

Booking participants

There are several ways to go about booking participants, and what works well for you might not for the next person. Ask yourself:

- Do I want a website with a booking form integrated?
- Do I want a back and forth email exchange?
- How do I want the customer journey to feel?
- Is paying for website hosting/booking form worth it?
- How will you capture payment and information?



If you already have a website, consider adding a page that customers can access for information, scheduling, and booking. Generally, the fewer steps to book, the better.

Alternatively, if you don't want to use extra software, you can book manually via email, but you have to then keep track of participants, payments, etc. yourself.

Social media is helpful for marketing and funneling potential customers to your page/to contact you to book.

If booking through a venue, or for an event like a festival, oftentimes they will advertise this for you.

Information you need to capture from the customer:

- Name
- Birth date (for memorial)
- High quality image of them (for memorial)
- Hearing/visual impaired?
- Anything else they want to communicate?
- Do they understand they will be contemplating their own mortality?
- Any extra consents that help you feel comfortable (touch)
- Their 'signature' or typing their name in lieu.



Options for capturing customer information and payment:

- Google forms (cannot accept payment, would need to capture manually)
- Jotform (can capture payment with paid subscription options)
- Website integration (depends on website, examples: Accuity, Shopify, Stripe )