

Using Logic in your Interactive Site

Last Modified on 04/29/2024 4:38 am EDT

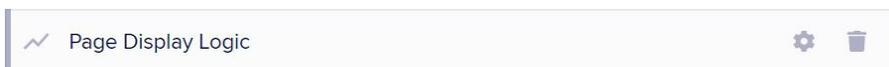
In EventsAir, you can set up "logic" rules to create highly customized online registration forms/sites. Usually, for every page you've set up in the builder, the attendee will proceed through registration in page order e.g. Contact details, then Notes, Marketing, Registration, Functions, etc.

Logic helps make registration a much more dynamic and efficient experience.

There are four unique logic elements you can use when building your Interactive Registration Site:

- **Page Display Logic** – define if a page will or will not be visible, based on prior selections made during the registration process.
- **Page Validation Logic** – confirm that specific information or data has been supplied on a page before continuing on to the next page.
- **Redirect Logic** – redirect the user to a different website, URL or App based on data provided earlier on the same page.
- **Inline Field and Component Logic** – change what is displayed on the current page based on a previous selection.

Page Display Logic



Page Display Logic lets you define whether or not a page **will or will not be visible** based on prior selections made during the registration process.

Tip: Page Display Logic works on a per-page basis. Break your site into pages first by dragging and dropping Page Break items from the left.

Examples:

- Display Optional Social Functions IF the attendee has registered their spouse or guest.
- Display accommodation only IF the attendee has checked a box stating they need to reserve a hotel room.
- Skip Advanced Workshop options if the Attendee IS NOT registered as Senior Sales Staff.
- Display an Association Membership Registration option IF the attendee is NOT currently a member of the association.

Tip: To add more than one condition to your rule, press the Plus Mark button to the right. Link the conditions with AND/OR operators.

Rule Elements

Rules are the actual actions taken by EventsAir whenever a specific item has been selected by the attendee. You may create as many rules as you need to effectively control the display and actions of your Interactive Site.

Whenever you set up a new rule, you will make the following selections:

- **Data Selection** – These are the initial selections made by the attendee during the registration process. Your rule will use this initial data selection to then continue processing the current rule. Data selections can include Contact, Notes, Marketing, Registration or Function items that are completed on a previous page of the Interactive Site.

Tip: You can also select "This is a Group Contact", or even pick which of the group options that they selected.

- **Data Operator** – These are relational operators (e.g. equals, not equals) that describe the relationship between the data in each condition. The available operators depend on the type of data you are using. For example, text entries will have the following choices:
 - = (equals)
 - Begins with
 - Ends with
 - Contains
 - Does not begin with
 - Does not end with
 - Does not contain
 - Is blank
 - Is not blank

On the other hand, data that consists of registration types, function tickets, or marketing tags will have different operators to choose from:

- = (Equal)
- != (Not Equal)
- **AND/OR Operator** – Choosing the Plus Mark to the far right of the rule will add a new condition line to your rule, and show the AND/OR operator. This lets you create complicated rules made up of several conditions.
 - The **AND Operator** lets you add a subsequent condition to the preceding condition, requiring that **BOTH** conditions are met for the logic rule to proceed.
 - The **OR Operator** lets you add a subsequent condition to the preceding condition, requiring that **EITHER** condition is met for the logic rule to proceed.
- **Then (Action)** – You will have two choices once a specific Data Selection and Data Action have been selected:
 - Display this page
 - Skip this page

Page Validation Logic



Page Validation Logic lets you define whether or not a page **will or will not be allowed to continue to the next page** based on selections made during the registration process.

Examples

You might want to stop an attendee moving on to the next page unless:

- The Country, AND the State have both been selected.
- The Attendee has entered their Membership Number, OR their Employee Number.

Tip: To add more than one condition to your rule, press the Plus Mark button to the right. Link the conditions with AND/OR operators.

Rule Elements

Rules are the actual actions taken by EventsAir whenever a specific item has been selected by the attendee. You may create as many rules as you need to effectively control the display and actions of your Interactive Website.

Whenever you set up a new rule, you will make the following selections:

- **Data Selection** – These are the initial selections made by the attendee during the registration process. Your rule will use this initial data selection to then continue processing the current rule. Data selections can include Contact, Notes, Marketing, Registration or Function items that are displayed previously on the Interactive Site Builder.

Tip: You can also select "This is a Group Contact", or even pick which of the group options that they selected.

