

CHOOSING YOUR ONLINE TICKETING VENDOR

What's the Cost?

The deciding factor for most events when choosing a ticketing partner is what are the costs associated with the provider. Typically, costs include the following structure of fees:

- Flat cost per ticket
- Percentage cost per ticket
- Credit card processing fees

Remember that most or all of these costs are negotiable.

Who Covers the Service Fees?

Determine who will be responsible for the costs and fees of each ticket sold. For example, will the event be charged for the costs of using the ticketing service, or can all fees be paid for by your ticket buyers? Many sites let you determine who pays and how much. You can even split the cost if you'd like.

Having the flexibility to cover the cost of ticket fees or having your buyers pay these costs is a huge benefit, as having your buyers pay these fees means that the ticketing service is essentially free for you which is great for nonprofit fundraising events.

Ticket Creation

Customization is key – you want as many options as possible when creating your ticket types & tiers. Some things to think about when looking for customization options include:

- Ability to create different tiers and prices of tickets
- Flexibility in choosing different sales dates for different ticket types
- Selecting the quantity available of each ticket type
- Functionality to add/remove codes or set ending dates for discount codes

Information Collected from Ticket Buyers

Depending on the type of event you are hosting, you may also want to have the option to ask for custom information from your ticket buyers. Standard information asked includes name, phone number, and email, but you may want to know more information.

The ability to ask your own custom set of information from your buyers can be a huge benefit, so definitely ask about this feature when researching options for online ticket sales. Do you include t-shirts and need to know sizes before you can order shirts for your event? Collect that data at the POS so you know exact numbers and sizes needed.

Front-Of-House or Box Office Capabilities

The check-in / registration process can be a bottleneck for many events, leading to long lines and unhappy guests.

Ask about each service's check-in process. Do tickets need to be printed, or can a digital version be used? Do scanners need WiFi to operate or is data downloaded and no connection is needed?

Can your volunteers check your guests in? And if so, how do they do this? Will they be able to download an app on their phones that allows for each guest check-in?

Finally, what are the actual mechanics of check-in? Can your volunteers search by name to check users in? Is there a functionality to scan a QR code on their printed or digital ticket? Do they provide a staff person to educate and train your staff? Some services do!

If I Have a Problem, Who Can I Call?

All of the features above mean nothing without having an accessible customer service team that can help you set up your event for success and can assist with any questions you may have throughout the process.

Questions you can ask to determine the level of customer service provided by a ticketing service include:

- How many people are on your customer service team?
- Is customer service 24/7, or are there certain hours when I will not be able to reach a customer service rep?
- How can I contact customer service? Phone, email, live chat, or all three?
- Do you have a help center that includes answers to commonly asked questions?

Event Ticketing Options

All offer online ticketing solutions, links to social media to market & promote your event. All have a mobile app/interface for easy check-in. Some provide POS tools, hardware and training for efficient check-in at event entrance.



Key Items to Discuss Before Choosing

- Fees | App Functionality (Apple vs Android) | Scanners | Payment Terms | Issue Resolution

Discount/Deal Sites

All sell discounted tickets to your event and reach tens of thousands of people. Your event will get exposure at minimal cost to you – until you sell a ticket. They expect 40-60% reduction in ticket price, plus will take percentage of each ticket sold.



Key Items to Discuss Before Choosing

Exposure | Percentages & Fees | App Functionality (Apple vs Android) | Payment Terms

EXAMPLE: Cities Wine Tasting | March 24 in Minneapolis | 192,964 impressions in the last month sold 334 tickets | \$38 ticket selling at \$22; remittance \$17.80 to event

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