

WorkCast

SUPERIOR ONLINE EVENTS

WorkCast Integration

Data Capture Forms

V 1.0.9

May 2015

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Document Version History

Version	Date	Comment
V 1.0.0	April 2011	Initial draft.
V 1.0.1	April 2011	Added references for referrer fields and attributes.
V 1.0.2	June 2011	Data usher URL changed.
V 1.0.3	September 2011	Appendix B - Redirect failure spelling mistake corrected.
V 1.0.4	February 2012	Validation library version number updated
V 1.0.5	June 2012	Max field sizes added.
V 1.0.6	December 2012	Single sign on added.
V 1.0.7	October 2013	Library updated to v1.0.7
V 1.0.8	January 2015	Data Usher reference changed
V 1.0.9	May 2015	validation library updated

1. Overview

The WorkCast data capture forms and data integration provide programmatic access to feed data in to the Workcast platform.

Data is fed in via a web page posting to our data portal. This document details the methods available.

2. Web Page Design and Submission

In order to feed data in to the WorkCast platform, your web page must be designed in line with the following WorkCast standards and methods.

2.1 Web Page Design

A number of standards must be followed during the design of the web page in order to facilitate your data submission. A client side javascript library is also available providing required functionality along with some useful functions.

2.1.1 Basic Requirements

The most basic requirements in the design of your web page are as follows:

- Include the WorkCast javascript library.
- Name your input fields as specified below.
- Submit your form using a POST method to our data portal.

2.1.1.1 Data Entry JQuery and Javascript Libraries

The WorkCast data entry jquery and javascript libraries are hosted within our content delivery network on the following URLs:

<http://c466722.workcast.net/jquery.tools.1.2.3.min.js>
http://c466722.workcast.net/workcast_dc_1.0.10.min.js

They need to be included in the header section of your page. E.g.,

```
<head>
  <title>My Data Capture Page</title>
  <script type="text/javascript"
src="http://c466722.workcast.net/jquery.tools.1.2.3.min.js"></script>
  <script type="text/javascript"
src="http://c466722.workcast.net/workcast_dc_1.0.10.min.js"></script>
</head>
```

2.1.1.2 Field Naming Conventions

There are three different types of field that can be submitted to the data portal.

- Standard

Standard fields are made up of basic contact data. Name, address, company, job title, telephone number, etc (see appendix A for a full list).

- Custom

Custom fields are definable by you and can be used to log any additional data as required.

- WorkCast

WorkCast fields are those required by the data portal to categorise and log the data. They define the type of data being submitted, the event that the data relates to, what to do on successful submission, what to do on failure, etc (see appendix B for a full list).

All fields should be named using the ID attribute. If the WorkCast validation functions are to be used, all fields will also require a NAME attribute (see section 2.1.1.3 Form Validation for a full explanation).

2.1.1.2.1 Standard Fields

Standard field ids and names are defined as follows:

wrk_standard_{Standard Field Name}_{Sequence Number}_{Field Type}_{Required}

This breaks down as follows:

- wrk_

All fields that you want the data portal to process must begin wrk_

- standard

Defines that this is a standard contact field.

- {Standard Field Name}

Name of the standard field. One of those listed in appendix A.

- {Sequence Number}

Field sequence number – must be unique.

- {Field Type}

Type of field being submitted. Textbox, drop down list, etc. See appendix C for the full list of supported objects.

- {Required}

Set to req for fields that are required and remove for any fields which are optional.

Each of the sections must be separated by an underscore.

E.g.,

Required first name: [wrk_standard_firstname_seq01_textbox_req](#)

Optional first name: [wrk_standard_firstname_seq01_textbox](#)

2.1.1.2.2 Custom Fields

Custom field ids and names are defined as follows:

wrk_custom_{Custom Field Name}_{Sequence Number}_{Field Type}_{Required}

This breaks down as follows:

- wrk_

All fields that you want the data portal to process must begin wrk_

- custom

Defines that this is a custom field.

- {Custom Field Name}

Name of the custom field. Must only include letters, numbers and hyphens. Must be confirmed with WorkCast for friendly name mapping on reports.

- {Sequence Number}

Field sequence number – must be unique.

- {Field Type}

Type of field being submitted. Textbox, drop down list, etc. See appendix C for the full list of supported objects.

- {Required}

Set to req for fields that are required and remove for any fields which are optional.

Each of the sections must be separated by an underscore.

E.g.,

Required job function: [wrk_custom_jobfunction_seq07_dropdownlist_req](#)

Optional job function: [wrk_custom_jobfunction_seq07_dropdownlist](#)

The contents of a custom data field can be up to 4000 characters long.

