THE TICKETS.COM MAGAZINE

EXPERIENCE IS EVERYTHING

-Edition 03-
Experiences bring stories to life.

An incredible experience will create a story that lasts a lifetime. At Tickets.com®, we are dedicated to innovation, collaboration, and partnerships to help move your company forward and bring those stories to life.
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PRESIDENT & CEO, TICKETS.COM

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UKSALES@TICKETS.COM
DEDICATED TO THE FUTURE OF TICKETING, AND WITH THE BELIEF THAT EXPERIENCE IS EVERYTHING, WE PROVIDE OUR CLIENTS WITH INNOVATIVE TECHNOLOGY FEATURES AND INFORMATION ON TICKETING SOLUTIONS, STRATEGIES, AND TRENDS.

— Joe Choti 
President & CEO, Tickets.com®
uk.tickets.com
About Us

Tickets.com® is a leading provider of integrated event ticketing and technology solutions for hundreds of top arts, entertainment, and sports organisations worldwide. Tickets.com offers the advanced ProVenue® ticketing platform, which serves the core of a comprehensive suite of integrated features, products, and services that help clients enhance ticket sales, marketing efforts, and overall customer experience. For more information please visit provenue.tickets.com/uk.

Philosophy

At Tickets.com, we believe in providing industry-leading technology that enables venues to capture, control and own their customer data. Unrestricted access to sales information, coupled with the ability to sell tickets under their own brand, provides Tickets.com clients with a 360° view of customer buying habits and preferences. This level of insight allows clients to refine marketing strategies and forge long-term relationships with their customers.

Through our innovative approach to business strategies and partnerships, Tickets.com is on a mission to disrupt the ticketing industry. Our culture encourages collaboration, transparency, and the freedom to think outside the box. We’re proud of what we’ve accomplished, and we’ve only scratched the surface of what we can achieve.

Services

Software Platform: The ProVenue® product line is a full service, integrated ticketing and technology solution designed to enable entertainment and sports organisations to sell tickets, under their own brand.

Patron First Approach: ProVenue is built with the patron first in mind. From self-service options in MyTickets™, to our responsive patron-facing web application, MyProVenue™, we put the power of our technology in the hands of your patrons.

Event Management: Our products help you manage, sell, and track inventory seamlessly. The full suite of tools available on the ProVenue platform allow you to launch any event with confidence.

Marketing: From our intuitive email platform, CrowdConnect™ and the ProVenue Loyalty Program, Tickets.com helps you connect with your patrons through the most effective channels, at the most appropriate time.

Reporting: Understanding a patron’s preferences is critical to a venue’s success. Tickets.com® provides advanced tools and services that generate valuable data about patron behaviour online and while attending events.

A Collaborative Approach: Our Registered Developer Program is a community of third-party developers focused on building breakthrough technology for live events. ProVenue is a welcoming platform for third-party integrations, and we encourage venues to work with developers to bring the world’s most innovative technologies to venue staff and patrons.

Community Outreach Programme: The T.Cares programme seeks to support local community efforts by partnering with various nonprofit organisations to provide remarkable experiences for individuals and their families. Tickets.com and its employees have embraced the T.Cares programme to better the communities where we work and live — from raising funds for various charities, to providing community service.

Tickets.com® is a leading provider of integrated event ticketing and technology solutions for hundreds of top arts, entertainment, and sports organisations worldwide. Tickets.com offers the advanced ProVenue® ticketing platform, which serves the core of a comprehensive suite of integrated features, products, and services that help clients enhance ticket sales, marketing efforts, and overall customer experience. For more information please visit provenue.tickets.com/uk.
THE BEST
IN THE
EXPERIENCE
INDUSTRY
Technology

ProVenue & MyProVenue

ProVenue

The ProVenue® platform is a full service, scalable, integrated ticketing solution designed to enable entertainment and sports organisations to sell tickets to consumers under the organisation’s own brand. Venues using ProVenue capture, access and own consumer data, providing them with a 360° view of the buying habits and preferences of their fans and patrons.

