Design Elements Question Tools box
   a. Drag over “Header Text” to the top of the page
   b. Header Text: Acceptance of IEEE policies are required to register for this event
   c. Description: By submitting your registration details, you acknowledge that:
   d. Change the Header Alignment to Left
   e. Change the Description Alignment to Left
   f. Verify that all Registration Paths have been selected
   g. Select Save
   h. Verify that “All Registration Paths” is displayed
4. On the General Questions tab open Questions under the Question Tools box
   a. Drag over “Consent Question” below the Presentation Header you just created
   b. In the Question Code field, enter “Privacy Policy”
   c. Change Required field to “Yes”
d. In the Consent Text field, add “You have read and are in agreement with IEEE’s Privacy Policy.”
e. In the Acceptance Text field, add “I accept the IEEE Privacy Policy.”
f. Change the Choice Placement to “Below the question”
g. Verify that all Registration Paths are selected
h. Change the Reporting field to “IEEE Privacy Policy”
i. Select “Save”
j. Select the down arrow to the right of “You have read and are in agreement of IEEE’s Privacy Policy”
k. Select “Add Question Tag”
l. Select the “Select” hyperlink to the left of IEEE Privacy Policy
m. Verify that “All Registration Paths” is displayed

5. On the General Questions tab open Questions under the Question Tools box
   a. Drag over “Consent Question” below the IEEE Privacy Policy question you just created
   b. In the Question Code field, enter “Event T&C”
   c. Change Required field to “Yes”
   d. In the Consent Text field, add “You have read and are in agreement with IEEE’s Event Terms and Conditions.”
   e. In the Acceptance Text field, add “I accept the IEEE Event Terms and Conditions.”
f. Change the Choice Placement to “Below the question”

g. Verify that all Registration Paths are selected

h. Change the Reporting field to “IEEE Event Terms and Conditions”

i. Select “Save”

j. Select the down arrow to the right of “You have read and are in agreement of IEEE’s Event Terms and Conditions”

k. Select “Add Question Tag”

l. Select the “Select” hyperlink to the left of Event Terms & Conditions

m. Verify that “All Registration Paths” is displayed

6. On the General Questions tab open Design Elements Question Tools box
   a. Drag over the “Custom HTML” element below the Event Terms and Conditions question you just created
   b. In the Custom HTML section, add the following text:
      <p><a href="https://www.ieee.org/security-privacy.html" target="_blank">IEEE Privacy Policy</a>&nbsp;|&nbsp;<a>
c. Verify that all Registration Paths are selected
d. Select “Save”
e. Verify that “All Registration Paths” is displayed

7. On the General Questions tab open Design Elements Question Tools box
   a. Drag over the “Page Break” element below the IEEE Privacy Policy question
      (if you are unable to see the Page Break element, you must update your registration pages for each
      registration path. Go to Website & Registration -> Registration Pages -> Registration Information -> Change
8. Preview your site and start a registration
9. Flow of registration should follow:

Registrait Information

Please enter your name below as you would like it to appear on your name badge.
Please be advised, an email address can only be used one time per conference event as it saves to the conference address book. Please enter the attendee's primary contact email address below.

<table>
<thead>
<tr>
<th>*First/Given Name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>*Last/Family/Surname:</td>
<td></td>
</tr>
<tr>
<td>*Email Address:</td>
<td></td>
</tr>
<tr>
<td>*Membership Status:</td>
<td></td>
</tr>
</tbody>
</table>

Already Registered?

[Cancel] [Next]
Fill out the information below, then click Next to proceed.

## Personal Information

<table>
<thead>
<tr>
<th>First/Given Name:</th>
<th>Lynn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last/Family/Surname:</td>
<td>Kijowski</td>
</tr>
<tr>
<td>*Organization:</td>
<td></td>
</tr>
<tr>
<td>Title:</td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td><a href="mailto:kkiowski@ieee.org">kkiowski@ieee.org</a></td>
</tr>
<tr>
<td>CC Email Address:</td>
<td></td>
</tr>
</tbody>
</table>

## Contact Information

<table>
<thead>
<tr>
<th>Primary Address:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>*Country/Region:</td>
<td></td>
</tr>
<tr>
<td>*Address 1:</td>
<td></td>
</tr>
<tr>
<td>Address 2:</td>
<td></td>
</tr>
<tr>
<td>*City:</td>
<td></td>
</tr>
<tr>
<td>State/Province*:</td>
<td></td>
</tr>
<tr>
<td>*ZIP/Postal Code:</td>
<td></td>
</tr>
<tr>
<td>*Primary Phone #:</td>
<td></td>
</tr>
<tr>
<td>Mobile Phone #:</td>
<td></td>
</tr>
</tbody>
</table>

## Additional Information

<table>
<thead>
<tr>
<th>*Do you require a Visa letter to participate?:</th>
<th>![Yes]  ![No]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letters issued after payment is received in full.</td>
<td></td>
</tr>
<tr>
<td>Emergency Contact:</td>
<td></td>
</tr>
<tr>
<td>Emergency Contact #:</td>
<td></td>
</tr>
</tbody>
</table>
10. Verify that the “IEEE Privacy Policy” link punches out to the below page on a new tab within the current browser. Should link to https://www.ieee.org/security-privacy.html?
11. Verify that the “Event Terms and Conditions” link punches out to the below page on a new tab within the current browser. Should link to https://www.ieee.org/conferences/event-terms-and-conditions.html.
12. Make sure both questions are mandatory on the registration form.

