

How To: Capture Viewer Data with Guestbook

Using the Guestbook allows you to gather information about presentation viewers. When your viewers see your presentation, they are presented with the Guestbook. Information entered into Guestbook fields is returned to you in Brainshark Reporting so it can also be useful for filtering purposes. You can also see Guestbook data in View Receipts, if you have enabled them before sharing your presentation.

Your Company Administrator determines the fields that presentation authors may use when setting up a Guestbook. There are seven standard fields that are generally available, including First Name, Last Name, Email, Company Name, Department, Title and Business Phone. Ten additional custom Guestbook fields can also be created and enabled by the Company Administrator in order to capture other, non-standard information.

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, select **Ask viewer to register with Guestbook**.
3. Click **Edit** to access *Guestbook properties*.
4. In *Guestbook Options*, determine when you would like the Guestbook to appear:
 - a. **Guestbook before viewing** will ask the viewer to enter information prior to viewing the presentation.
 - b. **Guestbook after viewing** will ask for information from the viewer when he or she closes the presentation. **NOTE:** Since viewers will have already seen your presentation, they may close out of a Guestbook presented after viewing without completing it. To be sure you get the data you are after, give viewers a reason to complete a Guestbook presented after viewing.
5. **Guestbook Text** will present to the viewer along with the Guestbook fields to complete. You can use the default text or replace it with your own.
6. Set **Enable “Remember Me”** to **Yes** if you would like viewers to have the option to save Guestbook settings for subsequent views of your presentation, or **No** to restrict that option.
7. Select Guestbook fields to be included. Available Guestbook fields will be listed with the option to **Display on form, Require**, or, in some cases, **Choose from list**. If enabled, you can change the name for those fields.
 - a. **Display on form** shows the selected field on the Guestbook form presented to viewers.
 - b. **Require** ensures that viewers complete the selected field on the Guestbook form.
 - c. **Choose from list** allows you to enter field choices, separated by a *semi-colon* (and no space), from which viewers select allowing for increased reporting accuracy. For example, you could enter choices for the Department field (Sales;Marketing;HR;Compliance).
8. Click **Save** to save changes to the Guestbook.