Built with an open architecture, ProVenue allows venues to seamlessly integrate third-party solutions, providing limitless opportunities for a venue to enhance the ticket buying experience for both the ticket seller and the patron. The open architecture also allows a venue to provide a superior experience to each patron attending an event and build loyal patron relationships for the future.

ProVenue works in conjunction with MyProVenue, the patron facing web application from Tickets.com®.

MyProVenue

MyProVenue™ is our next-generation web application, entirely devoted to optimising the patron’s mobile ticketing experience and designed to match the venue’s brand. The intuitive interface streamlines everything, from buying tickets to managing account preferences and ticket inventory, all within a responsive framework that works great on any device. MyProVenue provides a higher level of flexibility and usability compared to traditional e-commerce platforms.

Happy patrons turn into loyal patrons, and loyal patrons lead to higher revenue for your venue.

MYPROVENUE EXPERIENCE

Using MyProVenue, patrons can access primary and secondary market sales, account preferences, and ticket management features including venue entry, ticket forwarding, and posting tickets for resale within their MyTickets™ account. All ticket actions are available with a few easy clicks, making the process easy and efficient for your patrons, and ultimately, making them more likely to engage with your venue again.
The Harlequin Theatre and Cinema is a multi-purpose arts venue in Redhill, Surrey, UK, with an auditorium that can be adapted from a 494-seat venue to a 600+ standing capacity space. Alongside is a bijou 100-seat cinema, screening the latest films and event cinema presentations.

The venue is open all year round and with such a variety of performances, it has become a treasured asset within the community.

“We have around 70,000 customers attend events each year, with the total estimated footfall to be double this with many more who visit to use the venue’s facilities,” explains Ian Orrick, Front of House Manager. “We host around 150-200 live events - including a run of over 40 pantomime performances during December - plus over 1000 cinema screenings each year and building on this, in 2018 we’re embarking on bringing theatre to outside spaces as we focus on engaging the local community even further.”

As a longstanding client, The Harlequin Theatre made the decision to migrate to the ProVenue® ticketing platform to help the venue be more competitive in the ever-expanding digital marketplace.

“We have built up a great relationship over a number of years with the Tickets.com team, whose customer service and market awareness has always been impeccable, and so we had no hesitation in moving to ProVenue®,” says Ian. “The system’s responsive design allows us to compete more effectively across digital platforms by making us more accessible to online bookers using tablet or mobile, and the interface is also clearer and slicker than anything we’ve used previously.”

As Tickets.com®’s most advanced platform, ProVenue® has been developed with the venue and its patrons at the forefront. It is a fully integrated ticketing solution that allows clients to capture, access and own consumer data, enabling them to build a picture of the buying habits and preferences of their patrons. With the help of the advanced reporting tools, venues can then design and implement targeted marketing campaigns to sell tickets effectively.

In addition to the enhanced digital capabilities provided by ProVenue®, the team at the Harlequin Theatre cite batch printing amongst their favorite features: “The printing feature has meant that our organization of tickets - and the time spent printing them - has greatly improved, meaning that we are able to better use our time elsewhere.”

“As well as batch printing, ProVenue®’s user-friendly interface allows event administration and ticket selling to work in tandem, and with it being a web-based programme we can now work from any computer in the venue”, confirms Ian.

And, with the introduction of the new General Data Protection Regulation (GDPR) laws in May 2018, the Harlequin Theatre continues to be encouraged by the work of the team at Tickets.com®: “Tickets.com® are a great company to have a relationship with and it is reassuring to know that we have such a great team and product to work with.”

“During the initial transfer to ProVenue® they were attentive, informative and ultimately very patient. Subsequently, they are always happy to help with queries we have and communication regarding any upcoming upgrades is always punctual and easy to understand.”

Ian Orrick, Front of House Manager
Empire Theatres

Known as the 'jewel of the Darling Downs', the Empire Theatres is the largest performing arts complex in regional Australia, renowned for its classic art deco architecture and rich history. With seating for 1,565 visitors, the theatre continually receives countless commendations from patrons and performers. Since its official reopening of the main theatre 21 years ago, the Empire Theatres complex has grown with the acquisition of the Empire Theatre Studio, Empire Church Theatre and the Armitage Centre.

