

HTTP POST Process for Events

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What's New

The following changes have been made to this document:

September 2017

- No updates for September 2017.

April 2017

- No updates for April 2017.

January 2017

- No updates for January 2017.

September 2016

- No updates for September 2016.

August 2016

- No updates for August 2016.

Overview

The Cvent HTTP POST process provides a way for you to integrate your online systems with the Cvent event registration process. Through the POST process, a user can click a registration link or button within your system that automatically takes them to the appropriate step in the Cvent event registration process.

POST is a HTTP method, or action, that submits data to be processed by an identified resource. The data is included in the body of the request. This may result in the creation of a new resource, the update of existing resources, or both.

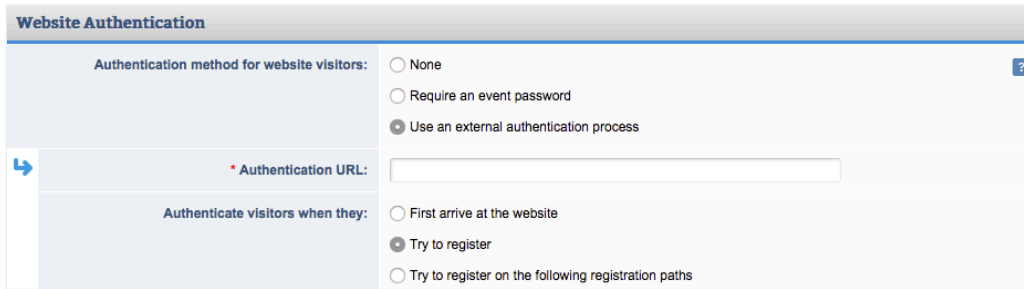
This process can also be accomplished using the more advanced functions of Cvent's API. For more information, contact Cvent sales at sales@cvent.com or 866.318.4358.

Note: Security is assured through an https connection with 256-bit encryption.

Custom Authentication URL

If you are posting users into your event website, you can redirected them to an external authentication process first. This will require them to complete an authentication process before accessing your event website and registering for your event.

To set up redirect settings and add a custom authentication URL, go to the Website Authentication section in *Events > Website & Registration > Website > Security* within the Cvent application.



The screenshot shows the 'Website Authentication' settings page. It features three main sections:

- Authentication method for website visitors:** This section contains three radio button options: 'None', 'Require an event password', and 'Use an external authentication process'. The 'Use an external authentication process' option is selected. A blue question mark icon is located to the right of these options.
- Authentication URL:** This section is marked with a red asterisk and contains a text input field for entering the URL. A blue arrow icon is positioned to the left of the field.
- Authenticate visitors when they:** This section contains three radio button options: 'First arrive at the website', 'Try to register', and 'Try to register on the following registration paths'. The 'Try to register' option is selected.

HTTP POST Process

The HTTP POST process starts when a user clicks the registration link or button within your system, causing a form to post. The process ends when a user arrives at one of two destinations.

Form

Within your system a registration link or button is generated. When this link or button is clicked, a form is sent to Cvent through the HTTP POST method.


- For your Cvent production account, the form is sent to:
<http://www.cvent.com/Events/APIs/Reg.aspx>
- For your sandbox account, the form is sent to:
<http://sandbox-www.cvent.com/Events/APIs/Reg.aspx>

This form includes the user's information, ecode, and target landing page. The form fields used in this process are defined in section [3.0 Form Fields](#).

You are responsible for creating these links within your own system, generating the form, and using the POST method to send the data to Cvent.

eCode

Cvent first checks if the ecode is valid. A valid ecode is an ecode that exists within Cvent and has a status of "active."

The ecode is the unique identifier for each Cvent event. The ecode can be located in *Events > Overview* within the Cvent application. In the Snapshot section, click  and select eCode from the Available fields then click **Move**. This will move eCode to the Selected fields. Then click **OK**.

The ecode will appear in the Snapshot as a 36 character alphanumeric field (including hyphens). When copying the ecode, make sure you copy the field in its entirety, with no spaces.

Events can have one of the following statuses:

- Pending
- Active
- Closed
- Completed
- Canceled
- Archived

Only events with a status of "active" are valid in the HTTP POST process.

If the ecode is valid, Cvent will verify your system has API access.

If the ecode is not valid, Cvent returns an error message to the user and the process ends.

API Access

If your system has API access, Cvent will verify all required fields have been included in the form.

If your system does not have API access, Cvent will redirected the user to the Summary page and the process ends. From this page, they can view a summary about the event and access any functionality the planner has added to the Event Summary page through the Cvent application.

