

**BY FLORENCE MAY**

# **TWENTY-TWO TIPS TO TRIPLE TICKET SALES**

Feel like you've done everything you can to increase your ticket sales? Is everybody stressed out because ticket sales are down? Still getting the stink eye from the rest of your organization? You're not alone – slow ticket sales can plague any event. To give your event a boost and make you a hero, I bribed the team at TRS into sharing their ticketing secret weapons with you. It's amazing what grownups will do for a cookie at 2 p.m.



- 1 Get the traditional media on your promotions team by writing a press release.
- 2 Create a Facebook site for your organization and event. Add the ticket link to the event profile section. Do the same on Twitter.
- 3 Message, tweet and e-mail everyone with the ticket link. Repeat every two weeks. Annoying? Nah, busy people find it helpful to get reminders.
- 4 Create an event YouTube channel to pre-promote entertainment and special offers. Put the ticket buying link in the description area.
- 5 Create premium or dynamic ticket opportunities. Front row and VIP hospitality options at premium rates. Block off good viewing areas with a higher range price. Or sell tickets that include VIP entrance, pre-packaged meals, drinks and premium items. People hate to wait in line.
- 6 Offer discounts unless you know in advance that you will sell out. But be careful. Offer targeted discounts to early bird buyers and groups larger than 10 people. Set specific cut off dates.
- 7 Offer discount codes on Twitter and Facebook to drive early bird sales. Again set specific cut off dates.
- 8 Invite the first 25 or 50 ticket purchasers to meet your headliners before a radio or tv show interview. Or provide sponsored gifts to the first 100 people to buy tickets ... great way to bring your sponsors into the early promotion. Incentives can help create interest.
- 9 Partner with local merchants. "Get your early bird ticket discount code at name of merchant." Drive business to retailers and let them market the event.
- 10 Post flyers and posters – they're still effective. Add the ticket link. And for the technically savvy also put a QR code with a link to your ticket site.
- 11 Provide online event banners and links to all sponsors, media and partners.
- 12 Create a contest to reward the best event ticket seller. Make it competitive.
- 13 Give away free tickets- but only to influencers like bloggers, press people and sponsors who will use the tickets to expand event promotions.
- 14 List ticket link at the bottom of all event staff signature blocks.
- 15 Ensure your online ticketing system allows ticket purchasers the option to promote your event with integrated social media links. "I just bought tickets for the concert. Join me by clicking here."
- 16 Work with your sponsors to develop experiential promotional opportunities. Holding up signs placed on seats during the show to create a picture or message. Or get participants to come early to learn a dance for a fun online promotional opportunity. More opportunities to communicate with ticket buyers.
- 17 Add a large screen where Facebook or Twitter followers can post public messages. Fun way to get event participants to share contact information. Or use one of the many text messaging services with delayed posting to keep out the inappropriate messages.
- 18 Make it easy for event goers to post online event photos. Put up signs and flash a message on the big screens with the event address at one of the photo sharing sites like Flickr or Instagram.
- 19 Invite all ticket buyers to join your Facebook and Twitter sites for future event information.
- 20 Update your e-mail database with ticket buyers, volunteers, sponsors and friends of the event.
- 21 Send a survey to rate this year's event. Get feedback. Sponsors are harder to find since the recession. This fact makes finding the right headliners even more critical.
- 22 Send a survey a few months after the event with future entertainment options to all ticket buyers, volunteers, sponsors and friends of the event. Who would they pay top dollar to see?

Who is their second and third choice? Ask. You might be surprised.

#### Noteworthy

Looking for a concert analysis expert? Talk to Barry Fiel at Celebrate Fairfax. Ask about his survey tools.

Share your ticketing tips with us! Post your ticketing strategies on the TRS Facebook and Twitter pages (@TRSONline) and we'll give you a shout out in our next article!

Stay tuned, next month we will talk about analytics and how you measure your ticketing promotions.

**Florence May** is President of TRS – The Registration System. TRS provides online volunteer management, event registration and ticketing systems to events of all types.. Need more information on online event management tools/systems? Just contact me with a short description of your needs. TRS clients include the 2014 NY/NJ Super Bowl LOC, French Quarter Festival, Kentucky Derby Festival, Indy 500 Festival, 2012 NCAA Women's Final Four, SeaFair and many more.

**Florence can be reached at:**  
**TRS – The Registration System**  
5833 N. Post Rd., Indianapolis, Indiana 46216 USA  
tel 317.548-4090  
cell 317.966.6919  
fmay@theregistrationsystem.com