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mission critical...

WHO'S ACTUALLY ATTENDING YOUR SESSIONS?

A practical guide to capturing better session attendance data — without adding work for your event team.

www.mosaicapps.com

Introduction

At a busy association event, knowing who registered is only part of the story.
The more valuable question is:

Who actually showed up?
Session attendance data can help associations understand attendee engagement, improve programming, demonstrate event value, and make better decisions for future events. But when attendance is tracked manually, getting accurate data can become one more task for an already busy event team.

The Session Attendance Challenge

Many events still rely on processes such as:



- Paper sign-in sheets
- Manually scanning or checking badges
- Staff counting attendees
- Passing around attendance sheets
- Entering attendance data after the session
- Reconciling multiple lists after the event

These approaches may work for a small meeting, but they become increasingly difficult as the number of sessions and attendees grows.

The result?
More staff effort. Less reliable data. Delayed reporting.

5 Questions Every Event Team Should Ask



1. Do we know who actually attended?

Registration tells you who planned to attend.
Attendance tells you who actually did.

2. Can we capture attendance without creating another line?

The best attendance process should be quick for attendees and require minimal intervention from staff.

3. Can we track attendance across multiple sessions?

With concurrent sessions, manually managing attendance becomes increasingly difficult.

4. Can we access the data immediately?

If attendance information isn't available until days later, it becomes harder to use it for real-time event decisions.

5. Can we connect attendance back to the attendee record?

Attendance becomes more valuable when it can be associated with the attendee's existing event and membership data.

What Good Session Tracking Should Look Like

A modern session attendance workflow should be:

FAST

Attendees should be able to enter a session without unnecessary delays.

ACCURATE

Attendance should be captured against the correct attendee and session.

SCALABLE
The process should work whether you have 5 sessions or 50.
LOW-EFFORT
Staff shouldn't have to spend the entire session managing attendance.
CONNECTED
Attendance information should become part of your broader event data.
ACTIONABLE
Your team should be able to use the information after the event — not simply collect it.

From Check-In To Engagement

Your event can tell you much more than whether someone registered.



Consider the journey:
Registered → Checked In → Attended Sessions → Engaged → Returned

When you capture session attendance, you can begin answering questions such as:

- Which sessions attracted the most attendees?
- Which topics generated the strongest engagement?
- Did attendees attend the sessions they selected?
- Which sessions were under-attended?
- How did attendance vary across the event?
- Which programming should be repeated or reconsidered?
- Can attendance contribute to CE/CME or other participation records?

The Data You Can Capture

Depending on your event workflow, useful session data can include:



Attendee
Who attended?

Session
What did they attend?

Date & Time
When did they attend?

Location
Where did the session take place?

Attendance Status
Did they check in?

Event/Program
Which event was the session part of?

The goal isn't simply to collect more data.
It's to collect the right data — automatically and consistently.

A Better Session Attendance Workflow

BEFORE THE EVENT
Configure sessions and attendee information.
↓
AT THE SESSION
Attendee checks in using a supported digital check-in method.
↓
DURING THE EVENT
Attendance is captured without relying on paper lists or manual counting.

↓

AFTER THE SESSION

Attendance information is available for reporting and follow-up.

↓

AFTER THE EVENT

Use attendance insights to evaluate programming and improve future events.

Turn Attendance Into Insight

Attendance data can support:



PROGRAM PLANNING

Understand which topics and formats attract attendees.

ATTENDEE ENGAGEMENT

See which sessions attendees actually participate in.

EVENT REPORTING

Build a more complete picture of event participation.

SPONSOR & STAKEHOLDER REPORTING

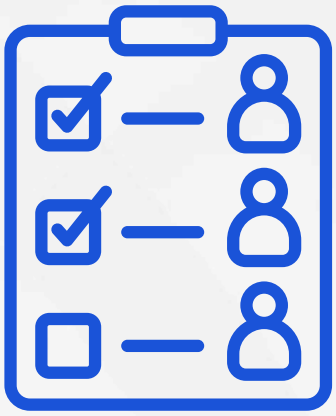
Provide stronger evidence of engagement when appropriate.

FUTURE PROGRAMMING

Use real participation data to inform future agendas.

A Quick Session Attendance Check

How does your organization currently handle session attendance?



- Paper sign-in sheets
- Manual badge scanning
- Staff manually counting attendees
- Spreadsheet tracking
- Post-event data entry
- Digital session check-in
- Attendance data connected to attendee records

If you checked multiple manual processes, there may be an opportunity to simplify your workflow.

The Mosaic App Approach

Mosaic App helps associations move beyond simply knowing who registered.

With digital session check-in, event teams can capture attendance more efficiently while creating a more connected event experience.

Less manual tracking.
Better attendance data.
More useful event insights.

Want to see what a streamlined session attendance workflow could look like for your next event?