Co-Hosting Best Practices, Tips, and Tricks

Co-hosting an event with multiple chapters can be a great opportunity to engage your members and connect the BA community on a whole new level. However, ensuring a smooth digital setup is essential for successful multi-chapter events. Below, we outline best practices for using MemberNova to effectively manage a shared event. Please note that since MemberNova was not specifically designed for co-hosted events, there are workarounds and additional steps required during this setup process.

We will use the term **"hosting chapter"** to refer to the primary chapter managing the event and **"co-hosting chapters"** for the remaining participating chapters. The following **guide** provides an overview of key considerations to keep in mind when planning and executing a successful shared event:

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- **Co-Hosting Chapter Process**
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- **Displaying the Events on IIBA.org**
- **Limitations:** Tracking Registrations
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Hosting-Chapter Process

The hosting chapter should create and publish their event as they normally would as with any other event. Note that the hosting chapter should be **the only chapter that will link a Zoom meeting** to this multi-chapter event. Ensure that when you add the Zoom link and refresh, that the **Registration URL** field is populated, as can be seen in the image below.

Sharing Zoom Links

The hosting chapter can then distribute this Registration URL to the participating chapters. Each chapter will then use this link in their event set up to allow their members to register for the Zoom meeting created.

Zoom Webinar

If you are setting up a Zoom webinar for your event, you can provide each participating chapter with a unique registration link. In your Zoom account, you can create a Source Tracking Link for each of the co-hosting chapters.
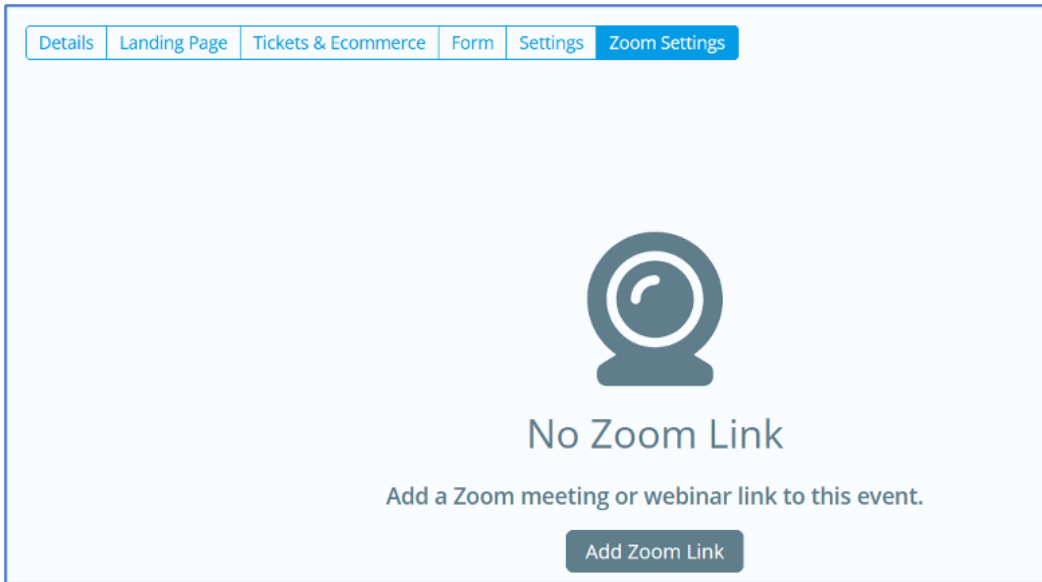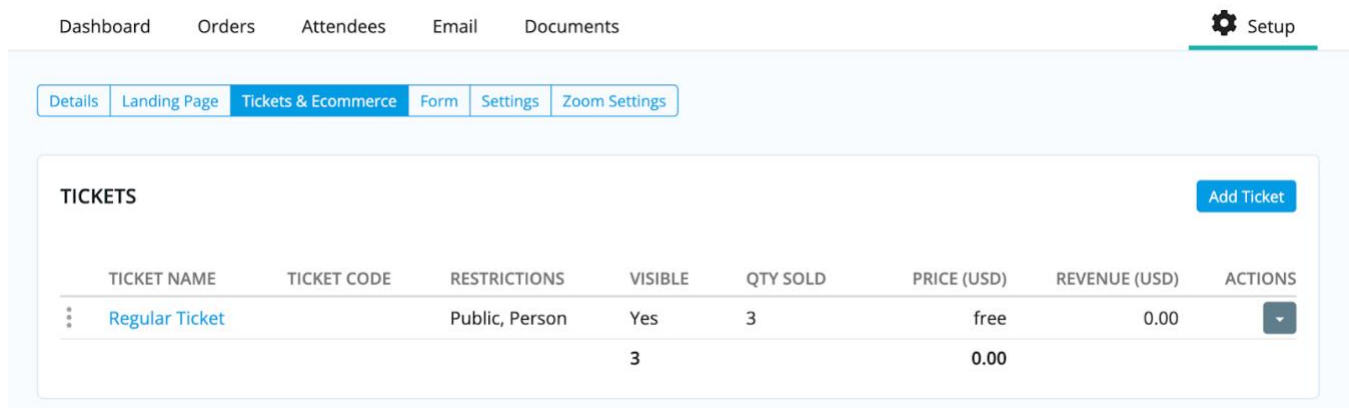

Co-Hosting-Chapter Process

The co-hosting chapter should create their event, but only the necessary details are needed as members will only be seeing their event's landing page. The co-hosting chapter **should not link a Zoom meeting** for their multi-chapter event. Ensure the Zoom settings are empty as can be seen in the image below.

