

# 2023 IFEA WEBINAR SERIES



## IFEA Webinar on Demand

**Revenue Growth Hacking:  
The Inside Secrets to The Highest Performing Ticketing Pages**  
**Shadi Hayek**  
Vice President of Sales  
TicketSpice  
Sacramento, CA

After analyzing more than \$1 Billion in ticket sales, we reveal the unique methodologies, tricks, and strategies behind the top-performing ticketing pages that sell the most tickets and generate the most profit. Attendees in this session will learn:

- Ticketing Feature Maximization
- Price Optimization Tricks
- Conversion Rate Fixes
- Timing Sales and Promotions
- Unique Profit Centers
- Fee Handling and Strategies
- Messaging and Communication
- Repeat Customer Insights
- Time and Cost Reduction
- Automation and Integrations

This session is jam-packed with actionable insights to boost conversion rates, sell more tickets, and increase average customer revenue.

**Shadi Hayek** is the Vice President of Sales at TicketSpice, one of the leading event ticketing software platforms in the agritourism industry. The TicketSpice event technology platform is used by millions of people every month and has processed over 3 billion dollars for events around the country. Shadi has worked with several hundred agritourism businesses, helping them maximize revenue through ticketing tools and strategies. When the events industry was severely impacted by the pandemic, Shadi helped hundreds of events move to online tickets, many for the first time. As the market and needs for agritourism has constantly changed, Shadi has collaborated with farmers to establish tools that have made significant impact in revenue, operations, staffing, and support for agritourism. Shadi has over 15 years of leadership and business development experience. He's active in several communities and non-profit organizations in the Sacramento Region. In an average week you can find Shadi hosting a recurring Bar-B-Que or meetup with friends, coaching professionals, on his road bike, or changing several diapers as he and his wife Riley are growing their family.



**Length:** 60 Minutes

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

All IFEA Webinars must be purchased and viewed within the same calendar year.

**Questions:** Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications – Email: [nia@ifea.com](mailto:nia@ifea.com)