Portal Branding and Customization

The portal landing page is the entrance to the portal. It contains the portal title, a registration form, a login form (for people already registered), and custom content you add. When you sign in to a portal, the list of events, or *agenda,* is displayed.

There are many options for customizing the layout and appearance of a portal. This article summarizes key options for:

- Common elements (header, footer, and colors)

- Landing page (registration and portal header and footer)

- Portal agenda (list of events and breakout sessions)

- Auto-fields to pull in details for events on the agenda and registration page

Common elements

The following table lists elements that appear on all pages of a portal.

For...	Go to this tab and select...	Options
Logos or banner images	Branding tab. **Banner Logo** and Advanced Branding > **Right Banner Logo**	- Banner logo - displayed at the top left of all pages - Right side banner logo - displayed at the top right of all pages To hide the banner, do not upload any banner logo images.

For...	Go to this tab and select...	Options
Colors and background image	Branding tab. Advanced Branding > **Site Branding Options**	- Banner color - top of the page - Highlight color - the portal title bar, buttons on the landing page, and accent on tabs on the agenda. The portal picks a complementary text color. - Page background color or uploaded image
Footer	Registration tab. **Registration Footer**	By default, the footer includes a link to System Test and FAQs. Use the text editor to add and format text, image files, and more. To update the label for the System Test link, see Customize landing page headings, links, and buttons

Registration landing page options

The following table lists options that control the landing page and registration form.

For...	Go to this tab and select...	Options

Placement of the registration form and landing page content	Branding tab. Advanced Branding > Site Branding Options > **Registration Layout**	- One Column Layout - a single column including the registration form - Two Column Layout - landing page content on the left and the registration form on the right - Popup Registration layout - landing page content with a **Register Now** button that opens the form in a small window
Text and images on the landing page	Registration tab. Customize Event Landing Page > **Landing Page Content**	Include basic details or click **Custom** to insert text, headshots, images, or other custom content.
Per-event registration checkboxes on the landing page	Registration tab. Customize Event Landing Page > **Landing Page Content**	Next to Landing Text, select **Custom** If you're using registration checkboxes, use these auto-fields to let visitors register for events when they register for the portal.
Headings, links, and buttons shown on the registration form	Registration tab. **Landing Page Labels**	See Customize landing page headings, links, and buttons

Registration is closed message on the landing page	Event Summary tab > Portal Details > **Manage Access**	Replaces the registration form fields when registration is set to **Closed**. Add a short message (default) or click **Customize Message** and add text, images, or other custom content

Portal agenda

On a portal, the list of events and breakouts is called an *agenda* or schedule; events and breakouts are called *segments.* The following table lists options that control how events and breakout sessions are listed on the portal.

For...	Go to this tab and select...	Options
Navigation elements and layouts for listing events and breakouts	Portal Layout tab. **Select Layout**	- Simple List - events listed in one column, sorted by date - Tabs, Accordion, Table of Contents, Tracks - use visual elements like expandable accordions and tabs to group events - Custom - define your own layout options
Text above the list of events	Portal Layout tab. **Intro Text**	Available for any layout but Simple Layout.

For...	Go to this tab and select...	Options
Which details to show about each event or breakout (segment)	Portal Layout tab. **Segment Formatting**	• Default - include the date, title, description for the event, with View Now and Add to Calendar buttons • Custom - to use auto-fields and choose which details are displayed.
Events and breakouts grouped by date	On the Portal Layout tab, select **Tabs** layout. Manage Segments tab. **Manage Categories**	Automatic Grouping: Broadcast date tabs See Sort events and breakout sessions into categories
Events and breakouts grouped by categories you define	On the Portal Layout tab, select any layout but Simple Layout. Manage Segments tab. Manage Categories > **New Category**	Set up categories (tracks). See Sort events and breakout sessions into categories

For...	Go to this tab and select...	Options
Individual registrations, by event	Portal Layout tab > **Select Layout**	Simple Layout or Custom Layout and select **Show Checkboxes on Registration**. By default, per-event registration is shown on the agenda, after the visitor signs in. To add it to the registration page, use these auto fields. See Have viewers register for individual events on a portal

Customize event details to display (auto-fields)

Auto-fields are placeholders that automatically display specific details about each event, or linked *segment,* on the portal agenda. To customize the details displayed, go to the Portal Layout tab and under Segment Formatting select **Custom.** This opens the text editor, where you can add and apply styling to auto-fields as well as include text, images, and other elements.

Important: Segment formatting sets the content displayed for every event. Only include text or images that you would like repeated with each event block.

The format of an auto-field is __AUTOFIELD__ (the auto-field with two underscores before and after).

The following table explains the available auto-fields and the text they display.

Auto field	Description
__SEGMENTDATE__	Scheduled day, date, and time
__SEGMENTTITLE__	Event title
__SEGMENTTIME__	Scheduled time

Auto field	Description
__SEGMENTDESCRIPTION__	The description you entered on the Manage Segments tab
__SEGMENTVIEWBUTTON__	View Now button
__SEGMENTREMINDERBUTTON__	Add to Calendar button

Per-event registration

If you are using per-event registration, you can add event registration to the main registration page. This lets visitors register for the portal and specific events at the same time.

On the Registration tab, in the Customize Event Landing Page section next to Landing Text, select **Custom**. The following table explains the available auto-fields.

Auto field	Description
__ALLSEGMENTS__	All events linked on the portal
__SEGMENTBLOCK1__	The first event linked on the portal, based on the order you set on the Manage Segments tab
__SEGMENTBLOCK2__	The second event linked on the portal
__SEGMENTBLOCK3__	The third event linked on the portal
__SEGMENTBLOCK4__	The fourth event linked on the portal
__SEGMENTBLOCK#__	The *Nth* event linked on the portal

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