- **Data Operator** – These are relational operators (e.g. equals, not equals) that describe the relationship between the data in each condition. The available operators depend on the type of data you are using. For example, text entries will have the following choices:
 - = (equals)
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- **AND/OR Operator** – Choosing the Plus Mark to the far right of the rule will add a new condition line to your rule, and show the AND/OR operator. This lets you create complicated rules made up of several conditions.
 - The **AND Operator** lets you add a subsequent condition to the preceding condition, requiring that **BOTH** conditions are met for the logic rule to proceed.
 - The **OR Operator** lets you add a subsequent condition to the preceding condition, requiring that **EITHER** condition is met for the logic rule to proceed.
- **Then (Action)** – You will indicate what the error message will display if the page is not properly validated.

Redirect Logic



Page Redirect Logic lets you define whether or not the attendee will be **taken to a different URL, webpage or app**, based on selections made during the registration process.

Examples

- If the attendee selects "I am an Exhibitor," they would be redirected to the Exhibitor Registration Portal.
- If the attendee selects "I need to submit my abstract," they would be redirected to the Speaker Abstract Submission Portal.

Tip: To add more than one condition to your rule, press the Plus Mark button to the right. Link the conditions with AND/OR operators.

Rule Elements

Rules are the actual actions taken by EventsAir whenever a specific item has been selected by the attendee. You may create as many rules as you need to effectively control the display and actions of your Interactive Site.

Whenever you set up a new rule, you will make the following selections:

- **Data Selection** – These are the initial selections made by the attendee during the registration process. Your rule will use this initial data selection to then continue processing the current rule. Data selections can include Contact, Notes, Marketing Code, Registration or Function items that are displayed previously on the Interactive

Site Builder.

- **Data Operator** – These are relational operators (e.g. equals, not equals) that describe the relationship between the data in each condition. The available operators depend on the type of data you are using. For example, text entries will have the following choices:
 - = (equals)
 - Begins with
 - Ends with
 - Contains
 - Does not begin with
 - Does not end with
 - Does not contain
 - Is blank
 - Is not blank

On the other hand, data that consists of registration types, function tickets, or marketing types will have different operators to choose from:

- = (Equal)
- != (Not Equal)
- **AND/OR Operator** – Choosing the Plus Mark to the far right of the rule will add a new condition line to your rule, and show the AND/OR operator. This lets you create complicated rules made up of several conditions.
 - The **AND Operator** lets you add a subsequent condition to the preceding condition, requiring that **BOTH** conditions are met for the logic rule to proceed.
 - The **OR Operator** lets you add a subsequent condition to the preceding condition, requiring that **EITHER** condition is met for the logic rule to proceed.
- **Then (Action)** – You will indicate what the Redirect Action would be:
 - Redirect to an URL
 - Redirect to a Website or App

Field and Component Logic

Field logic lets you add inline field logic operators, allowing you to display additional and different content on the current page, based on selections made. This new content is dynamically displayed, meaning it changes instantly based on selections made by the attendee.

This new logic operates at the component level as well. For example, if an attendee selects "Student Registration", then only student fee types for a gala dinner appears. Again, these options display dynamically, and change instantly if the attendee chooses a different registration type.

Rule Elements

Rules are the actual actions taken by EventsAir whenever a specific item has been selected by the attendee. You may create as many rules as you need to effectively control the display and actions of your Interactive Site. You can apply inline field logic to any section of the Interactive Site that collects choices from the attendee.

Whenever you set up a new rule, you will make the following selections:

- **Data Selection** – These are the initial selections made by the attendee during the registration process. Your rule will use this initial data selection to then continue processing the current rule.
- **Data Operator** – These are relational operators (e.g. equals, not equals) that describe the relationship between the data in each condition. The available operators depend on the type of data you are using. For example, text entries will have the following choices:
 - = (equals)
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On the other hand, data that consists of registration types, function tickets, or marketing types will have different operators to choose from:

- = (Equal)
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 - **AND/OR Operator** – Choosing the Plus Mark to the far right of the rule will add a new condition line to your rule and show the AND/OR operator. This lets you create complicated rules made up of several conditions.
 - The **AND Operator** lets you add a subsequent condition to the preceding condition, requiring that **BOTH** conditions are met for the logic rule to proceed.
 - The **OR Operator** lets you add a subsequent condition to the preceding condition, requiring that **EITHER** condition is met for the logic rule to proceed.
 - **Then (Action)** – You will indicate what the Redirect Action would be:
 - Redirect to an URL
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