5 Steps to Using a Call Center to Drive Event Registrations

1. **Choose a team:** Get buy-in from your internal team or select a third-party telemarketing vendor (for Banzai users, Banzai provides an on-demand managed call center with no setup required).

2. **Write up your invitation call scripts** and be sure to account for common objections.

3. **Develop a mechanism** for your sales team to:
   a. register people
   b. send more information to those who request it

4. **Develop an opt-out mechanism** and other policies to ensure compliance with GDPR, CCPA, and other relevant telemarketing rules.

5. **Set up a dialer product** your chosen team can use.

Pro Tip: Remember to wire up your tools so that when people register over the phone it sends registrants a calendar invite and confirmation email right away. That way they don't forget your event.

Also be sure to remove those who register over the phone from your other channels, like email, so you don't irritate your audience.

Note to Banzai users: Banzai handles this for you automatically.