2.1.1.2.3 WorkCast Fields

All WorkCast fields must be included as part of the submitted data. See appendix B for the full list and their definitions.

2.1.2 Additional Functionality

2.1.2.1 Field Validation

The javascript library referenced in section 2.1.1.1 contains a number of routines that can be used to perform basic validation of the fields on your form. The basic validation simply ensures required fields are filled and validates email/email confirmation as valid entries.

The validation is implemented as follows:

- For each required input field, a label field needs to be added containing the text to be show if the field fails the validation. The label should be named the same as the input field with _error appended to the end. The default display style for the label needs to be hidden. E.g., Required first name:

```
<input id="wrk_standard_firstname_seq01_textbox_req"
name="wrk_standard_firstname_seq01_textbox_req" type="text" />
<label id="wrk_standard_firstname_seq01_textbox_req_error"
style="display:none;color:red"> * Required</label>
```

- Each field should have ID and NAME attributes. The NAME attribute on radio button lists should be the same for each radio button as a grouping factor, if a single select from the radio lists is required.

2.1.2.2 Submitting the Form

To submit the form, call the javascript function:

```
submitForm({name of form to be submitted})
```

E.g.,

```
<form id="frm_wrk_datacapture" method="post" >
<a href="javascript: submitForm('frm_wrk_datacapture');"></a>
</form>
```

2.1.2.3 Setting Default Field Values from the Query String

Field values can be set based on any value passed to the data capture form via the query string. This allows those values to be either used on the form itself or simply added to a hidden field to be passed on to the data portal.

To set default values simply add calls to the following function:

```
<script language="javascript" type="text/javascript">
    setDefaultValueFromQS('wrk_standard_firstname_seq01_textbox_req',
    'firstname');
    setDefaultValueFromQS('wrk_standard_lastname_seq02_textbox_req',
    'lastname');
    setDefaultValueFromQS('wrk_standard_email_seq03_textbox_req',
    'email');
    setDefaultValueFromQS('wrk_standard_emailconfirmation_seq04_textbox_r
    eq', 'email');
</script>
```

The first value passed is the name of the form field to be defaulted and the second, the name of the query string parameter to populate it with.

2.2 Data Submission

2.2.1 URL

The URL when submitting data to the portal must include the following two attributes:

- meid

Unique Id for the event to which the data capture form relates. If the capture form relates to multiple events, the meid should relate to the first event in the sequence. Your account manager will be able to supply this id on request.

- pak

Unique 16 digit code supplied when an event is approved via Webcast Manager.

The meid and pak are used in conjunction with each other to provide a level of security during the data submission.

The two values must be passed whether using a WorkCast data capture form or submitting data via your own portal.

An optional 'referrer' attribute can also be passed. This field is generally used to indicate the source of the registrant.

2.2.2 Submitting the Data

If you're using the Workcast functions (as described in section 2.1.1.3 above) to submit your data, you do not need to worry about where the data posts to. The Workcast libraries take care of that.

If you wish to post directly to the data portal, you must ensure your fields are named appropriately and that all Workcast fields have been included when posting your data to the following URL:

<http://{my site domain}/DataUsher.aspx?meid={my event meid}&pak={my pak code}>

Where {my site domain} is the domain where your version of the data usher resides. E.g., www.workcast.com, webinars.mysite.com, etc

Appendix A

Standard Field Names

Field Name	Description	Max Size	Additional
event	Unique id of the event being registered for. Multiple event ids can be included if more than one event is being registered for.	Int -2 ³¹ (-2,147,483,648) to 2 ³¹ -1 (2,147,483,647)	
firstname	First name	Text 50	
lastname	Last name	Text 50	
email	Email address	Text 100	Unique identifier. Must always be passed.
emailconfirmation	Email address confirmation	Text 100	Used for form validation against the email field when using WorkCast validation functions.
company	Company name	Text 50	
jobtitle	Job title	Text 50	
addressline1	Address line 1	Text 30	
addressline2	Address line 2	Text 30	
addressline3	Address line 3	Text 30	
city	City	Text 20	
county	County or State	Text 20	
postcode	Postal code or ZIP	Text 10	
countrycode	Country code	Text 5	
phone1	Main phone number	Text 20	
phone2	Additional phone number	Text 20	
fax	Fax number	Text 20	

Appendix B

WorkCast Data Portal Required Fields

All can be hidden in the body of the form.

