



10 Questions

To Ask When Looking for an Event Ticketing System

We know that it can be difficult to figure out which ticketing system is right for your events and there have never been more ticketing companies to choose from. From ticket pre-sales and support to social media integration and payment processing there is a lot to consider when finding the right ticketing partner.

That's why we used over 10 years of ticketing experience to create this checklist to help you identify your core needs and the core capabilities of the options you're considering.

How scalable is my ticketing partner?

Here's a little secret. You can get a quick snap shot of how flexible a ticketing company is by reviewing the clients they do business with. Take a peek at their website and look for diversity in their client base. Companies that ticket small events, big festivals, seated theaters, etc. will have the infrastructure, technology and staff to scale to your needs easily as opposed to you having to fit to them.

How user-friendly is the technology?

Many ticketing technologies require extensive, costly training or account manager support to make changes to your event. Look for a technology that is easy-to-use, so event set-up and quick changes in inventory or promotional codes can be handled by you, keeping your operations flexible throughout the life of your event.

What's the level of support can my buyers expect?

One of the most valuable parts of your relationship to your ticket-buyers is your accessibility - especially for support. Keep your ticket buyers happy with the "service" in service fees, with full customer service via phone, email, chat or social media. Check in with your potential partner's customer service options. A strong partner will go beyond email.



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What's the level of support can I expect?

Even the best event producers need a solid team backing them up. Check in with your potential partner on the availability of your account manager should you need them. How flexible will your provider be in solving your unique ticketing challenges? What's the level of support your partner will provide your ticket-buyer? Does your provider have enough experience with ticketing to help you execute your events successfully? Do they have the capability to have an event manager at your event should you need it? Are there cost associated with support, training and consulting?

What about the day of the event?

Your hard work selling tickets all comes down to the time when you open the gate or doors. Make sure that your provider has solutions that work at 'go time', minimizing the time your patrons are waiting to buy a ticket or get into the show with an advanced ticket. Is the hardware needed easy to use for volunteers or temp staff? Does the system run on and offline to validate tickets? Can your partner provide all types of ticket options for an event (print at home, mobile, hard ticket, guest list)? Will you partner have your back with an account manager at the event if you need it?

How invested is your ticketing partner is your success?

You spend lots of time and effort in marketing your events. What about your ticketing partner? Do they have a marketing network devoted to spreading the word about your event? Do they have the capability to private-brand a ticketing solution so you can carry your brand through the process? Take some time to explore how your ticketing partner is working alongside you to sell your event.

Where do I see how my event is doing?

Reports are the part of the technology that clients interface with the most. Make sure reports are easy to pull and flexible with their search capabilities. Look for snapshot sales features in your account admin that will give you critical information quickly. And always look for how you can access your customer data and whether you'll be charged for that.



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How do I connect with social media?

Over 90% of people trust peer recommendations when shopping online, while only 14% trust direct advertising - encouraging your fans to talk about your event is a critical aspect in today's event promotion landscape. Look into whether your partner has integrated social media features such as social media buttons directly on the event pages, sales directly off your Facebook page, streamlined event population on Facebook and Twitter and reward programs for your customers for spreading the word on social networks. Explore how your ticketing partner is working alongside you to sell your event.

Can I learn more about my customers?

Customer data is valuable material for event promoters looking to keep fans interested. Look for a provider that makes your customers data easily accessible and free. Also look for tools that make it easy to communicate with your customers such as integrated email that populates a mailing list of every customer who has attended your events thanking them for attending the event, recommend upcoming events or surveying them for about their experience.

How do I get paid from my ticket sales?

Make sure your provider has a safe, secure and efficient way to get you the event proceeds such as ACH. Look for flexibility in advanced payments and/or short turn-around times for your final event payment. Also check into the refund policy and make sure your partner has a protocol and technology to process refunds efficiently should you need it.

Here is a list of 'must have' basics:

- ✓ Integrated, real-time sales via internet, box office, call-center, outlets.
No matter where a ticket is sold the system should track it in real-time.
- ✓ Ability to accept payments via credit card or implement your merchant solution.
- ✓ Ability to delivery tickets via multiple options (*guest list, print at home, hard ticket, mobile ticket*)
- ✓ Robust and easy-to-use reporting.
- ✓ Timely event proceed remittance options.