Swoogo Integration for Alchemer Workflow

Overview

Swoogo is an event management platform used by organizations to plan, manage, and execute events. It provides tools to manage event registrations, speakers, attendees, and contacts, helping teams coordinate every aspect of their events from planning through post-event follow-up.

The Alchemer integration with Swoogo supports automated event, speaker, registrant, and contact lookups. The Alchemer Swoogo integration allows Alchemer to use information from Swoogo to personalize workflow paths, enrich routing logic, create merge codes, and drive downstream actions based on event-related details.

Common uses for the Alchemer Swoogo integration

- Personalize outbound emails and workflow steps using Swoogo event, speaker, registrant, or contact information
- Use Swoogo data in workflow logic and routing
- Automate retrieval of event details directly from workflow data
- Reduce manual data entry and event record maintenance
- Drive workflow branching based on registration status, session, or attendee details

What can the Alchemer Swoogo integration do?

- Get event
- Get speaker
- Get registrant
- Get contact

Why use our Swoogo integrations?

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You will need

- Swoogo API credentials. More details in the authentication how-to guide.
- An Alchemer plan that includes integrations and the Integration Manager permission enabled.
  - Contact us if you are unsure if your plan includes integrations.

Setup Alchemer Swoogo integration in workflow

Swoogo | Get Event

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You will need:
- Swoogo API credentials
- A workflow field containing a unique identifier or filter value for a Swoogo event

Configure the action

1. Open your workflow in **Workflow Builder**.

2. On the right side, drag and drop the **Swoogo** connection where you want the action to trigger.

3. In the connection box, click the pencil icon in the top-right corner.

4. Select **Swoogo | Get Event**.

5. **Swoogo | Authentication:** Select an existing authentication or create a new one.

6. **Swoogo | Select Event:** Select the event from the dropdown that contains the data you want to look up.

7. **Swoogo | Get data back:** Select the Swoogo event fields you want returned (e.g., *name*, *start_date*, *end_date*, *location*).

8. Save the action.

Status codes
- 200: An event was successfully found
- 201: Query succeeded but no events were found
- 202: Multiple events were found (first returned is used)
- 400: Error returned by Swoogo API

Swoogo | Get Speaker

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You will need:
- Swoogo API credentials
- A workflow field containing a unique identifier or filter value for a Swoogo speaker

Configure the action

1. Open your workflow in **Workflow Builder**.

2. Drag and drop the **Swoogo** connection where you want the action to run.

3. Click the pencil icon in the connection box.

4. Select **Swoogo | Get Speaker**.

5. **Swoogo | Authentication:** Select an existing authentication or create a new one.

6. **Swoogo | Select Event:** Select the event from the dropdown that contains the speaker you want to look up.

7. **Swoogo | Get Speaker:** Add filters using the workflow field that contains your lookup value to find the specific speaker record.

8. **Swoogo | Get data back:** Select the Swoogo speaker fields you want returned (e.g., *first_name*, *last_name*, *email*, *bio*, *session*).

9. Save the action.

Status codes
- 200: A speaker was successfully found
- 201: Query succeeded but no speakers were found
- 202: Multiple speakers were found (first returned is used)
- 400: Error returned by Swoogo API

Swoogo | Get Registrant

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You will need:
- Swoogo API credentials
- A workflow field containing a unique identifier or filter value for a Swoogo registrant

Configure the action
1. Open your workflow in **Workflow Builder**.

2. Drag and drop the **Swoogo** connection where you want the action to run.

3. Click the pencil icon in the connection box.

4. Select **Swoogo | Get Registrant**.

5. **Swoogo | Authentication:** Select an existing authentication or create a new one.

6. **Swoogo | Select Event:** Select the event from the dropdown that contains the registrant you want to look up.

7. **Swoogo | Get Registrant:** Add filters using the workflow field that contains your lookup value to find the specific registrant record.

8. **Swoogo | Get data back:** Select the Swoogo registrant fields you want returned (e.g.,

first_name, *last_name*, *email*, *registration_status*).

9. Save the action.

Status codes
- 200: A registrant was successfully found
- 201: Query succeeded but no registrants were found
- 202: Multiple registrants were found (first returned is used)
- 400: Error returned by Swoogo API

Swoogo | Get Contact

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You will need:
- Swoogo API credentials
- A workflow field containing a unique identifier or filter value for a Swoogo contact

Configure the action

1. Open your workflow in **Workflow Builder**.

2. Drag and drop the **Swoogo** connection where you want the action to run.

3. Click the pencil icon in the connection box.

4. Select **Swoogo | Get Contact**.

5. **Swoogo | Authentication:** Select an existing authentication or create a new one.

6. **Swoogo | Find Contact:** Add filters using the workflow field that contains your lookup value to find the specific contact record.

7. **Swoogo | Get data back:** Select the Swoogo contact fields you want returned (e.g., *first_name*, *last_name*, *email*, *company*).

8. Save the action.

Status codes
- 200: A contact was successfully found
- 201: Query succeeded but no contacts were found
- 202: Multiple contacts were found (first returned is used)
- 400: Error returned by Swoogo API

Testing and Troubleshooting

Testing and Validation

How to test

- Trigger the workflow and monitor individual runs in the **Monitor** tab.
  - Click into individual workflow runs to see input/output metadata.
- Confirm the expected retrieval occurs from Swoogo.
- Use metadata values returned to verify success or help debug issues.

How to verify results

- Check the impacted Swoogo record directly in the Swoogo interface.
- Ensure all retrieved values match workflow expectations.

Monitoring Integration Activity

Where to find logs

- Go to **Results → Monitor**.
- Select the integration step you want to inspect.

What logs display

- Input/Output

Troubleshooting

Authentication issues

- Incorrect or expired API credentials
- Insufficient API permissions in Swoogo

Lookup failures

- Invalid or missing identifier values
- No matching record found in Swoogo
- Filter values do not match any records in the selected event

Mapping errors

- Invalid field types (e.g., wrong date format)

FAQs

What permissions do I need?

Integration Manager in Alchemer and API access in Swoogo.

When does the integration run?

When the workflow triggers and reaches the Swoogo integration step.

Can I use multiple Swoogo actions in one workflow?

Yes. Actions can run independently or in sequence.

Why isn't my data updating?

Check the Monitor logs for lookup issues, mapping problems, or API errors.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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