Field Name	Description	Additional
wrk_datatype	The type of form being submitted	'cdcfr' – custom data capture
wrk_redirectsuccess	URL to redirect to after successful data submission to the data portal	
wrk_redirectfailure	URL to redirect to after unsuccessful data submission to the data portal	
wrk_registeredlive	Workcast reserved	Always 'true'
wrk_attendedlive	Workcast reserved	Always blank

WorkCast Data Portal Optional Fields

Field Name	Description	Max Size	Additional
wrk_referrer	Lead source	Text 100	Can also be passed via the query string with attribute name 'referrer'.
wrk_sid	Single Sign On Identifier	Text 100	Must also be configured via the event setup advanced tab in Webcast Manager.

Appendix C

Supported Input Field Types

Field Type Identifier	Description
textbox	Single line input box
textarea	Multi-line input box
dropdownlist	Drop down list
radiolist	Radio button(s)
checkboxlist	Check box(es)

Appendix D

Example Data Capture Form

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

<html xmlns="http://www.w3.org/1999/xhtml">
<head>
  <title>Acme 19 April 2012</title>
  <link href="http://c0954382.workcast.net/procurementleaders19april.css"
rel="stylesheet" type="text/css" />
  <script type="text/javascript"
src="http://c466722.workcast.net/jquery.tools.1.2.3.min.js"></script>
  <script type="text/javascript"
src="http://c466722.workcast.net/workcast_dc_1.0.10.min.js"></script>
</head>
<body>
<!-- end of header-->
<div id="content">
<div id="formwrapper">
  <form id="frm_wrk_datacapture" method="post" >

  <table id="datacapture">

    <tr>
      <td><label>First Name:*</label></td>
      <td><input id="wrk_standard_firstname_seq01_textbox_req"
name="wrk_standard_firstname_seq01_textbox_req" title="First Name"
type="text" class="width1" maxlength="50" /><label
id="wrk_standard_firstname_seq01_textbox_req_error"
style="display:none;color:red">&nbsp; * Required</label></td>
    </tr>
    <tr>
      <td><label>Last Name:*</label></td>
      <td><input id="wrk_standard_lastname_seq02_textbox_req"
name="wrk_standard_lastname_seq02_textbox_req" type="text" class="width1"
maxlength="50"/><label id="wrk_standard_lastname_seq02_textbox_req_error"
style="display:none;color:red">&nbsp; * Required</label></td>
    </tr>
    <tr>
      <td><label>Email:*</label></td>
      <td><input id="wrk_standard_email_seq03_textbox_req"
name="wrk_standard_email_seq03_textbox_req" type="text" class="width1"
maxlength="100"/><label id="wrk_standard_email_seq03_textbox_req_error"
style="display:none;color:red">&nbsp; * Required</label></td>
    </tr>
    <tr>
      <td><label>Confirm Email:*</label></td>
      <td><input
id="wrk_standard_emailconfirmation_seq03_textbox_req"
name="wrk_standard_emailconfirmation_seq03_textbox_req" type="text"
class="width1" maxlength="100"/><label
id="wrk_standard_emailconfirmation_seq03_textbox_req_error"
style="display:none;color:red">&nbsp; * Required</label></td>
    </tr>
  </table>
</div>
</div>
</body>
</html>
```

```

        <tr>
            <td><label>Company:*</label></td>
            <td><input id="wrk_standard_company_seq04_textbox_req"
name="wrk_standard_company_seq04_textbox_req" type="text" class="width1"
maxlength="50"/><label id="wrk_standard_company_seq04_textbox_req_error"
style="display:none;color:red">&nbsp;*</label></td>
        </tr>
        <tr>
            <td><label>Company's Annual Revenue:*</label></td>
            <td>
                <select
id="wrk_custom_companyannualrevenue_seq05_dropdownlist_req"
name="wrk_custom_companyannualrevenue_seq05_dropdownlist_req" >
                    <option value="">Please select one
...</option>
                    <option value="Less than £100
million">Less than &#163;100 million</option>
                    <option value="£100 million - £500
million">&#163;100 million - &#163;500 million</option>
                    <option value="£500 million - £1
billion">&#163;500 million - &#163;1 billion</option>
                    <option value="£1 billion - £5
billion">&#163;1 billion - &#163;5 billion</option>
                    <option value="More than £5 billion">More
than &#163;5 billion</option>
                    <option value="Do not know">Do not
know</option>
                </select><label
id="wrk_custom_companyannualrevenue_seq05_dropdownlist_req_error"
style="display:none;color:red">&nbsp;*</label>
            </td>
        </tr>
        <tr>
            <td><label>Job Title:*</label></td>
            <td><input id="wrk_standard_jobtitle_seq06_textbox_req"
name="wrk_standard_jobtitle_seq06_textbox_req" type="text" class="width1"
maxlength="50"/><label id="wrk_standard_jobtitle_seq06_textbox_req_error"
style="display:none;color:red">&nbsp;*</label></td>
        </tr>
        <tr>
            <td><label>Job Function:*</label></td>
            <td>
                <select
id="wrk_custom_jobfunction_seq07_dropdownlist_req"
name="wrk_custom_jobfunction_seq07_dropdownlist_req" >
                    <option value="">Please select one
...</option>
                    <option value="Purchasing /
Procurement">Purchasing / Procurement</option>
                    <option
value="Administration">Administration</option>
                    <option
value="Compliance">Compliance</option>
                    <option value="Finance">Finance</option>
                    <option value="IT">IT</option>
                    <option value="Legal">Legal</option>
                    <option value="Line Management">Line
Management</option>
                    <option value="Marketing / Sales /
Advertising">Marketing / Sales / Advertising</option>
                </select>
            </td>
        </tr>

```

