

2026 IFEA WEBINAR SERIES



IFEA Webinar on Demand

From Gate to Great: Ticketing Trends for Today's Live Events

Jessica Bybee-Dziedzic

Vice President, Client Operations

IFEA Association Endorsed Partner and Webinar Sponsor

Saffire

Austin, TX

Ticketing has evolved into a critical component of event strategy, influencing revenue, security, and customer engagement. It is no longer just about getting people through the gate—it's about building trust, gathering data, and nurturing long-term relationships. In this webinar, we'll explore key ticketing trends shaping live events, from the rise of online advance sales to the growing need for fraud prevention. We'll also discuss why cashless, digital-first strategies are becoming essential on-site and how organizers can nurture customers well beyond the point of purchase. Whether you host a small festival or a large-scale event, learn how smarter ticketing can drive better experiences and stronger results.



Jessica Bybee-Dziedzic's background is rooted in online marketing, websites, event admissions and ticketing operations. In 2007, she joined Wright Strategies, managing global e-commerce projects and strategy for clients including KEEN Footwear, Nike and Frito Lay. In 2009, Jessica helped Wright Strategies create Saffire, providing events, venues and destinations with ticketing and websites in a simple integrated platform. She is a member of Saffire's Leadership Team and has been with Saffire for over 18 years. Her experiences working directly with fairs, festivals, venues, carnival operators and food and beverage vendors has given her the reputation as the "Go To" for strategic execution of major events. Jessica is a Past Chair of the Texas

Festivals & Events Association and serves on the Board of Directors for the Texas Travel Alliance. In her spare time Jessica and her husband, Jim, own and operate the Austin Revolution Film Festival and travel the nation producing a web series, "Ballpark Nation," that covers *baseball from sea to shining sea*. Their happy place is at a game with their daughter, Jourdan; son-in-law, Max; and grandkids, Braxton & Kennedy.

Length: 60 Minutes

Webinar on Demand will be sent as an online link along with any supporting document provided.

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Questions: Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications – Email: nia@ifea.com