Since its expansion, the complex has seen a rise in visitor and performance numbers, as Emilee Nichols, Marketing and Development Manager, explains: "This year we are set for a record year of performances, with more than 100 shows expected to go on sale throughout 2018, including venue hires, Empire-produced productions and our annual major production. In the last financial year, we also welcomed over 80,000 visitors to the theatre and more than 131,000 to the complex in total."

As a longstanding customer of Tickets.com®, the Empire Theatres have more recently migrated to ProVenue®, citing improved patron management as a key driver for the upgrade.

"We have worked with Tickets.com for many years now and we have always found the system to be the complete package," says Nichols.

"Yet with the upgraded ProVenue platform and the integrated MyProVenue™ tool, we have been able to improve the patron booking experience and it has helped us prepare for our busiest times."

MyProVenue is a next-generation web application built to streamline the patron experience, from buying tickets to managing account preferences, within a framework that can be used across all devices. Combined with the features available in ProVenue, the Empire Theatres can now shape its visitors' experiences, while also driving data, permissions and behaviors through the application.

"With the help of MyProVenue, our patron experience has improved immensely," says Nichols. "Patrons can now create and personalise their own accounts and we have seen a significant increase in visitor satisfaction as a result, especially as they are able to select their seats on their mobile device."

Everyone at the Empire Theatres remain satisfied customers not only due to the advanced ticketing platform, but the ongoing support of the Tickets.com team: "We have always found everyone at Tickets.com - from the managers down to the support team - to be knowledgeable in the workings of the system but, most importantly for us, they are friendly, approachable and really easy to deal with."

Empire Theatres | www.empiretheatre.com.au
**PROVENUE CASE STUDY**

**BELLE VUE SPEEDWAY**

The National Speedway Stadium, home to Speedway Great Britain Premiership club the Belle Vue Aces, is a 6000-capacity stadium with an 1800-seat grandstand that overlooks a 347-metre, FIAM-homologated shale racing circuit.

Opened in March 2016 as part of the multi-million-pound Belle Vue Sports Village and wider regeneration project of the east Manchester area, the National Speedway Stadium hosts all home fixtures for the Belle Vue Aces and Colts.

It also plays host to various high-profile national and international events, such as the British Final and Speedway of Nations, to rival other major international speedway venues.

The National Speedway Stadium has worked in partnership with Tickets.com since opening in 2016, with the primary focus of increasing its online ticket sales.

To do this, the stadium implemented ProVenue® to manage all aspects of ticketing, putting the user in complete control with the ability to purchase tickets online 24/7 whilst providing extensive data capture to help the venue analyse trends to enhance customer engagement.

Moving forward, Belle Vue Speedway is looking to grow their fan base and expand their reach to a broader visitor demographic, as CEO Adrian Smith explains: “We want to engage more with families and younger visitors whilst retaining our core audience, and our ticketing experience is central to this.”

In 2018, Belle Vue Speedway introduced MyProVenue™, a next-generation web application built to streamline processes, from buying tickets to managing account preferences, within a responsive framework that works across both desktop and mobile devices.

Combined with the features available in ProVenue®, Belle Vue has enhanced its visitors’ online ticket purchasing experience, whilst driving data, permissions and behaviours through the application.

“To attract a younger audience to watch the Aces, we had to improve our customer experience to make ticket purchasing more accessible, and we saw sales via mobile as a vital means to do this,” explains Adrian.

“Traditionally our audience tends to be older and this is reflected in their ticket purchasing behaviour, with the majority of tickets sold through the box office. The introduction of MyProVenue increases the number of sales channels available and will help us towards our aim of a 50/50 split of online ticket sales versus walk-ups.”

In addition to the benefits experienced through the new technology, Adrian and his team have also praised the ongoing support from Tickets.com: “We have a really strong and collaborative working relationship with tickets.com.

“They share with us best practice and advice based on their extensive industry experience, whilst working closely with us to come up with solutions to operational challenges.”

In 2017, Tickets.com helped Belle Vue to implement a two-stage ticket sales process to solve issues the club was experiencing as a result of a high number of at-event walk-ups: “We added a ‘best available’ seating option for those turning up on the day to eradicate the queues that were forming as a result of the time taken for visitors to select their seats.

