

### WHAT IS THE SPONSOR ADMIN?

The Sponsor Admin is your organisation's main point of contact for Shoptalk Europe.

This role can be assigned if the individual is attending onsite or not, and has full access to your organisation account in the Meetup platform.

### KEY RESPONSIBILITIES

- **Register Your Team!** - complete registration on your team's behalf, or send individual invites so each member of your team can register themselves by 1<sup>st</sup> May.
- **Assign Meeting Reps**- your Meeting Reps are individuals that will be taking your paid-for Hosted meetings as well as general meetings on-site during Meetup.
- **Manage your organisation profile** within the Meetup platform by adding your logo, company bio, and key company details. This information will be visible to all participants in the Meetup programme.

### IMPORTANT NOTES

**Sponsor Admins cannot complete the Meetup steps for their attendees on their organisation account. To assist, you must be added as an "Assistant" to your attendee's registration. This can be done during registration, or via your Shoptalk Europe main point of contact.**

**Once assigned as an Assistant - it's a simple 3 steps:**

1. Enter the attendee's registered email
2. Request a one-time passcode (OTP)
3. Log in securely and action on their behalf

### DUAL ROLE ACCESS

If you are the only attendee from your organisation attending and need both admin access to manage your organisation account (Parent Company) and the ability to action the required steps in the Meetup process, you will need dual role access.

Please ensure you are registered using the link provided by the registration platform (email from [noreply@registration.shoptalk.com](mailto:noreply@registration.shoptalk.com) with the subject line **"Register and manage your team."**)

This guarantees your details are correctly recorded and that you have access to the Meetup platform.

**Meetup platform:** Click 'Profile' (top right), then select 'Parent Company' to manage your organisation profile. You can switch between both profiles at any time.