Note: Access to HTTP POST functionality is based on your agreement with Cvent. If you believe your account has access, but you are receiving an error message, submit a case in the Cvent Community.

Required Fields

Required fields are First Name, Last Name, Email Address, Source ID, and Target Landing Page. The Source ID and Target Landing Page fields can be null, but must be included in the form. For more information about required and optional form fields, go to section [3.0 Form Fields](#).

If all the required fields were included, Cvent will compare the provided match key fields to those in your Cvent contact records.

If all the required fields were not included, the user is directed to the Summary page and the process ends. From this page, the user can view a summary about the event and access any functionality the planner has added to the Event Summary page through the Cvent application.

Match Key Fields

Depending on your Cvent account settings, the match key fields are either Email Address only or Email Address, Last Name, and Company.

A contact record is a record in your Cvent address book. In most cases, a contact represents an individual. In the HTTP POST process, each user in your system is a contact.

If the provided match key fields match an existing contact record within your Cvent data, the user's Cvent contact record is updated for all provided user fields.

If the provided match key fields do not match an existing contact record within your Cvent data, Cvent will verify whether the form has a Source ID field.

Note: If the match key fields are Email Address, Last Name, and Company, but the Company field has not been supplied, the record will return as "Not matched".

Source ID

If a Source ID field was provided in the form, Cvent will verify the source ID exists within your Cvent contact records and if it exists for only one contact record.

- If it exists for only one contact record, the user's Cvent contact record is updated for all provided user fields.
- If it exists for more than one contact record, Cvent creates a new contact record for the user.

If a Source ID field was not provided in the form, Cvent creates a new contact record for the user.

A Source ID is typically an ID from your internal system used to identify and track contacts.

Matching by Source ID

If a source ID is provided but an email address is not, the user will still be able to continue the registration process. If neither a source ID nor email address is provided, the user will be directed to the Summary page and the process ends.

Response Status

After a contact record is updated or created, Cvent will verify whether the user has already registered for the event.

Note: After a contact record is created or updated, the user's information from the contact record will be pre-populated for all event webpages.

If the user has already registered for the event, the user is directed to the Summary page and the process ends. From this page, the user can view a summary of the event and access any functionality the planner has added to the Event Summary page through the Cvent application.

If the user has not already registered for the event, Cvent will verify whether the user has been invited to the event.

Invite Status

Users are invited to events through invitation lists within the Cvent application.

Invitation lists can be found in *Events > Promotion & Communication > Email* within the Cvent application.

If the user has been invited to the event, the user is directed to the target landing page specified in the form and the process ends. If a target landing page was not specified in the form, the user will be directed to the Summary page.

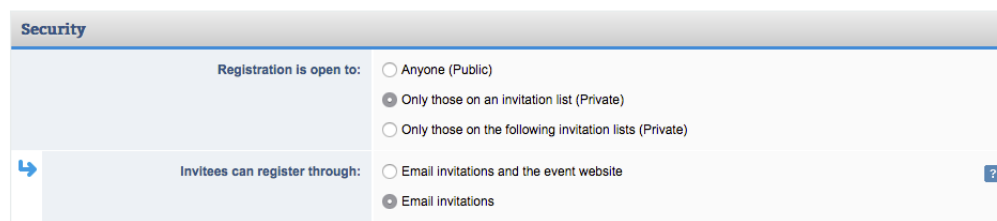
- From the Summary page, the user can view a summary about the event and access any functionality the planner has added to the Event Summary page through the Cvent application.
- From the Invitation page, the user can select whether to register for the event.
- From the Registration page, the user can continue the registration process. The identity confirmation step will have been skipped.

If the user was not invited to the event, Cvent checks to see if the event is “email invitation only.”

Invitation Only Status

An event may be “email invitation only.”

This setting can be selected when creating an event or in *Events > Website & Registration > Registration > Registration Settings > Identification & Security* within the Cvent application.



If the event is “email invitation only,” Cvent returns an error message and the process ends. The error message will tell the user it is a private event.

If the event is not “email invitation only,” a new invitee record is created for the user and the user is redirected to the target landing page specified in the form and the process ends. If a target landing page is not specified in the form, the user will be redirected to the Summary page.

- From the Summary page, the user can view a summary about the event and access any functionality the planner has added to the Event Summary page through the Cvent application.
- From the Invitation page, the user can select whether to register for the event.
- From the Registration page, the user can continue the registration process. The identity confirmation step will have been skipped.

Require Secure Post

If your account is configured for “Require Secure Post,” you must create a valid signature and timestamp.