“This has also helped encourage more people to use the online sales channels as tickets bought pre-event still benefit from the ‘select a seat’ function, which has subsequently improved the logistical operation at the stadium,” says Adrian.

Tickets.com® have also provided the team at the National Speedway Stadium with key operational support for third party events, including the Speedway of Nations on 5 June 2018: “This was a big event for us and Tickets.com managed all ticketing and fulfilment seamlessly.

“Our technical account manager also spent time onsite with our team and ensured tickets were compatible with our access control system, and we were really pleased with how well it went.”

[www.bellevueaces.co](http://www.bellevueaces.co)
Looking at the most successful businesses in the world today, across every industry, one characteristic remains the same – industry leaders collect, dissect, and analyse their data. The most lucrative among them take it a step further and transform data-supported insight into data-driven strategies.

HOW DOES THIS TRANSLATE TO LIVE SPORTS AND ENTERTAINMENT?

Aside from industry-wide trends, such as mobile-first ticketing, venues need to take a deeper dive into their patron data. Season ticket holders for a professional sports team may have a different set of behaviours and preferences than members of a Performing Arts Theatre. It is crucial to identify the wants and needs of your patrons. Learn the factors that encourage your patrons to start a transaction and, more importantly, the factors that result in completed ticket purchases. Identify the experiences that transform first-time attendees into loyal patrons.

Tickets.com recognises the value of capturing a patron’s digital and in-venue activity. We provide a variety of tools and services to help you gather and take full advantage of this valuable data, including the tracking and reporting options highlighted below.

PATRON BEHAVIOUR TRACKING

Using the MyProVenue™ integration with Google® Tag Manager, venues can measure the number of times a page is viewed, learn how patrons interact with account sign-up features, find trends associated with abandoned shopping carts, identify activities that result in completed transactions, and more.

When you track patron behaviour and buying habits, you can use this data to enhance your patron experience, intelligently target your marketing efforts, and increase your ticket sales.

The MyProVenue™ integration with Google® Tag Manager simplifies the process of adding tracking tags or ‘pixels’ to your web pages, eliminating the need for a web developer to make manual code edits to individual pages.

PROVENUE REPORTING PORTAL

The ProVenue® Reporting Portal offers a versatile alternative to running reports directly from within ProVenue.

– Sleek, user-friendly interface provides a variety of “standard reports” for ticket sales, packages, payments, receivables, attendance, and more.

– Run, schedule, and receive reports while operating outside of the Tickets.com Virtual Private Network.

– Offer reporting capabilities to promoters while preventing their access to event setup, pricing configuration, and other core ProVenue features.

REPLICATED DATA

Tickets.com offers a flexible data-replication solution that provides you with a complete copy of your ProVenue data, including additions, edits, and deletions, updated every 15 minutes.

Your data, your way! A carbon copy of your actual database tables is made available to you as an Oracle® database, leaving you free to explore your data with any number of custom reports and to build support for any number of integrations.

Benefits of using Replicated Data include the ability to run queries and test integrations without affecting the speed and performance of your live ProVenue operations, increased query speed as Replicated Data is isolated from the load of operational activity, and reliability from having your data across multiple devices.
Introducing ‘Alfred’ for ticket validation, Tickets.com is the first to bring the convenience of Near Field Communication (NFC) via Apple® Wallet to market, while launching its own Access Control solution with a growing number of venues already utilising the new technology. Using NFC, Alfred allows the patron to choose frictionless venue entry, streamlining attendance for both the patron and the venue worker.

**FEATURES AND CAPABILITIES:**

- Sleek, modern form factor with an intuitive design
- Centralised management of devices including hardware and software upgrades
- Compatible with standard WiFi or cellular data
- Lightweight ‘sled’ for ease of use
- Support for NFC-enabled Apple Passes with iOS11
- Traditional scanning of standard hard stock and digital tickets (Tickets@Home®)

In contrast to conventional barcode scanning, the new NFC option allows the patron to enter the venue simply and securely with a push of the home button or through facial recognition on their Apple® iPhone® or Apple Watch®.