```

                                <option
value="Operations">Operations</option>
                                <option value="Other">Other</option>
                                <option value="Quality
Management">Quality Management</option>
                                <option value="Supply Management">Supply
Management</option>
                                </select><label
id="wrk_custom_jobfunction_seq07_dropdownlist_req_error"
style="display:none;color:red">&nbsp; * Required</label>
                                </td>
                                </tr>
                                <tr>
                                <td><label>Work Phone:*</label></td>
                                <td><input id="wrk_standard_phonel_seq08_textbox_req"
name="wrk_standard_phonel_seq08_textbox_req" type="text" class="width1"
maxlength="20"/><label id="wrk_standard_phonel_seq08_textbox_req_error"
style="display:none;color:red">&nbsp; * Required</label></td>
                                </tr>
                                <tr>
                                <td><label>Street Address line 1:*</label></td>
                                <td><input id="wrk_standard_addressline1_seq09_textbox_req"
name="wrk_standard_addressline1_seq09_textbox_req" type="text"
class="width1" maxlength="30"/><label
id="wrk_standard_addressline1_seq09_textbox_req_error"
style="display:none;color:red">&nbsp; * Required</label></td>
                                </tr>
                                <tr>
                                <td><label>Street Address line 2:</label></td>
                                <td><input id="wrk_standard_addressline2_seq10_textbox"
name="wrk_standard_addressline2_seq10_textbox" type="text" class="width1"
maxlength="30"/><label
id="wrk_standard_addressline2_seq10_textbox_req_error"
style="display:none;color:red">&nbsp; * Required</label></td>
                                </tr>
                                <tr>
                                <td><label>City:*</label></td>
                                <td><input id="wrk_standard_city_seq11_textbox_req"
name="wrk_standard_city_seq11_textbox_req" type="text" class="width1"
maxlength="20"/><label id="wrk_standard_city_seq11_textbox_req_error"
style="display:none;color:red">&nbsp; * Required</label></td>
                                </tr>
                                <tr>
                                <td><label>Postcode:*</label></td>
                                <td><input id="wrk_standard_postcode_seq12_textbox_req"
name="wrk_standard_postcode_seq12_textbox_req" type="text" class="width1"
maxlength="10"/><label id="wrk_standard_postcode_seq12_textbox_req_error"
style="display:none;color:red">&nbsp; * Required</label></td>
                                </tr>
                                <tr>
                                <td><label>Country:*</label></td>
                                <td>
                                <select
id="wrk_standard_countrycode_seq13_dropdownlist_req"
name="wrk_standard_countrycode_seq13_dropdownlist_req" >
                                <option value="">Please select one
...</option>
                                <option value="UK">United Kingdom</option>
                                <option value="US">United States</option>
                                <option value="AF">Afghanistan</option>
                                <option value="AX">Aland Islands</option>

```

