

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

Last Modified on 06/12/2026 6:27 pm IDT

 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").



The screens shown here represent a multi-session event. The same actions apply when working with single session.

## Event creation

Event organizers 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** 23/120

Marketing Kick-off 2026

**Short description**

**B** *i* U ☰ ☷ 🔗

Join us for this informative event kicking off the new year.

**Event format**

Single session  Multi-session

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

01/05/2026  03:00 pm →  01/05/2026  06:00 pm

**Time zone**

America/New\_York (GMT-05:00) ▾

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

Login link via email  Email and password

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 ✎ ✕

☰ 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  
⋮	Last name (required)	Free text  
⋮	Email (required)	Free text  
⋮	Country (required)	Dropdown  
⋮	State (required)	Dropdown  
⋮	Job title	Free text  
⋮	Company	Free text  
⋮	By registering for this event, you confirm you agree to the <a href="#">Terms and Conditions</a>	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.



## Hi Jane!

We are glad to invite you to Marketing Kick-off 2023, which is happening on August 14th 2023, 9:00 am at America/New\_York.  
We look forward to seeing you there.

To access the event site, please click on the link below.

[Access site](#)

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

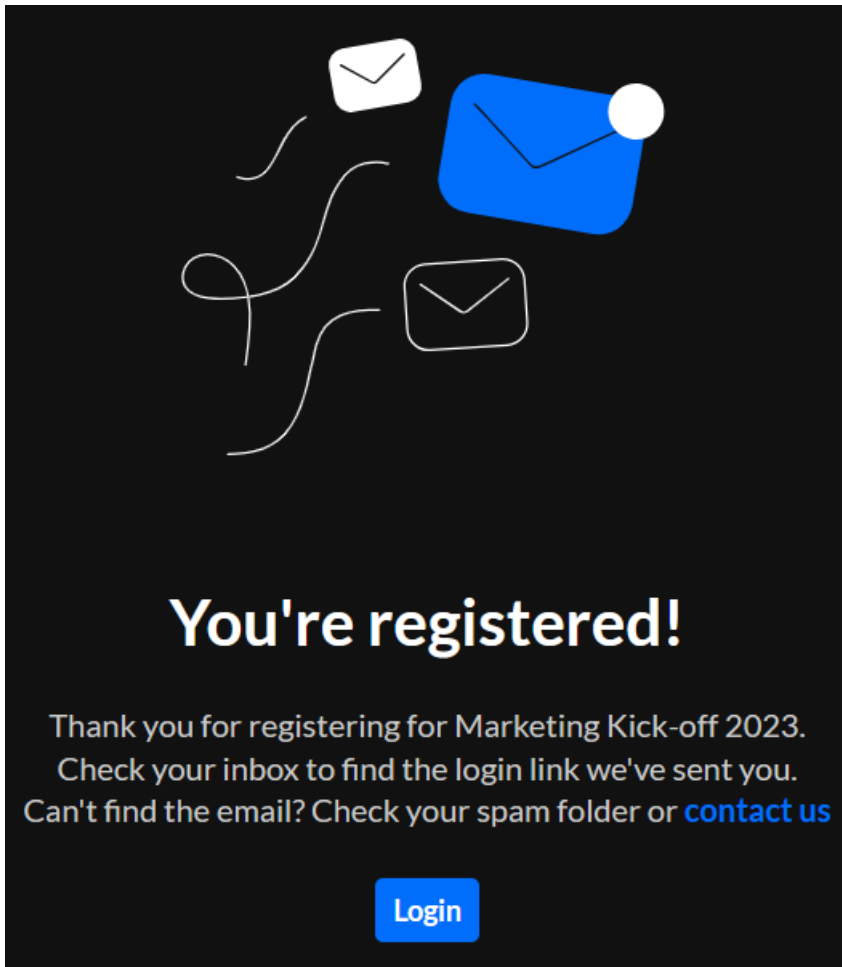
First name *	<input type="text"/>
Last name *	<input type="text"/>
Email *	<input type="text"/>
Country *	<input type="text" value="Select Country"/>
Job title	<input type="text"/>
Company	<input type="text"/>

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

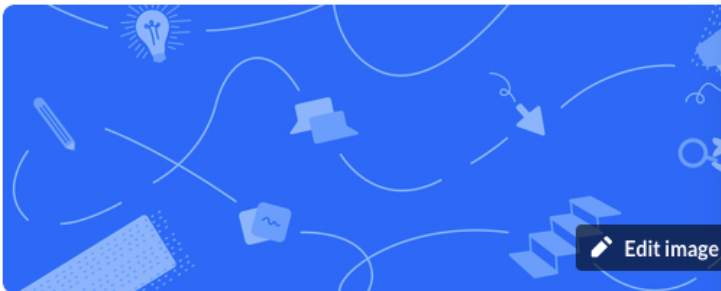
Use customization tokens to easily add dynamic information to emails.