You can offer the NFC option along with other delivery methods, allowing the patron to select their preference: the new frictionless option or options that rely on conventional barcode scanning, such as traditional hard tickets or paperless mobile ticketing options.
The scanners are capable of contactless ticket validation using Near-Field Communication or NFC.

"Tickets.com remains focused on technological innovation for our partners’ customers," says Joe Choti, President and Chief Executive Officer of Tickets.com. "Alfred has evolved digital ticketing and Access Control to new levels, making it frictionless, fun, engaging, and flawless."

Tickets.com Chief Technology Officer, Derek Argobright states, "With Alfred, no barcodes are needed. We simply have the patron come to the venue entryway and authenticate from their personal device. Alfred instantly reads the NFC enabled pass and provides verified access for entry, making the process seamless and easy for both the patron and venue personnel."

Argobright continued, "We have the ability to build out Alfred to be an entire end-to-end ticketing system. Whether it be reporting, ticket sales, or ticket services, all will be possible with the future of Alfred."
The Society for the Performing Arts (SPA) Houston is the largest non-profit presenting organisation in the southwestern United States. Operating out of five different art venues — from a 500-seat theatre, to a 3,000-seat concert hall — SPA Houston hosts a wide range of performances, from dance and opera to family events, averaging 60-80 shows every year and welcoming 50,000 patrons.

Lee Strickland, General Manager, believes it is this variety that makes SPA Houston so unique: “We are the only company in the Houston area where you can see Alvin Ailey one weekend and Harry Connick Jr. the next, followed by The Sound of Music. The diversity in our programming fills a void that the Houston culture seeks.”

With multiple sites requiring an efficient ticketing solution that provides a superior patron experience, SPA Houston chose the ProVenue® platform from Tickets.com® to manage the requirements for all five venues.

“For our staff, we need easy-to-use sales modules and, alongside the reputation and reliability of the software, we achieve this through ProVenue,” says Strickland.

“I have worked with Tickets.com on and off for 19 years, and they have always helped our organisations to grow. I have used other ticketing systems, but I always keep going back to Tickets.com because they are a reliable partner, easy to work with and offer outstanding tech support.”

For the team at SPA Houston, they also faced the challenge of finding a ticket scanning solution for their venues that functioned without the need for a Wi-Fi connection.

To answer this, SPA Houston introduced ‘Alfred’ to their patrons in 2017. Alfred is a new Access Control solution recently launched by Tickets.com and the first of its kind to bring the convenience of Near Field Communication (NFC) to the ticketing market via Apple® Wallet. NFC is a frictionless validation option which offers faster entry, better security, and complete data capture. NFC allows a patron to access a venue using an Apple iPhone® or Apple Watch®, and can be offered alongside other traditional ticketing methods that rely on conventional barcode scanning.

“Alfred has been a tremendous success this year – it provides us with the ability to scan at all venues, and its functionality has made it easy for our staff to use,” says Strickland.

Since the introduction of Alfred, SPA Houston has already gained a better understanding of their patrons and has seen significant changes at their venues.

The team at SPA Houston also experienced the benefits of the Alfred system when managing customer relations due to a 2CELLOS performance being rescheduled in January: “The performance had to be cancelled at the last-minute due to adverse weather and we had several refund requests that we were able to honour because we could prove who had arrived at the venue for the performance.

“Previously we were unable to deal with such a situation because we didn’t have a reliable access control system. Alfred has helped bridge that gap and support us in our strategy to enhance our patron experience.”

SPA Houston | www.spahouston.org

“THE WAIT TIMES TO ENTER THE THEATER HAVE DECREASED–IT REALLY IS JUST POINT, TAP AND GO. ANYONE CAN USE IT, AND WE ARE REALLY EXCITED ABOUT THE ROLLOUT OF THE NEW FEATURES THAT WILL FURTHER ENHANCE OUR ACCESS CONTROL CAPABILITIES.”

–Lee Strickland, General Manager

CrowdConnect™, our state of the art marketing platform, has the tools to help you build, manage, and deliver responsive campaigns across multiple marketing channels. CrowdConnect allows marketers to execute effective and engaging campaigns with features including: Drag and Drop Editor, Lifecycle Mapping, Marketing Automation, Behaviour Tracking, Personalized One-to-One Communication, A/B Testing, Reporting, Unlimited Data Storage and much more.