```

        <option value="AL">Albania</option>
        <option value="DZ">Algeria</option>
    </select><label
id="wrk_standard_countrycode_seq13_dropdownlist_req_error"
style="display:none;color:red">&nbsp; * Required</label>
    </td>
</tr>
<tr><td colspan="2">would you describe your organisation's
current technology for supporting moderate-to-complex spend
areas?</td></tr>
<tr>
<td><label>Answer:*</label></td>
<td>
    <select id="wrk_custom_would-you-describe-your-
organisations-current-technology-for-supporting-moderate-to-complex-spend-
areas_seq14_dropdownlist_req" name="wrk_custom_would-you-describe-your-
organisations-current-technology-for-supporting-moderate-to-complex-spend-
areas_seq14_dropdownlist_req" >
        <option value="">Please select one
    ...</option>
        <option value="Issues identified -
Currently seeking new/additional solution">Issues identified - Currently
seeking new/additional solution</option>
        <option value="Issues identified - Plans
to research solution in next 6-12 months">Issues identified - Plans to
research solution in next 6-12 months</option>
        <option value="Issues identified - Plans
to research solution in next 12 months or later">Issues identified - Plans
to research solution in next 12 months or later</option>
        <option value="Satisfied but gaps exist -
Need to add more technology capabilities">Satisfied but gaps exist - Need
to add more technology capabilities</option>
        <option value="Satisfied - No plans to
change">Satisfied - No plans to change</option>
    </select><label id="wrk_custom_would-you-
describe-your-organisations-current-technology-for-supporting-moderate-to-
complex-spend-areas_seq14_dropdownlist_req_error"
style="display:none;color:red">&nbsp; * Required</label>
    </td>
</tr>
<tr><td colspan="2">What are you most interested in learning
from this presentation?</td></tr>
<tr>
<td><label>Answer:*</label></td>
<td>
    <select
id="wrk_custom_interestedinlearning_seq15_dropdownlist_req"
name="wrk_custom_interestedinlearning_seq15_dropdownlist_req">
        <option value="">Please select one
    ...</option>
        <option value="How others define complex
sourcing and its challenges">How others define complex sourcing and its
challenges</option>
        <option value="What different
technology options are available">What different technology options are
available</option>
        <option value="How to get internal
agreement for new budget/technology ">How to get internal agreement for new
budget/technology </option>

```

```

                                <option value="How to successfully
manage a new solution rollout">How to successfully manage a new solution
rollout</option>
                                <option value="How benefits and ROI are
measured">How benefits and ROI are measured</option>
                                <option value="More about Schindler
specifically">More about Schindler specifically</option>
                                </select><label
id="wrk_custom_interestedinlearning_seq15_dropdownlist_req_error"
style="display:none;color:red">&nbsp; * Required</label>
                                </td>
                                </tr>
                                <tr><td colspan="2">Our company is a community aimed at
sharing valuable knowledge and expertise on procurement. Would you like to
know more about how it works? </td></tr>
                                <tr>
                                <td><label>Please select one:*</label></td>
                                <td>
                                <input
id="wrk_custom_liketoknowmore_seq16_radiolist_Yes_req"
name="wrk_custom_liketoknowmore_seq16_radiolist_req" type="radio"
value="Yes"/><label
for="wrk_custom_liketoknowmore_seq16_radiolist_Yes_req">Yes</label>
                                <input
id="wrk_custom_liketoknowmore_seq16_radiolist_No_req"
name="wrk_custom_liketoknowmore_seq16_radiolist_req" type="radio"
value="No"/><label
for="wrk_custom_liketoknowmore_seq16_radiolist_No_req">No</label><label
id="wrk_custom_liketoknowmore_seq16_radiolist_req_error"
style="display:none;color:red">&nbsp; * Required</label>
                                </td>
                                </tr>

                                <tr><td colspan="2">By registering for this event, you are
agreeing that we may share your registration information with our sponsor.
We do not permit our sponsor to use your personal information without your
permission for any purpose other than sending you information about their
products and services. Also, by registering for this event, you are
agreeing to get information on future Webinars and events from our company.
</td></tr>
                                <tr><td><a href="javascript: submitForm('frm_wrk_datacapture');">
                                
                                </a></td></tr>

                                <tr><td colspan="2">*mandatory fields </td></tr>
                                </table>

                                <input id="wrk_redirectsuccess" name="wrk_redirectsuccess"
value="acme_details_email_19_april.html" type="hidden"/>
                                <input id="wrk_redirectfailure" name="wrk_redirectfailure"
value="acme_invalid_19_april.html" type="hidden" />
                                <input id="wrk_datatype" name="wrk_datatype" value="cdcfr"
type="hidden" />
                                <input id="wrk_registeredlive" name="wrk_registeredlive"
value="true" type="hidden" />
                                <input id="wrk_attendedlive" name="wrk_attendedlive" value=""
type="hidden" />

```

```
    <script language="javascript" type="text/javascript">
setDefaultValueFromQS('wrk_standard_firstname_seq01_textbox_req',
'firstname');

setDefaultValueFromQS('wrk_standard_lastname_seq02_textbox_req',
'lastname');
        setDefaultValueFromQS('wrk_standard_email_seq03_textbox_req',
'email');

setDefaultValueFromQS('wrk_standard_emailconfirmation_seq03_textbox_req',
'email');
    </script>

</form>

</div>
<!-- end formwrapper-->
</div>

</body>
</html>
```