Adding IEEE's Privacy Policy Link on each page of the website:

1. Locate your event within Cvent
2. Hover over Website & Registration and select “Compliance (GDPR)”
3. Select Edit
4. Change “Display a link to your privacy policy” to Yes
5. In the Privacy Policy URL field, enter the IEEE Privacy Policy link: https://www.ieee.org/security-privacy.html
6. In the Link Text field, enter “IEEE Privacy Policy”

7. Select “Save”
8. Preview your website

Adding Cvent’s Cookie Notification on each page of the website
1. Locate your event within Cvent
2. Hover over Website & Registration and select “Compliance (GDPR)”
3. Select Edit
4. Change “Notify visitors that the event website uses cookies” to Yes
5. Change “Display a link to Cvent’s Privacy Policy” to Yes

6. Select “Save”
7. Preview your website
A Guide for RegOnline Implementation

Adding IEEE Privacy Policy and IEEE Event Terms and Conditions to the Registration Form

1. Locate your event within RegOnline
2. Under Design & Build navigation, select “Registration”
3. Switch the view from Design to Build
4. Access the “Start” page of your registration form
5. In the Event Description, add the following text: Acceptance of IEEE policies are required to register for this event. By submitting your registration details, you acknowledge that you have read and are in agreement with the <a href="https://www.ieee.org/security-privacy.html">IEEE Privacy Policy</a> and the <a href="https://www.ieee.org/conferences/event-terms-and-conditions.html">IEEE Event Terms and Conditions</a>.

6. Select Save in the top right corner
7. Access the “Profile” page of your registration form
8. Scroll to the Custom Field section and select “Add custom field”
   a. In the Name on Form field, enter “You have read and are in agreement with <a href="https://www.ieee.org/security-privacy.html" target="_blank">IEEE’s Privacy Policy</a>.”
   b. Change the Field Type to “Consent”
   c. Under Visible/Required, make sure it is visible by all registrant types and required
   d. Select Save
9. Select “Add custom field”
   a. In the Name on Form field, enter “You have read and are in agreement with IEEE’s Event Terms and Conditions.”
   b. Change the Field Type to “Consent”
   c. Under Visible/Required, make sure it is visible by all registrant types and required
   d. Select Save
   e. Select Done

10. Preview your website and start a registration
11. Select the Register Now button
12. Either Allow or Don’t Allow for Cookie to continue the registration process
13. Enter a Registrant Type and Email Address
14. Select Continue
15. Verify that the “IEEE Privacy Policy” link punches out to the below page on a new tab within the current browser. Should link to https://www.ieee.org/security-privacy.html?

16. Verify that the “Event Terms and Conditions” link punches out to the below page on a new tab within the current browser. Should link to https://www.ieee.org/conferences/event-terms-and-conditions.html.
17. Make sure both questions are mandatory on the registration form

Adding IEEE’s Privacy Policy Link on each page of the website

1. Locate your event within RegOnline
2. Under Design & Build navigation, select “Website”
3. Switch the view from Design to Build
4. Scroll to the bottom of the page to “Website Footer” and select Edit
5. Enter “IEEE Privacy Policy” and hyperlink to: https://www.ieee.org/security-privacy.html
   a. Change the target to “New Window” so the Privacy Policy opens on a new page instead of the current page

6. Center the text
7. Select Save
8. Select Done

Website Footer

9. Preview your website

Adding RegOnline’s Cookie Notification on each page of the website
1. Locate your event within RegOnline
2. Under Design & Build navigation, select “Registration”
3. Switch the view from Design to Build
4. Under the Event Basics section, check off the box to the right of "Enable Cookie Notification"

<table>
<thead>
<tr>
<th>Registration Form URL</th>
<th><a href="https://www.regonline.com/gdprimplementations">https://www.regonline.com/gdprimplementations</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Email Address</td>
<td><a href="mailto:lkljowski@ieee.org">lkljowski@ieee.org</a></td>
</tr>
<tr>
<td>Event Category</td>
<td>Conference</td>
</tr>
<tr>
<td>Enable Cookie Notification</td>
<td>Display a cookie notification banner to registrants when they access the event registration for the first time.</td>
</tr>
</tbody>
</table>

5. Select "Save"
6. Preview your website
A Guide for Google Forms Implementation

Adding IEEE Privacy Policy and IEEE Event Terms and Conditions to the Registration Form

1. Locate your form within Google Forms
2. On the bottom of the first section, add a few spaces and enter the following text
   “This form collects your personal information so that we can manage your preferences for attendance at the meeting. Please refer to IEEE's Privacy Policy and IEEE’s Event Terms and Conditions for full details on how we protect and manage your data.”

