

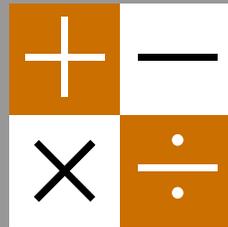


## TICKETING TICK LIST

So you've got an idea for a must-go-to event that you think will sell out within seconds. You might have grand plans to be the next Michael Eavis but there's a major stumbling block you need to get over first – how do you go about organising and selling tickets for your new event?

Here Jason Anstice, business development manager at TicketQuarter, delves into the dos and don'ts of event ticketing.

# 1 DO THE MATHS



# 2 WORK OUT HOW MANY TICKETS YOU NEED TO SELL AND AT WHAT PRICE



So you've got an idea for a brilliant event which you think anyone who is anyone will want to go to.

First things first - a profit and loss statement is necessary as it will help you to summarise the revenues, cost and expenses incurred over the period of time around your event. It's not just about plucking a figure out of the air, there needs to be some science behind it.

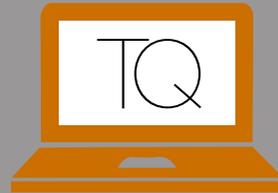
It is important to consider total event costs as it isn't just as simple as hiring the space. Things to consider include licensing, marketing, security, first aid, artist costs, cleaning, front of house, production, venue hire and website build.

You need to work out how many tickets should go on sale. It will help to research the market to see how much people are charging for similar attractions so you can sell tickets at the right price. There are many factors to consider here - what is the capacity of the venue and how many people can you comfortably fit in leaving room for any activities you have planned. Think about seating and standing configurations and layouts.

You need to be transparent about the breakdown of ticketing costs and consider legal requirements such as booking and fulfilment fees. Put simply, a booking fee is added to tickets to cover the cost of providing a box office service such as a contact centre and the investment required to provide ticketing software, call centre technology, staff resource and online ticketing provision.

A fulfilment fee can be charged to contribute towards the cost of delivering a ticket order - whether it is through the post, electronically or collecting at the venue - and the associated operational costs.

# 3 HOW CAN CUSTOMERS PURCHASE TICKETS?



# 4 PULL TOGETHER A PROMOTIONAL PLAN TO MARKET YOUR EVENT



The next thing to think of is how people can purchase tickets. At TicketQuarter, customers purchasing tickets via mobile devices, for example, now account for 60 per cent of ticket sales.

An agency can provide a white label solution to ensure your ticket site is optimised for your customers' journey, including optimised for mobile, as well as online payment processes.

There will also be customers who prefer to speak to someone when purchasing tickets so consider a staffed ticket phone line and, for even more of a personal touch, a physical box office or counter is one to think about.

An event doesn't just stop at ticketing - you need to let the world know about your attraction and create a buzz. It is important to research your event profile so you can pull together a promotional plan, creating content that is relevant for your intended audience. Marketing an event is no longer as easy as handing out a few flyers. Think about where your audience look for their 'what's on' these days - social media, websites, emails.

To get ahead get online. Also think about timings - it's nice to tell the world about the event before tickets go on sale as a teaser, but of course include the details about when they will be available as well as the date and time for the event. Consider social media competitions, early bird offers and advertising. PR is vital - press releases and reviews can be really helpful, especially if they are positive - remember you'll need tickets for anyone reviewing your attraction.

# 5 BE DATA SAVVY



# 6 CONSIDER HOW TO GET TICKETS TO YOUR CUSTOMERS



Creating a contact database of people who are interested, influencers and people you think may like to attend takes you into a world of data and you will need to consider the legalities around collecting people's information. There are many nuances to take into account such as not sharing anyone's data without permission.

There is no denying the value of a clean database to enable you to communicate with your customers. However building a database is costly and takes time. An agency can give you access to a relevant and current database.

Data is a whole subject in itself and one that we will visit in the future - in the meantime a ticketing agency can advise on the dos and don'ts when it comes to data.

Many people now want their tickets emailed to them so they can flash their phone when they turn up to an event. Again it's worth considering the most efficient software that will enable a mobile ticket service.

Another consideration is downloadable pdfs so customers can make a purchase and print their tickets at home. However there are still people who prefer receiving tickets through the post - how are you going to facilitate this?

You will need postal addresses, an extra pair of hands to stuff envelopes and you also need to think about the cost of postage which needs to be considered in your booking and fulfilment fees, see point one.

# 7 CUSTOMER SERVICE



# 8 AND AFTER THE EVENT...



Be prepared to deal with customer enquiries which may range from how do I buy tickets to event timings to disabled access to where can I park? If you are going it alone when organising your event, you may want to ask someone to help with this as you'll be amazed at how many weird and wonderful questions can arise around an event and in particular ticketing. You will need an available phone line for customers who want to speak to someone directly, people often take to social media to ask any questions so you need to think about how you manage this.

Consider a FAQs (frequently asked questions) section for your website or social media page as well as any terms and conditions that should be highlighted. And not just for when tickets go on sale but right through to ticketing fulfilment - where do I pick up tickets from, my tickets haven't arrived in the post, I've deleted the email which had my ticket on it. Customer service at the box office is also important on your event day and you will need to consider how people gain entry into the event as well as event security.

You've survived the event. It was a huge success, everyone had a great time and now you're thinking about your next project. Now you've got one under your belt you can make your life easier each time. It's useful to run off data reports such as heat maps, customer buying patterns, data insights and post-event analysis to understand what campaign activity proved the most popular when it came to generating sales and what just didn't work.

Of course you can always consider a ticketing agency to share some of the work. An agent will offer the best advice and keep you ahead of the game with ticketing developments such as technology and keeping pace with changes in the industry.

## RECAP

So to recap and put simply you need to think of the following ticketing elements when launching a new event:

- Business plan including profit and loss
- Ticketing – numbers, pricing, purchasing
- Customer purchasing
- Marketing
- Data considerations
- Logistics such as purchasing methods and tickets to customers
- Customer service
- Post event analysis

## ABOUT TICKETQUARTER

TicketQuarter is a full service ticketing agency providing a complete end to end ticketing solution to suit your requirements and budget.

Whether you have an allocation of tickets to sell, are looking for an exclusive ticketing partner, contact centre services, branded seven-day a week ticket hotline or ticket fulfilment, TicketQuarter offers you the complete service.

Building on the strength and experience of managing Echo Arena Liverpool and Exhibition Centre Liverpool box office, TicketQuarter understands ticketing from the point of view of a service provider.

TicketQuarter sells tickets for music, comedy, theatre and arts, family entertainment, exhibitions and sport for a variety of regional venues and more than 200 events across the North West including Fusion Festival, St George's Hall, Farmaggedon and Aintree Racecourse.

**Ticket your event with TicketQuarter to extend sales channels and deliver more ticket sales.**

**Click:** [ticketquarter.co.uk](http://ticketquarter.co.uk)

**Call:** 0151 703 7292

**Email:** [sales@ticketquarter.co.uk](mailto:sales@ticketquarter.co.uk)

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