

## Ticketing & Management Solutions for Small Events



Every year thousands of smaller events advertise locally with street signs, banners, and flyers. Organizers usually have small or non-existent advertising budgets to promote these events, making growth a challenge. Social media is vital to helping promote events today, but organizers may not feel they have enough time to devote to it or the expertise to use it effectively.

A good place to start is by creating a Facebook page. Posting relevant, useful information updated at least weekly is important. Events that pre-sell tickets should post that information too. Include the Facebook logo on all the promotional literature to help drive traffic to the page.

Attendance numbers are a standard growth indicator. Pre-selling tickets is

a great way for event organizers to gauge the effectiveness of their promotional efforts, and online ticketing makes it easy for customers to purchase. Unfortunately, online ticketing options for smaller festivals, events and even business functions have been either limited or costly, especially without an event specific website. Many organizers partner with local retail establishments who are willing to act as the ticket seller and hope that the establishment promotes the ticket availability and that people are willing to go there to make their ticket purchase.

A solution to the advance ticketing dilemma is Eventbrite. They offer an affordable online ticketing option for orga-

nizers that also helps tap into the power of social media. The service can be used for all kinds of events, corporate functions, business meetings, and nonprofits, and can even be used for free events. The website is a self-service ticketing platform, designed to make the organizer their own ticket master.

Organizers log in, create an event page by inputting data about the event into a simple form and set the ticket price. The site will keep track of all tickets sold and allow organizers to see where purchasers are coming from. Another useful feature allows organizers to create discounts or access codes for select groups of people and track which promotional offers are working best.

The service also allows for the integration of social media, so people who've bought tickets can spread the word about the event with Facebook, Twitter and other social media platforms. Organizers can also save email addresses into a contact list to use for emailing event announcements and invites.

The cost of the service is competitive – the fee is 2.5% of the ticket price plus \$ .99, however the total service fee is capped at \$9.95 per ticket. If your event is free – a meeting, event or festival with no entry fee, you can still use Eventbrite to track those planning on attending and utilize the social media features. The online process is the same, but there is no service fee.

**Eventbrite**, founded in 2006 by Kevin & Julia Hartz and Renaud Visage, offers all kinds of event organizers exciting new ways to manage events and ticketing options that previously weren't available. Eventbrite is a rapidly growing alternative to other online ticketing options whose use has spread to over 170 countries and recently celebrated issuing their 50 millionth ticket. The company, based in San Francisco, has grown from 30 employees in 2009, to 200 employees now with a second office in London. Eventbrite's mission is to make events easy to create, find and attend. For more information about Eventbrite visit [www.eventbrite.com](http://www.eventbrite.com) or contact Dom Walterspiel at +1-415-694-7915.