MARKETING AUTOMATION
Automated tools let you effectively streamline the deployment of personalised campaigns, and then measure the results.

LIFECYCLE MARKETING
Create marketing campaigns using a simple drag-and-drop workflow. Set your own custom rules for a perfectly targeted campaign.

DYNAMIC CONTENT
Automatically provide your patrons with the right content in the right place at the right time.

RESPONSIVE DESIGN
Build your own or use one of our many preloaded responsive email templates.

CROSS CHANNEL MARKETING DATA COLLECTION
Integrate email, mobile and social media to track your patron engagement with precision and get results.

BEHAVIOURAL PERSONALISATION
Target your patrons based on their digital behaviour. Use the data collected to automatically populate content for that next perfect campaign.

A/B TESTING
Stop guessing and start knowing what your patrons want to see. With our A/B testing tool, you can send emails confidently.

DELIVERY TOOLS
A successful email campaign starts with making sure the email gets into the inbox. We give you the tools to make that happen.
The Dell Diamond has become a staple in the central Texas community after 18 seasons as home to the Triple-A Pacific Coast League Minor League Baseball team, the Round Rock Express. The Express have finished in the top two for league attendance every year of the club’s history as both a Double-A and a Triple-A franchise, with fans at their 8,000 plus seat facility often spilling out onto the outfield berms.

Andrew Felts, Communications Coordinator, talks about the team’s role at the heart of the community: “We pride ourselves on our involvement with the community. Whether it be a little league field that our in-house turf company helped rebuild or a non-profit organisation that raised funds through a night at Dell Diamond, it’s not hard to find areas where the Express have made an impact in Round Rock and beyond.”

With the franchise looking for a new ticketing platform prior to the start of the 2017 season, the advanced technology offered by Tickets.com was at the forefront of the decision to move to the ProVenue® ticketing system.

“Being in such a tech-forward market in central Texas, we wanted to provide our very tech-savvy fans with the latest and greatest technology. Tickets.com proved to be a clear innovator in that space and the relationship just made perfect sense,” says Felts.

The decision to move to the ProVenue ticketing system was also fostered by the ability to migrate the franchise’s existing email marketing data using the CrowdConnect™ platform from Tickets.com.

CrowdConnect™ is a cloud-based marketing platform that provides clients with an advanced email marketing tool for connecting with their patrons. The CrowdConnect system allows organisations to easily build, execute and track email marketing campaigns, and push targeted campaigns to social networks, via a single interface.

“By segmenting our overall email database into smaller, more detailed groups, we have been able to get the right information in front of the right people, ultimately increasing ticket sales by up to 4%.”

Andrew Felts, Communications Coordinator

The CrowdConnect Reporting Portal gives Round Rock Express the ability to understand their patrons’ purchasing behaviour by tracking current interests, bringing the franchise closer to their customer base.

“As fan data has become more available and accessible, we set out to better understand who our fans are,” explains Felts.

“CrowdConnect has proven to be the most powerful tool that we possess to capture fan data, the reporting features mean we pull virtually any piece of information allowing us to match the high level of expectations from our fans.”

Following the integration of CrowdConnect, Round Rock Express already has a better insight into the preferences of their fans: “Not long after transitioning, our marketing department built a fan survey that we distributed to our entire 80,000+ subscriber database. Both our open rates and our click rates have increased significantly since transitioning,” confirms Felts.

Along with the advanced Tickets.com technology, the Tickets.com team has been an important asset to the Round Rock operation, as Felts explains: “We can’t say enough about how helpful our [Tickets.com representative] has been in supporting the Round Rock Express transition to CrowdConnect and helping us to get the most out of the platform. The answer is always yes with Tickets.com - they have been able to assist us with any project that we throw their way, no matter how difficult.

“The customer service from Tickets.com has been excellent and our relationship with the entire team has been nothing but positive.”

