

# Login link via email (AKA "Magic Link")

Last Modified on 10/31/2024 8:03 pm IST

 This article is designated for all users.

## About

Event organizers who are creating a new event using a present event template can choose how attendees will enter the event -

- with email and password

OR

- with login link via email (AKA "Magic Link")

This article describes the event experience using the login link via email (AKA "Magic Link").

## Event creation

Event managers choose whether to use a login link on the Let's get started screen.

## Let's get started

Start with a few details about your event

**Title** 23/60

Marketing Kick-off 2023

**Short description**

**B** *i* u ☰ ☷ 🔗

**Start time (required)** **End time**

📅 08/14/2023 ⌚ 09:00 AM → 📅 08/14/2023 ⌚ 10:00 AM

**Time zone**

EDT (GMT-04:00) America/New\_York ▾

**Attendees will log into the event with:**

Login link via email

Email and password

**Create** Cancel

For more information, see [Create an Event](#).

### Registration form setup

The event registration form differs slightly according to the method of login chosen.

When requiring an email and password for entrance into the event, the relevant fields display on the registration form - Email (this will be your username) (required) and Password (required).

⋮ Company Name (required)
Free text ✎ ✕

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✚ Add Field

**Username & Password** ✎ ✕

⋮ Email (this will be your username) (required)
Email ✎ ✕

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⋮ Password (required)
Password ✎ ✕

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✚ Add Field

**The Fine Print** ✎ ✕

⋮ By registering for this event, you confirm that you have read and agree to the [Terms and](#)
Info ✎ ✕

When using a login link, the username and password fields *do not* display and are not even available in the + Add Field list.

**Personal Details** ✎ ✕

⋮ First name (required)
Free text ✎ ✕

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⋮ Last name (required)
Free text ✎ ✕

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⋮ Email (required)
Free text ✎ ✕

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⋮ Country (required)
Dropdown ✎ ✕

---

⋮ State (required)
Dropdown ✎ ✕

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⋮ Job title
Free text ✎ ✕

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⋮ Company
Free text ✎ ✕

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⋮ By registering for this event, you confirm that you have read and agree to the [Terms and Conditions](#)
Info ✎ ✕

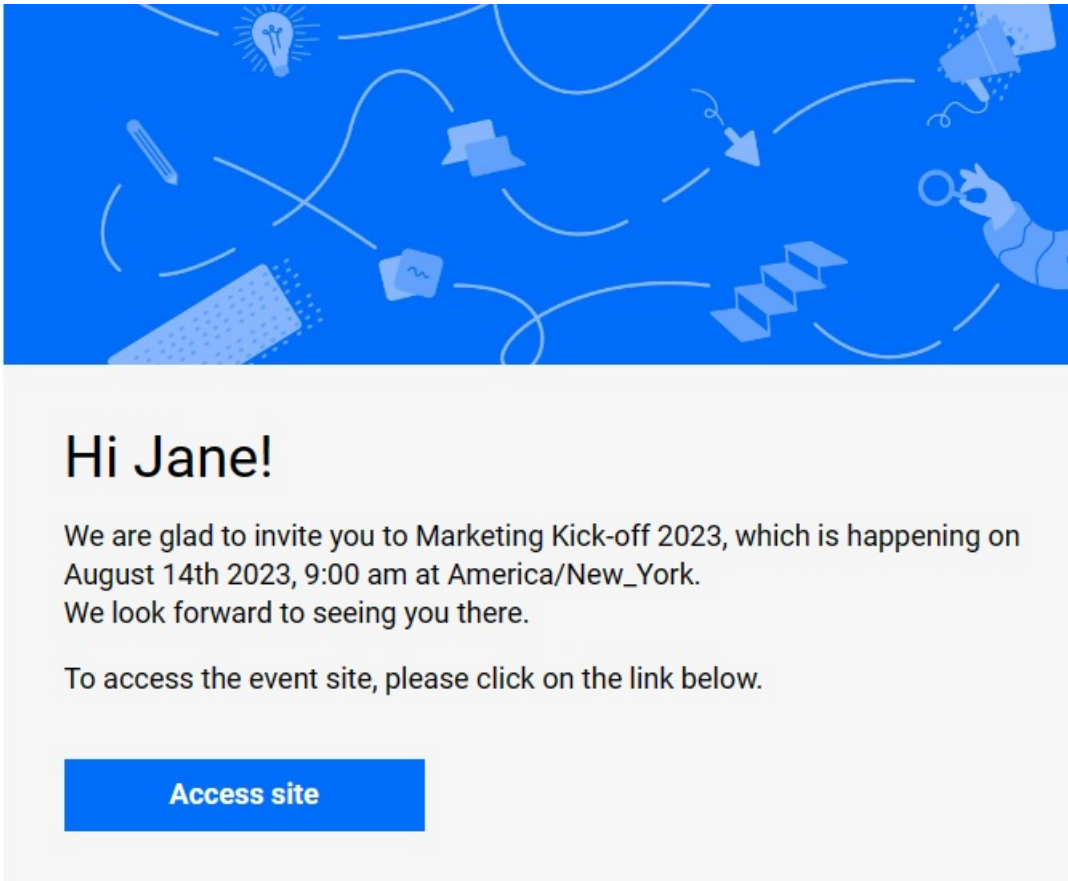
---

- Bio
- City
- Industry
- Role
- Zip code

For more information, see [Set Up Registration](#).