IEEE MCE Presents: How to Get the Most Out of Working with IEEE Partners (a Live Virtual Event)

On Wednesday, 20 June at 11:00am EDT (GMT-4), join us and learn conference organizer best practices for interacting with Convention & Visitors Bureaus (CVBs), hotels, and other vendors. Understand how a conference profile can benefit both your conference and Organizational Unit. This panel discussion with IEEE Meetings, Conferences & Events and Business Events Canada (IEEE) will give tips and tricks for how you can get ahead of the game with some simple preparation.

Our format for this session will not be the typical webinar-style presentation you might be used to. Instead, our guest speakers will take advantage of the Google Hangout platform. A Google Hangout is a video call that is streamed live on YouTube. The conversation will be less formal than other presentations. Our goal is to create an engaging dialogue without using slide decks or PowerPoint, in a fun and educational way.

Speakers:
- Beth Surmaet, CAE, CMP | Senior Manager, Strategic Programs, IEEE MCE
- Kyle Knudson, Director of Sales & Marketing | Business Events Canada
- Virginie De Visscher, Director of Business Development | Economic Sectors | Business Events Canada
- Sabrina Pargass, Manager, Meeting and Convention Sales - U.S. | Tourisme Montréal
- Marc-André Gommès, Manager, Business Development, International Market | Palais des congrès de Montréal

This session will be recorded and made available for later playback in the Center for Leadership Excellence (CLE).

Click the NEXT button below to register!
3. Add a new session from the right navigation
4. In the description section, add “Acceptance of IEEE policies are required to register for this event. By submitting your registration details, you acknowledge that:”
5. Add New Question from the right side navigation
   a. Change the right hand drop down to “Checkboxes”
   b. In the Question field, enter “You have read and are in agreement with IEEE's Privacy Policy. ([https://www.ieee.org/security-privacy.html](https://www.ieee.org/security-privacy.html))”
   c. In the Option 1 field, enter “I accept the IEEE Privacy Policy”
   d. Mark the question as required
6. Add New Question from the right side navigation
   a. Change the right hand drop down to “Checkboxes”
   b. In the Question field, enter “You have read and are in agreement with IEEE's Event Terms and Conditions. ([https://www.ieee.org/conferences/event-terms-and-conditions.html](https://www.ieee.org/conferences/event-terms-and-conditions.html))”
   c. In the Option 1 field, enter “I accept the Event Terms and Conditions”
   d. Mark the question as required
Acceptance of IEEE policies are required to register for this event. By submitting your registration details, you acknowledge that:

You have read and are in agreement with IEEE’s Privacy Policy. (https://www.ieee.org/security-privacy.html)

- I accept the IEEE Privacy Policy

You have read and are in agreement with IEEE’s Event Terms and Conditions. (https://www.ieee.org/conferences/event-terms-and-conditions.html)

- I accept the IEEE Event Terms and Conditions

7. Add a new section from the right navigation
8. Add in any additional questions you would like to ask here
9. Preview your Form and start a registration
IEEE MCE Presents: How to Get the Most Out of Working with IEEE Partners (a Live Virtual Event)

On Wednesday, 20 June at 11:00am EDT (GMT-4), join us and learn conference organizer best practices for interacting with Convention & Visitors Bureaus (CVBs), hotels, and other vendors. Understand how a conference profile can benefit both your conference and Organizational Unit. This panel discussion with IEEE Meetings, Conferences & Events and Business Events Canada (BEC) will give tips and tricks for how you can get ahead of the game with some simple preparation.

Our format for this session will not be the typical webinar-style presentation you might be used to. Instead, our guest speakers will take advantage of the Google Hangout platform. A Google Hangout is a video call that is streamed live on YouTube. The conversation will be less formal than other presentations. Our goal is to create an engaging dialogue without using slide decks or PowerPoint, in a fun and educational way.

Speakers:
- Beth Surmont, CAE, CMP | Senior Manager, Strategic Programs, IEEE MCE
- Kyla Knudson, Director of Sales & Marketing | Business Events Canada
- Virginie De Visscher, Director of Business Development, Economic Sectors | Business Events Canada
- Sabrina Pergase, Manager, Meeting and Convention Sales - US | Tourisme Montréal
- Marc-André Gemme, Manager, Business Development, International Market | Palais des congrès de Montréal

This session will be recorded and made available for later playback in the Center for Leadership Excellence (CLE).

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IEEE MCE & Business Events Canada: Google Hangout

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