Mandatory Ticket Creation

Though members will only be seeing the co-hosting chapters' landing page, be sure to still create a free ticket to ensure that the Register button still works. The configuration of ticket creation is always required for any event. However, the form, settings, and zoom settings tabs in event creation can be disregarded in this case.

3rd Party Registration URL

The co-hosting chapters would have received a Zoom Registration URL from the hosting chapter. The hosting chapters can then take this link and paste it in the 3rd Party Registration URL field found in the Landing Page tab settings. On this page of the settings, scroll all the way down to the Landing Page Link box and select Edit. You may then input the Registration URL as can be seen below and hit Save.

Essentially what this input does is when members now click on your event and select "Register" they will not be directed to the normal MemberNova registration page. Instead, they will be redirected to the hosting chapter's Zoom event registration page on Zoom itself. Thus, all members will be registering to the same Zoom meeting and receive a unique Zoom attendee link accordingly.

Displaying the Events on IIBA.org

When multiple chapters are publishing the same event, ensure that duplicate listings do not appear on IIBA.org. **Email chapter@iiba.org to request the unpublishing** of co-hosting chapters' events on global so that only the hosting chapter's event remains.

Another option is to use a distinguishable event image that includes your chapter's name and indicate in the event title that it is a multi-chapter event.

Limitations: Tracking Registrations

As mentioned above, members from the co-hosting chapters will be led directly to the Zoom registration page, meaning all registrations will be recorded under the Host Chapter's Zoom account. However, registrant information from Zoom will automatically sync to the host chapter's MemberNova account. Thus, **co-hosting chapters will not have direct access to registration details**, but the host chapter can share this information manually if needed.

Additionally, because registration goes directly to Zoom without prompting for ticket purchases, this process is **not suitable for paid events**. Fortunately, attendance fees typically do not occur with multi-chapter events.

Alternative Option
If your chapter is not OK with the above limitation and requires direct access to registrant information or wishes to charge for attendance, an alternative approach is available—though it involves additional manual work.

You would set up your event as usual, without attaching a Zoom link, and this time **you can create different ticket options** and charge for them if desired. This time, you also would **not be using the hosting chapter's Registration Link as your 3rd Party Registration URL**. Instead, you would inform your members—by modifying the Attendee About Successful Registration email (found at the bottom of the Settings tab)—that **they will receive their unique Zoom registration link the day before** the event. You can edit this email by selecting Manage Email Templates (as seen below).

EMAIL NOTIFICATION TEMPLATES   Manage Email Templates ☑   Edit

NOTIFICATION	TEMPLATE	RECIPIENT	
⊘ Attendee About Successful Registration	Order Confirmation (Attendee)	Attendee	Preview
⊘ Ticket Buyer About Successful Registration	Order Confirmation (Buyer)	Buyer	Preview
⊘ Event Organizer About Successful Registration	Order Confirmation (Organizer)	Organizer	Preview
⊘ Attendee About Ticket Cancellation	Cancelled Ticket (Attendee)	Attendee	Preview
⊘ Ticket Buyer About Ticket Cancellation	Cancelled Ticket (Buyer)	Buyer	Preview
⊘ Event Organizer About Ticket Cancellation	Cancelled Ticket (Organizer)	Organizer	Preview
⊗ Attendee About Order Cancellation			
⊘ Ticket Buyer About Order Cancellation	Order Cancellation (Buyer)	Buyer	Preview
⊘ Event Organizer About Order Cancellation	Order Cancellation (Organizer)	Organizer	Preview
⊗ Attendee About Issued Refund			
⊘ Ticket Buyer About Issued Refund	Refund Issued (Buyer)	Buyer	Preview
⊘ Event Organizer About Issued Refund	Refund Issued (Organizer)	Organizer	Preview
⊗ Attendee About Payment Received			
⊘ Ticket Buyer About Payment Received	Payment Receipt (Buyer)	Buyer	Preview
⊘ Event Organizer About Payment Received	Payment Receipt (Organizer)	Organizer	Preview

From there, you would personally use the hosting chapter's Registration URL to **manually register all your attendees yourself** the day before the event (input the information you have from MemberNova onto Zoom). Be sure to close registration afterward to prevent any additional sign-ups that will not receive their Zoom link.

While this method requires more manual effort, it does give your chapter greater control over the registration process. An additional note that since the hosting chapter's Zoom is synced with MemberNova, your attendees will still also appear in the hosting chapter's MemberNova records.

All the Best with your Shared Event!
Hopefully, the various processes outlined above meet your needs when hosting a multi-chapter event. While there are some limitations, we hope this helps address any challenges you may have encountered with co-hosting so far. If you have any additional ideas, feedback, or questions, we'd be happy to hear from you at chapter@iiba.org.

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