## Registration process

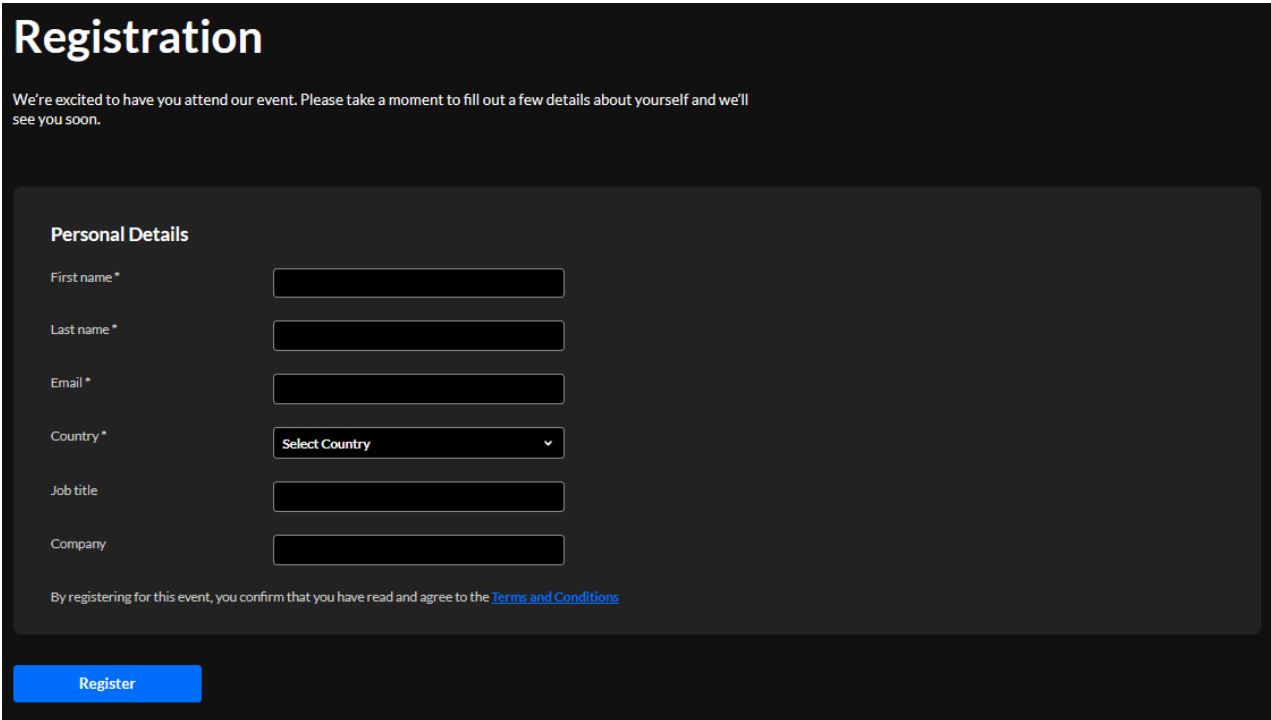
When an attendee is invited to an event via a login link, they receive an email allowing them to access the site and register.



When the attendee clicks **Access site**, they arrive at the event site page.



When the attendee clicks **Register**, they arrive at the Registration page.



**Registration**

We're excited to have you attend our event. Please take a moment to fill out a few details about yourself and we'll see you soon.

