

When organizing an accredited event there is a lot to do from creating invitations, promoting the event, coordinating food and beverages, registration and attendance, issuing certificates of completion. The list goes on and on.

In most cases, you will be working with others to promote the event, and you or the program lead will be required to report the official attendance to various associations. Without the proper tools this will become an enormous task to manage.

This is where CEU Events comes in. You can plan your specific training events while seamlessly collaborating with your team in real time for a paperless process.

Scheduling CEU Event

Every event starts with selecting a date, time, place and topic. When you have finalized those details, simply [add new event](#) under your CEU Events account.

Once you've added the event to the CEU Events system, it will immediately create an event page (invitation URL) which you can use to promote your event. **To assure the most successful turnout, schedule your CEU events as early as possible prior to the actual event date.**

Invitations

Now that you have your invitation ready, it's time to let people know about your event. There are two types of events: Private or Public.

Private Events

Private events are CEU events that are exclusive to employees at a particular firm. In this type of event, you will be working with a librarian or manager who will be helping you organize your CEU event. After creating the CEU event in our system, send them an email with the invitation URL that was created. See sample on next page.

“Hi [First Name],

Thank you for your time and I look forward to presenting the CEU course [Course Title] at your firm. For your convenience I have created an invitation link which includes all of the details: [\[Insert Event Invitation URL\]](#)

Please forward the link to your colleagues who you think may benefit from attending our CEU presentation. Your colleagues will be able to register via the event URL, which will help me with: ordering food and beverages, taking the attendance electronically, and issuing their certificates of completion.

Thank you again for your help and time in coordinating this CEU event.”

Public Events

Public CEU events are typically hosted at locations like retail showrooms or design centers. In most cases you will be working with someone at the location to help you promote your event. When hosting Public events, the goal is to reach and invite as many people as possible (within the event area) to join you for your accredited CEU presentation. If you need a location for your next CEU event check out [Peerspace](#).

For your convenience, the CEU Events platform has a built-in feature allowing you to add your [Contact Lists](#) to be used for mass [emailing invites, reminders and etc.](#)

When working with the host location to promote your event, the host may want to create their own invitation and send it out to their contacts. In this case, ask them to include [your event URL](#) as the RSVP button on their invitation. This helps the attendees as they will only need to register **once** and you will be able to report their attendance, issue their credit, and send them the certificates of completion.

In addition, feel free to promote your Public CEU event on social media. Simply share [your event URL](#) with your followers and they will be able to register for your event.

Reach out to your local trade associations with [your event URL](#) and ask them to post it on their event calendar. In some cases they will even send out an email blast to their members (just ask nicely).

You will be able to track the progress of the pre-registrations via the CEU Events platform or [mobile application](#) to help you coordinate food and beverages, giveaways, as well as any marketing materials that you may want to bring with you.

During the CEU Event

Follow and obey various [association rules and guidelines](#) during the CEU course presentation.

- Be comfortable with the presentation content and learning objectives
- Arrive early to setup and test the technology
- Don't read your slides or script. Don't be monotone or monotonous
- Be prepared to be flexible
- Show your personality
- Engage the participants (including those in the back row)
- Have a conversation with them and make eye contact
- Make sure that they can see and read your slides
- Be sure to leave time for questions
- You are representing yourself and your organization (even when you say that you are not).
- Don't take yourself too seriously.
- Don't be afraid of failure. If you goof up, know that every speaker does. (We proudly own our failures!)

Make sure to record the attendance during the event!

Recording the Attendance

All associations require presenters to record the attendance and keep the record for up to **six** years in case of an audit. We have multiple ways for you to accomplish this critical and mandatory step. The great news is that our system is paperless and it won't fade over a period of six years.

Pre-Registrations

Best case scenario is when everyone attending your event has pre-registered. Simply [mark them present](#) then click on the Certificate button to [issue their Certificate of Completion](#).

During the Presentation: CLASS CODE

We suggest for your program administrator to insert two slides into your presentations for you to utilize the [Class Code](#) to record attendance at the beginning and/or the end of your CEU presentation. This is the best method for recording attendance having a large group who didn't pre register.

Post the Presentation: QR SCAN

As the attendees download CEU Event Mobile App you may be presented with a [QR code](#) to be scanned. Make sure you have our [mobile app](#) installed on your phone to be able to scan the Attendee QR Codes. When the code is scanned the attendee information will instantly appear on your attendee list.

Just in case: MANUAL ADD

You will have five days after the event to make sure that all attending individuals are [marked present](#). If you have anyone that's not on the Attendee List you can [add them manually or you can send them an email asking to register via Class Code URL](#).

“Success isn't something that just happens
- success is learned, success is practiced
and then it is shared.”

- Sparky Anderson

Learn to Improve

- Record yourself, and then listen to it or watch it. Understand what you need to do differently.
- Talk to others who have given presentations. Ask them what has worked for them?
- Attend other presentations and learn from what they do.

PRESENT MORE. MANAGE LESS.

Related Articles:

[CEU Events Instructor Essentials 101](#)

[Turning Education Into Specifications](#)