

## High Tech Ticketing, Sales Options Making Life Easier



Event organizers are challenged with finding ways to make the ticketing process smooth for attendees, from purchase to entry into the event. One way to do that is to presell tickets, so customers don't have to stand in line to purchase entry tickets at the event. Preselling tickets also helps organizers gauge attendance. And purchasing those tickets online is one way event organizers are making it convenient for customers. Tickets can be printed from the purchaser's home and it becomes one less cost for organizers. But what happens if the purchaser is ready to head out the door to the event and their printer runs out of ink? Or worse yet, breaks?

Paperless ticketing will prevent that scenario from happening. Online ticketing platforms are available that can be used

for events of all types and sizes. Users can download a free app for their smartphone that allows for convenient paperless ticketing. After downloading the app, the attendee can login securely, retrieve the ticket barcode and never have to worry about misplacing or not being able to print a ticket again. Apps are available on both the App Store and the Android Market.

One concern with preselling tickets is the opportunity for counterfeiting. Although many people are becoming comfortable with the ticketless option mentioned above, there are still many that prefer to have a printed ticket in hand. Barcodes on tickets can be used as a safeguard against counterfeiting, but investing in barcode scanners may not be feasible for organizers of small festival or events.

One solution is a program called Entry Manager, by Eventbrite. It allows a smart phone to be used as a handheld ticket scanner. Tickets printed through the Eventbrite system includes a barcode that can be scanned with most smartphones. When the ticket is scanned at the door, the attendee is immediately checked into the event and ticket takers are assured the ticket is valid.

Mobile credit card acceptance is another challenge for events and vendors. Organizers of outdoor events were forced to accept cash or checks only, or invest in technology that captured credit card information which was then later uploaded. The downside is the need for an electrical hookup and the possibility of declined transactions.

Now, technology is available that plugs into a smart phone or iPad, reads credit cards, and can email receipts to purchasers. This type of technology allows event organizers the flexibility and mobility to accept credit cards onsite at any location.

One such program, also from Eventbrite, is called At The Door. The program consists of the At The Door App for iPad, an additional peripheral credit card reader that plugs into the iPad and a small wireless printer. Together, these pieces create a mobile box office. All major credit cards can be accepted and tickets can be printed on the spot utilizing the wireless printer.

**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.