Round Rock Express | www.roundrockexpress.com
At the McAninch Arts Centre at College of DuPage (MAC), a performing arts experience is so much more than just sitting down to watch a show. Since opening in 1986, the MAC has focused on enriching the community with world-class entertainment opportunities that go beyond the stage, welcoming more than 1.5 million visitors to date. During the 2016-17 season, the MAC welcomed 117,000 attendees across 348 plays, concerts, and lectures, as well as a number of art exhibits in the Cleve Carney Art Gallery. The venue also hosts the Buffalo Theatre Ensemble and the New Philharmonic Orchestra, bringing a high-class musical reputation to the western Chicago suburbs.

According to Roland Raffel, Marketing and Donor Relations Coordinator, it is the program of events on the MAC’s calendar that continues to draw crowds: “Along with offering the most diverse range of programming in the area, we pride ourselves on providing unique outreach and engagement programs before and after performances to enlighten and educate our audiences.”

With so many events across the year, the MAC needed a robust ticketing system to manage and sell tickets. They chose ProVenue® from Tickets.com®.

“Knowing how our patrons behave allows us to make the process more convenient for ticket buyers moving forward.” Said Raffel.

CrowdConnect™ is a cloud-based marketing platform that provides clients with an advanced email marketing tool for connecting with their patrons. The CrowdConnect system allows organizations to easily build, execute, and track email marketing campaigns, providing the tools that ensure each email gets to the intended inbox.

With an array of events at the MAC throughout the year, CrowdConnect helps the team build targeted campaigns per event: “Using the segmentation tools available, we can specifically target audience members that would be interested in the message we are sending, which is particularly helpful in ensuring inboxes are not overwhelmed with untargeted information,” adds Raffel.

Since its integration, the team at the MAC has been able to gain a greater understanding of their patrons through detailed analytics: “thanks to CrowdConnect, we are able to truly understand our visitors more than ever,” says Raffel.

“CrowdConnect has helped us increase our ticket sales and, by keeping our customers in the loop about future shows and being able to track so many features about each campaign we send, we have been able to retain higher rates of patrons.”

The service did not stop at activation. The Tickets.com team has worked closely with staff at the MAC on how to get the most out of the platform: “When we began, we only understood open rates, click-through rates and unsubscribed rates, but not actually how many patrons purchased a ticket due to receiving the message.

“With the help of our CrowdConnect representative, we effectively implemented conversion tracking and have since seen a very notable spike in sales from last year. We used to shy away from sending emails during weekends because industry best standards recommended not to, but we found that with our data, we have a higher open rate on the weekends. Thanks to CrowdConnect we are now reaching our clients in a variety of ways,” concludes Raffel.

MAC | www.atthemac.org
Our open architecture and the Tickets.com® Registered Developer Program have taken collaboration to a whole new level.

The Registered Developer Program allows venues and third-parties to develop innovative solutions that seamlessly integrate with the ProVenue® platform. Utilising Tickets.com data services, our all-star lineup of Registered Developers gives you access to industry-leading technologies that enhance the user and patron experience with your venue.

To preserve the integrity of your data and our platform, Registered Developer applications are thoroughly tested by our team before they can become a ProVenue Certified Solution. The Certified Solutions badge gives you confidence to launch, knowing that the products integrate safely and seamlessly into the ProVenue platform.

We may be industry leaders, but we recognise that there’s always room for another great solution. Through the Registered Developer Program, you can tap into the knowledge, expertise and experience of innovative solutions industry-wide, making your venue’s digital capabilities virtually limitless. You can also develop your own solutions to improve your business processes.

TECHNOLOGY: Our suite of data services, REST-based APIs, and open architecture provide a welcoming environment for developers to do what they do best, innovate! RDP members have access to complete ProVenue technology at their disposal in our developer sandbox environment.

MEMBERS: Registered Developer Program members can take advantage of training from experts in Tickets.com services and community-based support from fellow integrators.

VENUES: Tickets.com is dedicated to removing barriers. Certified Solutions have been thoroughly tested with the ProVenue platform to bring additional value to your users and patrons.