To create a signature, the identity provider should:

- Generate a string that includes both the email address and timestamp provided in the POST form. The format of the clear text data string should look like this:

email=email address;timestamp=MM/DD/YYYY HH:MM:SS;

Example: email=jsmith@msn.com;timestamp=01/23/2010 15:34:30;

Note: Timestamp must be in GMT/Universal Time format.

- Create a hash of the data string using “SHA-1” as the hashing algorithm.
- Encrypt the hash using “RSA” as the encryption algorithm along with your own private key. This encrypted hash value will be sent in the reg_signature field.

Form Fields

Required Form Fields

The following are the required form fields.

Note: The Source ID and Target Landing Page fields can be null, but must be included in the form.

| Field Name | Passing Parameter | Max Length |
|---------------------|-------------------|------------|
| Event Code | ecode | 36 |
| First Name | first_name | 30 |
| Last Name | last_name | 50 |
| Email Address | email_address | 50 |
| Source ID | source_id | 30 |
| Target Landing Page | target | ~ |
| Timestamp ◇ | timestamp | 10 |

~ Valid values for the target landing page are Summary, Invitation, and Registration.

◇ Timestamp is only required if you are using Secure Post. Timestamp must be in GMT/Universal Time format. See [section 3.10](#) for more details.

Optional Form Fields

The following are the optional form fields.

| Field Name | Passing Parameter | Max Length |
|-----------------------------------|---------------------------|------------|
| Contact Type Code | reg_code | 30 |
| Prefix | prefix | 30 |
| Designation | designation | 30 |
| Middle Name | middle_name | 30 |
| Nickname | nickname | 30 |
| Company | company | 100 |
| Title | title | 50 |
| Primary Address | primary_address_indicator | + |
| Home Address 1 | home_address1 | 40 |
| Home Address 2 | home_address2 | 40 |
| Home Address 3 | home_address3 | 40 |
| Home City | home_city | 40 |
| Home State Code | home_state_code | unlimited |
| Home Postal Code | home_postal_code | 25 |
| Home Country Code | home_country | 3 |
| Home Phone | home_phone | 30 |
| Home Fax | home_fax | 30 |
| Work Address 1 | work_address1 | 40 |
| Work Address 2 | work_address2 | 40 |
| Work Address 3 | work_address3 | 40 |
| Work City | work_city | 40 |
| Work State Code | work_state_code | unlimited |
| Work Postal Code | work_postal_code | 25 |
| Work Country Code | work_country | 3 |
| Work Phone | work_phone | 30 |
| Work Fax | work_fax | 30 |
| Mobile Phone | mobile | 30 |
| Pager | pager | 30 |
| Reference ID | ref_id | 100 |
| Target Landing Page | target | ~ |
| Internal Survey Question Fields ° | question_code_1 | 30 |
| | question_answer_1 | • |
| Custom Contact Fields * | field_stub1 | 36 |
| | field1 | 300 |
| Timestamp ◇ | timestamp | 10 |
| Signature | reg_signature | unlimited |

- ~ Valid values for the target landing page are Summary, Invitation, and Registration.
- * Your Cvent account may have up to 100 custom contact fields based on your agreement with Cvent. To view the details of each custom contact field, go to *Admin > Account > Account > Custom Fields* and then select Custom Contact Fields from the View dropdown and select a field to view the details.
- ° After selecting an internal question within an event, specify the question code for that question.
- The maximum length for answers are dependent on the question type.
- ◇ The Timestamp must be in GMT/Universal Time format. For more details, see [section 3.10](#).
- † The value for Primary Address must be W or H (work or home). If left blank, it will default to W (work).

Form Field Notes

Take into account the following notes when working with form fields:

- Passing parameters need to be exactly as listed. Any incorrectly named passed parameter will be ignored.
- If the length of a passed parameter is longer than the maximum length, Cvent will truncate the data.
- Any parameter passed with a null value for a contact will not update the specified contact field with a null value – instead the existing field value will remain.
Note: Should you wish to update the field with a null value, post the field value of a single space, “ ”.
- All correctly passed parameters will be updated for a contact – even if the passed parameters are for fields that are not used in the current event.
- Contact parameters that are not passed through the HTTP POST process will not be changed or affected by this process.
- All custom contact fields require two passed parameters – a field stub and a field value. If both parameters are not passed, the parameters will be ignored.
- All internal survey question fields require two passed parameters – a question code and an answer value. If both parameters are not passed, the parameters will be ignored.
- If the Custom Contact field is blank, the field will be ignored.
- If the Target Landing Page field is blank, the user will be taken to the Summary page.
- If account is configured for “Require Secure POST,” it will no longer accept POST forms unless a valid signature and timestamp is provided.

Process Visualization

The following is a visualization of Cvent's HTTP POST process.