**Personal Details**

First name \*

Last name \*

Email \*

Country \*

Job title

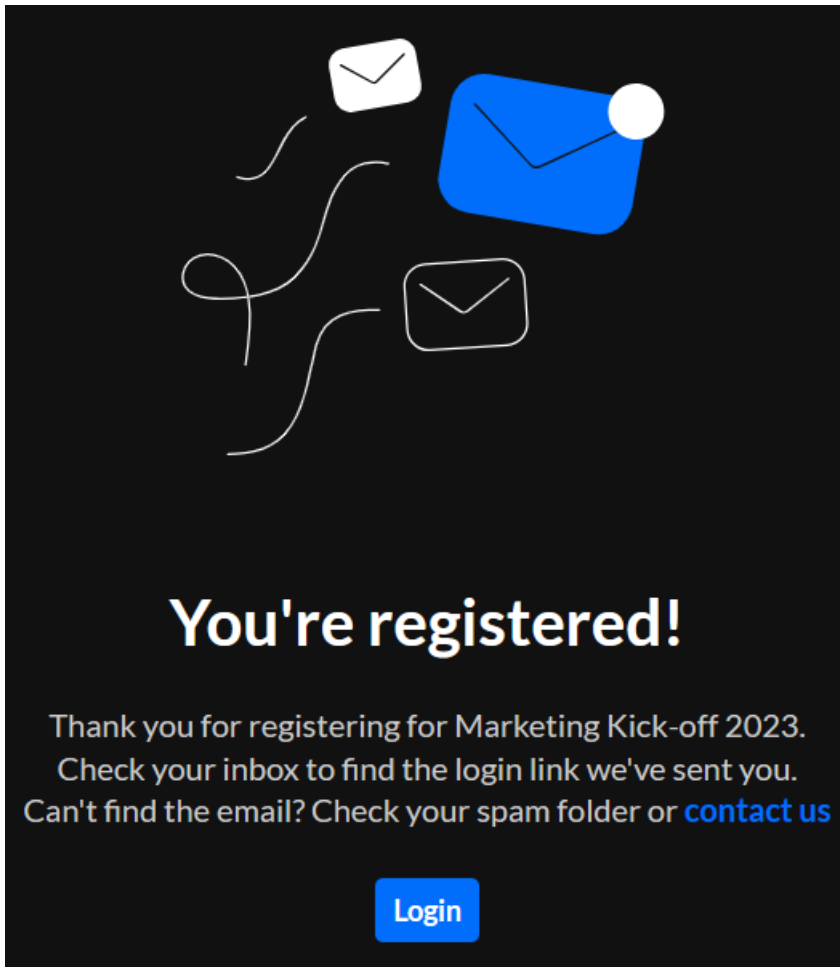
Company

By registering for this event, you confirm that you have read and agree to the [Terms and Conditions](#)

**Register**

With login link, the attendee goes through a regular registration process but *is not* required to set a password. When finished filling out the registration form, the attendee clicks **Register** and their status becomes "Confirmed".

After completing the registration, a registration confirmation message displays.



The attendee can click **Login** to enter the event, and they are also sent a login link via email.



## Jane, thanks for registering!

Hi Jane,

You have registered to Marketing Kick-off 2023. We can't wait to see you participating in our valuable sessions and meet our inspiring speakers.

We look forward to seeing you on August 14th 2023, 9:00 am America/New\_York.

Want to explore more? Once you're logged in, visit the event site, it's all set and ready for you.

[Visit event site](#)

For more information, see [Set Up Registration](#).

### Automated system emails

When using a login link, all automated system emails provide login link ("MAGICLINK") as an available token to personalize the email content. See the Registration complete automated system email in our example below.

✕ Edit template

Template name (required) 21/44

Registration complete

Template description 67/100

Customize the "registration complete" email attendees will receive.

### Email details

Use customization tokens to easily add dynamic information to emails.

[Customization tokens](#)

Subject (required) 34/1

You're all set to join {EVENTNAME}

Banner image



Edit image

Title

{FIRSTNAME}, thanks for registering!

#### Customize email tokens ✕

Use tokens to personalize your email content. Click on a certain token to copy.

