

## Case Study – May, 2013

---

### Ticketing Opportunities Assessment (TOA) for 'Venue A' and 'Venue B'

- Venue A    Multi-Venue Arts Organization
- Venue B    Multi-Purpose Arena

---

*"FutureTix is a great resource for us..." said **Joe Carter, Director of Sales & Customer Service, Los Angeles Philharmonic** (Hollywood Bowl, Walt Disney Concert Hall) "... their thoroughness, consideration and follow through has helped us out tremendously, pointing us to some great changes that has ultimately grown our income."*

---

*"FutureTix will be at the forefront, leading the industry in the development and deployment of emerging technology and industry best practices," said **Bob Beatty Senior Vice President of Ticket Operations at Madison Square Garden.***

---

*"I am extremely happy with the results from FutureTix. Ticketing is such a vital part of a venue's overall operation that we felt their experience and knowledge of ticketing would benefit us greatly..." explained **Joseph Dennis, General Manager at the Gwinnett Center** "...the Ticketing Opportunities Assessment has provided a wide range of recommendations which we are starting to implement. We appreciate their efforts and continued support in maximizing our assets."*

# Case Study –

## ***Ticketing Opportunities Assessment (TOA) for ‘Venue A’ and ‘Venue B’***

### **Business Situation**

Because technology is constantly moving forward, both venues wanted to review their current environment to discover potential ticketing related opportunities that will help generate more revenue as well as enhance the patron’s overall experience.

### **Environment**

While both venues’ ticket sales, operations, booking, marketing and development departments functioned more than adequately, there was room for growth regarding the use of emerging ticketing technologies, functionality and industry best practices.

### **Solution**

Ticketing Opportunities Assessment (TOA) is a proactive, positive, customizable evaluation of all things ticketing and related. FutureTix employed an in-depth client discovery process to assess each area of operation. FutureTix collected first-hand information by conducting onsite interviews with employees within each department, touring the facility, and observing operations/procedures. FutureTix also studied comparable venues, applicable statistics and case studies as well as contacted a wide variety of resources to complete an intense research process while offsite. Based on the information collected, FutureTix determined potential opportunities specific to the venue.

### **Benefits & Results**

Comprehensive on-site presentation to senior management included recommendations for products, services and best practices based upon potential increased revenue and/or customer service. Each venue received an executive summary along with a 50-60 page document including detailed background information, best practices, ROI models, recommendations and suggested next steps for all opportunities.

<b>Venue A: 11/2012 – 2/2013</b>	<b>Venue B: 8/2012 – 3/2013</b>
Over 25 topics were researched.	Over 25 topics were researched.
14 potential opportunities discovered	19 potential opportunities discovered
Potential revenue generating opportunities included: <ul style="list-style-type: none"><li>• Proactive outbound ticket sales</li><li>• Secondary market</li><li>• Stored value (loaded tickets)</li><li>• Seat upgrades</li><li>• Price scaling</li><li>• Ticketing fee adjustments</li></ul>	Potential revenue generating opportunities included: <ul style="list-style-type: none"><li>• Proactive outbound ticket sales</li><li>• Stored value (loaded tickets)</li><li>• Retargeting</li><li>• Seat upgrades</li><li>• Ticket price adjustments</li><li>• Ticketing fee adjustments</li></ul>
Models indicated potential Return on Investment (ROI) of <b>over \$11,000,000 over five years.</b>	Models indicated potential Return on Investment (ROI) of <b>approx. \$10,000,000 over five years.</b>
Further opportunities were found within live chat, donations, social media, loyalty programs, analytics and more...	Further opportunities were found within social media, CRM, analytics, dynamic pricing, parking, call center and more...