

Login link via email (AKA "Magic Link")

Last Modified on 08/21/2025 10:45 pm IDT

283 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 ⊻ ∺≣ ≟≣ ⊘		
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		×
	+ Add Field			
User	name & Password			×
	Email (this will be your username) (required)	Email	<i>a</i> 1	×
	Password (required)	Password		×
	+ 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.

Perso	onal 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	Bio	Free text	-	×	
	By registering for this event, you conf <u>Conditions</u>	City Industry	gree to the <u>Terms and</u> Info		×	
		Role Zip code				

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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.



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

Registration								
We're excited t see you soon.	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.							
Person	al Details							
First name								
Last name								
Email *]					
Country*		Select Country ~						
Job title								
Company								
By registe	ing for this event, you confi	rm that you have read and agree to the <u>Terms and C</u>						
Regi	ster							

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



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.



< All			Event site EP DEV Sandbox
Sales Kick-off 2024	Emails		
Overview	Templates Outbox		
Event details			
▶ Branding	Automated system emails		
Event site editor			
 Registration 	O Invite	© Registration complete	O Login email
🗂 Agenda	Customize the invitation email attendees will receive.	Customize the "registration complete" email attendees will receive.	Customize the login email attendees will receive.
Media	Edit	Edit	Edit
Popula			
Interactions	Custom templates		Create a new template
Emails			
Notifications	Notify your audience	Promote content	Send a reminder
Chat settings	Let your registrants know that the event (or a session) begins, or communicate schedule changes.	Engage registrants with blog posts, articles and other resources to spark their curiosity.	Remind your registrants that the event is coming soon and invite them to explore the site.
Analytics	Sond now	Sand now	Sand page
· · · · ·	Jenu new	Selicitew	Send new
emplate description Customize the login email attendees will receive. Email details Use customization tokens to easily add dynamic	49/100		- Star
ino matori to cinais.	CONCIS		
Join {EVENTNAME}	16/150	We're welcoming you to join (EVENTNAME)	
		Any questions? Contact us at {SUPPORTEMAIL}	
Saner image	Editimage	Login	
Title			

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.



< AI							🖸 Event site	EP DEV Sandbox ~
Sale	es Kick-off 2024	Users						
⊞	Overview							
0	Event details	Q Search	All roles 🗸 1 User				📩 Bulk in	vite Invite
+:	Branding	Name	Email	Role	Registration Type	Status	Creation date	
۲	Event site editor							
~	Registration	John Smith		Moderator	Invitation	Invited	01/26/23	
Ċ	Agenda							Edit
	Media							Re-send email 0
<u>*</u>	People v							Generate login link
	All users						-	

For more information, see Invite attendees to your event.