

Speaker & Session Management

An Introduction

Certain's **Speaker and Session Management** is the ideal solution for events focused on sessions, such as user conferences and educational events of all sorts.

Manage sessions using specialized tools instead of spreadsheets and sticky notes, or even the Agenda Items you may have used in Certain before.

- Set up custom fields to apply to sessions and speakers
- Customize the layout used for adding sessions, or accept the out-of-the-box layout
- Add tracks and other initial information
- Add sessions
- Add speakers, and assign them to sessions
- Schedule sessions, and publish them
- Add sessions to forms
- Bulk-assign attendees to sessions
- Send dedicated speaker emails
- Report using standard and custom reports
- Integrate the features with other Certain products

Session Management

Initial Information

Custom Fields

Add custom fields: user-defined fields you can apply to Sessions or Speakers. They can be used in data entry layouts, forms, emails, and reports

Session Layout

If you're using the Conference Sessions product, choose which layout to use: "Simple Sessions" or "Conference Sessions". If you're not using that product, the layout is automatically "Simple Sessions".

Either way, Customize the layout used for adding sessions, or accept the out-of-the-box layout.

Locations

Maintain the list of locations in which sessions will take place. You can import from an Excel file, or add them individually. Details include maximum capacity, to ease session-planning.

When you schedule a session, it has to be in one of these locations.

Tracks

Add tracks to group sessions together by theme. Color-code the tracks, for easy identification when scheduling sessions.

Industries and Job Types

At the account level, maintain a list of Industries and a list of Job Types. At the event level, select which of those you'll use in that event.

You can then select any of those to apply to each session as the "target" job type or industry. Uses include letting attendees filter on those categories when registering online.

Sessions

Session Details

Add sessions manually, or import from an Excel file. Details include speaker(s), abstract, configurable type, and much more.

Define a session's targeted Industries and Job Types. And assign configurable tags, with point value, for reporting and integration with your Marketing Automation platform.

Drag-and-Drop Scheduling

You can schedule session instances while editing the session, allocating to a timeslot in a location.

And in the **Scheduler** view of sessions you can drag and drop instances to schedule or reschedule them, or click a time slot to add an instance. No need to juggle paper stickies on walls!

You can also import instances from an Excel file.

Publishing Sessions

You can "publish" a session once any of its occurrences are scheduled. That makes it available for selection on forms and assignment to attendees. You publish by Attendee Type(s), keeping control over who can register for what sessions.

You can even choose to publish sessions automatically as soon as they're scheduled.

Sessions on Forms

Make sessions available for attendees to select a registration form. You can let them filter the sessions on a number of things, including tags.

Assigning Sessions

Assign published sessions to attendees in bulk. Filter on things like attendee type and questions, and select attendees from the list.

Speakers

Add speakers individually, or import them from a CSV file. You can then assign them to sessions.

Emails

Special "Speaker Email Templates" are available for emailing speakers, with a full range of dedicated dynamic data fields, including standard and custom speaker fields and session fields.

Reporting

You have a comprehensive range of standard and ad-hoc reporting options available.

See details of sessions and speakers, scheduled session instances and who's registered for them.

Other Products

These other areas of the Certain platform integrate with the Speaker and Session Management module, providing an end-to-end solution for conferences and larger education and marketing events:

- **Conference Sessions** –
 - Manage your Call for Papers on a dedicated online **Speaker Portal**.
 - Configure an online **Reviewer Portal** to manage the review process.
 - Configure online **Session Catalogs** and **Speaker Catalogs** for attendees.
 - Use far more custom fields on a session layout.
- **Certain Signal** – Link sessions to webinars via integrations with providers such as Zoom or ON24.
 - Use the Session Catalog for attendees to log into those webinars
- **Certain Check-In** – Enable attendees to be checked into sessions for which they haven't pre-registered.

See Also

- The separate **Speaker and Session Management User Guide** for greater setup detail.
- The **Page Help** in the app for full context-sensitive details.
- The **Certain Academy** for training videos on all aspects of Speaker and Session Management.