{FIRSTNAME} Attendee first name

{LASTNAME} Attendee last name

{TITLE} Attendee job description

{COMPANY} Attendee company

{COUNTRY} Attendee country

{EMAIL} Attendee email address

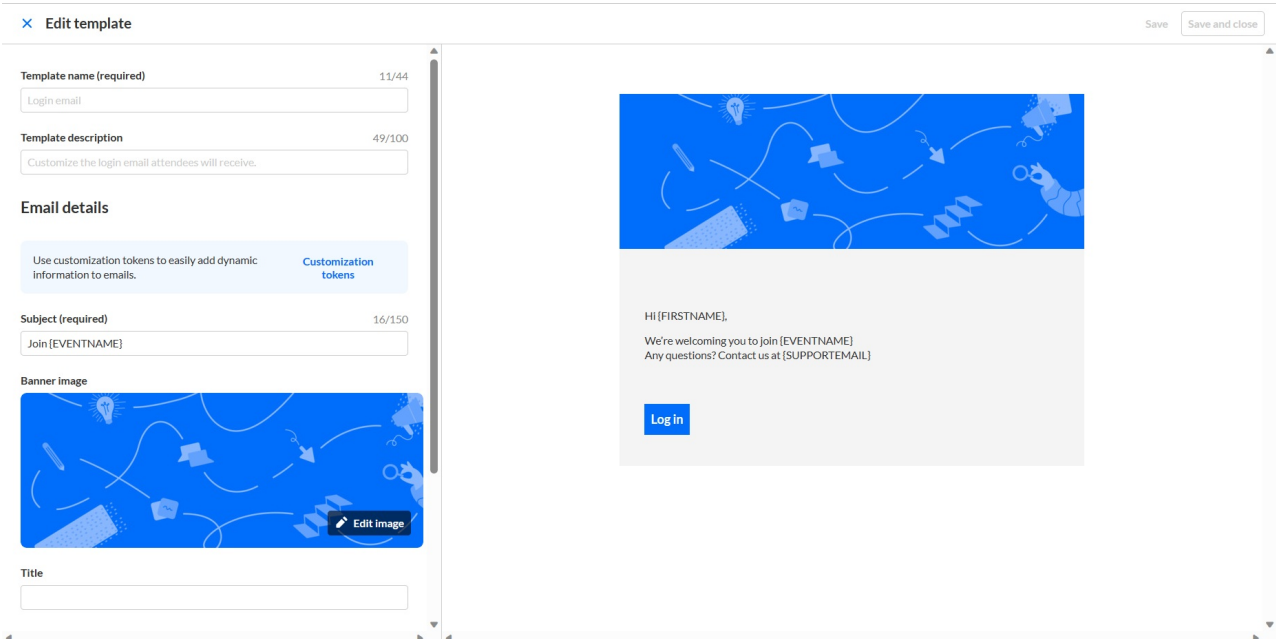
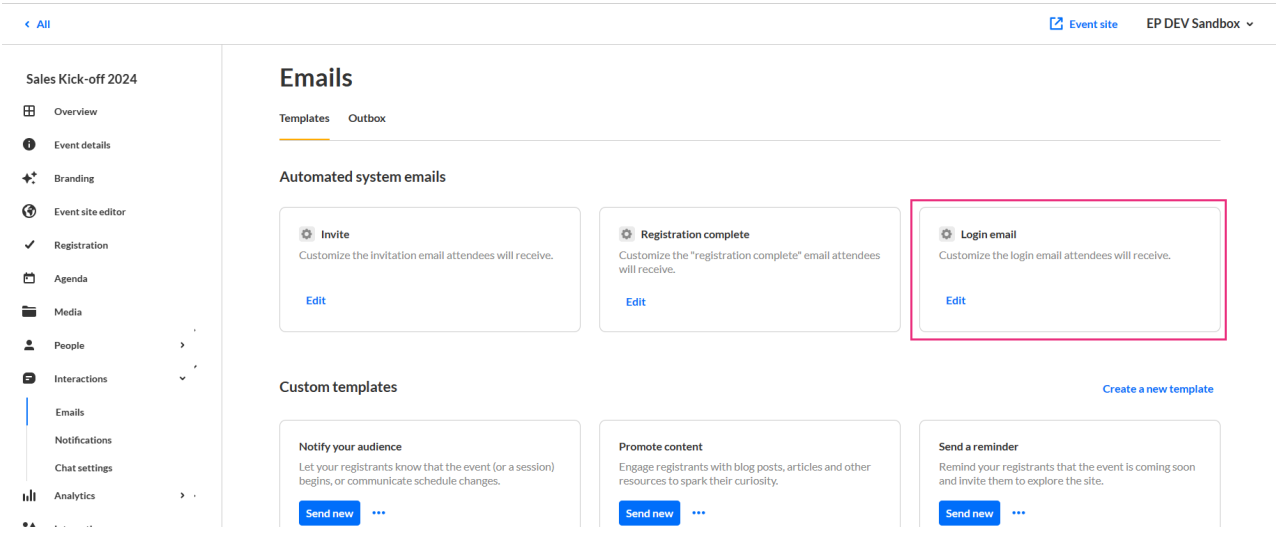
{MAGICLINK} Attendee login link

{EVENTBASEURL} Event URL link

{EVENTNAME} Event name

When using login link, an additional "login email" automated system email displays on the Emails page and can be customized. This "login email" is the email that attendees receive when trying to log into the event site.





For more information, see [Emails](#).

## Users page

When using login link, the event organizer is able to regenerate the login link from the Users tab if attendees are having issues logging in or did not receive the email as expected.





< All [Event site](#) EP DEV Sandbox ▾

Sales Kick-off 2024

- Overview
- Event details
- Branding
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- Registration
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- Media
- People ▾
- All users

### Users

Search  All roles ▾ 1 User [Bulk invite](#) [Invite](#)

Name	Email	Role	Registration Type	Status	Creation date	
 John Smith		Moderator	Invitation	Invited	01/26/23	<div style="border: 1px solid #ccc; padding: 5px; width: fit-content;"><p>Edit</p><p>Re-send email </p><p>Generate login link </p></div>

For more information, see [People tab > All users - Invite attendees to your event.](#)