[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

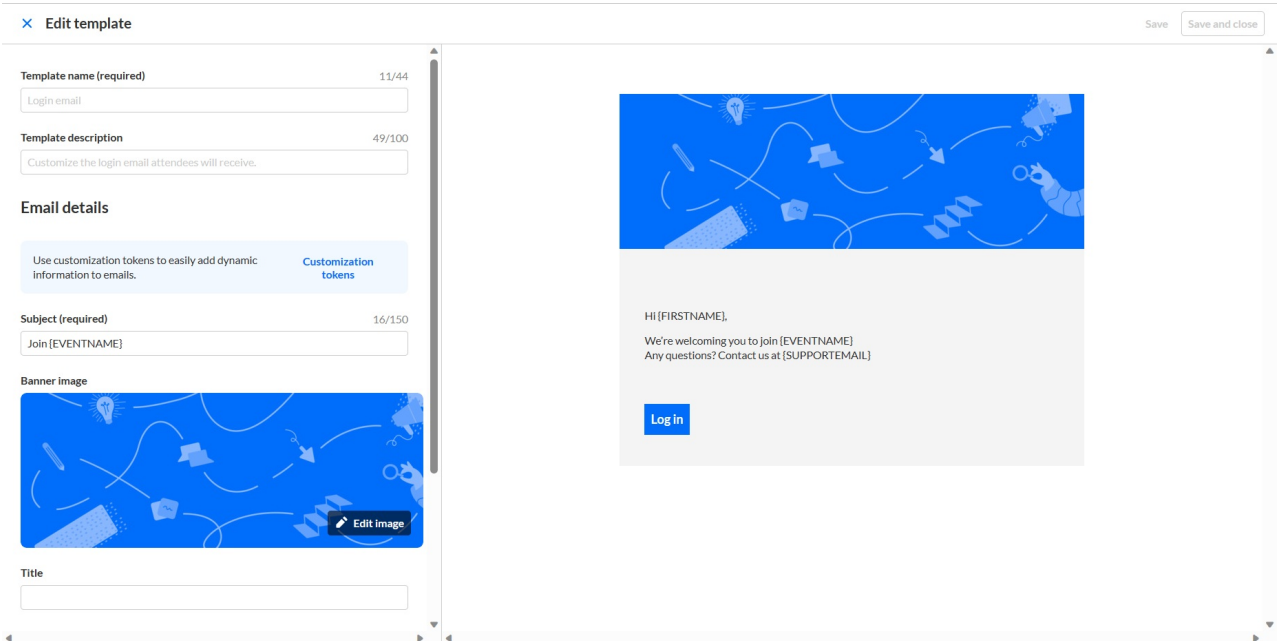
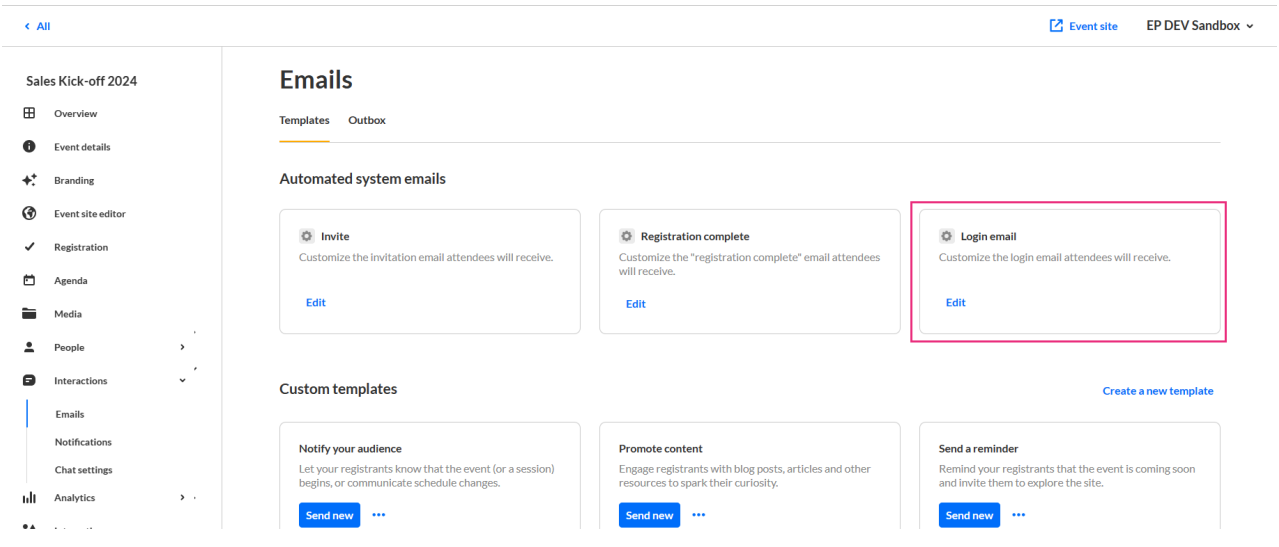
{EMAIL} Attendee email address

{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

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### 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 <span>⋮</span>

Edit

Re-send email

Generate login link

For more information, see [Invite attendees to your event](#).