OPPORTUNITY: Explore how you can achieve the highest level of success in Ticket Sales Strategy, Customer Relationship Management, Access Control, Inventory Fulfillment and more. Separate yourself from your competition by taking advantage of the solutions our Registered Developers can provide your venue today!

“Over a two-year period, Fan Manager has enabled a mutual client to more than double the size of their fan database, and almost triple the percentage of their sell-through rate for the same time period, all made possible through the Registered Developer Program.”
-David Melnick, Fan Manager®

“Tickets.com made the process go smoothly. Our in-house developers working with their dedicated team ensured our success.”
-Jarrod Fresquez, Parkhub®

“The Tickets.com Registered Developer Program offers great professional support along with outstanding API documentation.”
-Jaro von Flocken, New Image Systems®, Germany
CONGRATULATIONS! YOU’VE DECIDED THE TIME IS RIGHT TO ADD A CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM TO YOUR TICKETING OPERATION.

Or maybe it’s time to retire a bygone product whose maintenance is running your IT department ragged.

The quest for a new CRM solution means shopping for a system with longevity so you can scale your operation in the future and avoid resource-draining upgrades. It means finding technologists to automate the extraction of your ProVenue® ticketing data — and then continue to support the process into the future. And it means implementing an interface that’s intuitive and inviting enough so that all your hard work isn’t derailed by poor adoption.

What if it were all done for you? What if your data feeds were modeled by the same people who designed ProVenue? What if the CRM user experience was so beautiful and modern that your team could learn it in a day?

WHAT IF ROLLING IT OUT WAS EASY, LIKE DRIVING A NEW CAR OFF THE DEALER’S LOT?

ProVenueForce™ is an “all-in-one” solution from Tickets.com® that seamlessly integrates the world’s best ticketing software with Salesforce®, the market leader in CRM.

Your Salesforce instance will deploy pre-configured for your operation — with your patron and order data flowing — on day one. Our standard offering includes the following:

YOUR OWN ENTERPRISE-EDITION SALESFORCE ORG Configured for the amazing Lightning user experience on desktop and mobile. Use the integration “as is” to work the ticket-sales pipeline from prospects to renewals — or extend it to build the system of your dreams. Ready-to-install enterprise solutions let you extend Salesforce with business apps and components for every department, including marketing, customer service, and more.

CUSTOM-BUILT DATA FEED CREATED AND SUPPORTED BY TICKETS.COM A continuous flow of ProVenue patron and order data, mapped to Salesforce objects, keeps Salesforce data in sync with the ticketing system. ProVenueForce 2.0 supports more data than ever before, including order notes, seat locations, and payment history.

CUSTOM NAVIGATION CONTROLS Your sales team will work their leads and make ProVenue sales in a consolidated interface. Move effortlessly between a Salesforce account to the corresponding ProVenue account, or from a Salesforce order to a ProVenue order. When you’re ready to close an opportunity, you’ll be steered into ProVenue with the patron and product already selected. ProVenueForce ensures that the opportunity is tied to any resulting orders. Workflows can update your opportunity’s status within the sales path, even closing it automatically if the patron pays their ProVenue order balance online.

POWERFUL FUNCTIONALITY NOT AVAILABLE IN ANY OTHER SOLUTION Ready to convert your lead during a successful sales call? Create an account for them in ProVenue — instantly with the click of a button — pre-populated with their Salesforce contact information. Sell tickets on the spot. Merging duplicate patrons in ProVenue? The ProVenueForce proprietary merge will consolidate the corresponding accounts in Salesforce, including all Tasks, Emails, Opportunities, and custom records, preserving a complete history.

MIGRATION SUPPORT Experienced, Salesforce-certified Tickets.com resources will build out your initial configuration, following an operational readiness assessment with your sponsors and key users. Unsure about what legacy data to migrate and how to map it? We can help.

An investment in a CRM solution is less about what your business needs now, and more about what your business needs to get to where you want to be in the future. Famously easy to configure and scale, Salesforce can increase your productivity and dramatically reduce the cost of CRM support. It’s the market leader in CRM for a reason.

If you are a ProVenue client looking to take your business to the next level, ProVenueForce may be the perfect solution for you.
Angel Stadium in Anaheim, California, has been home to the Major League Baseball® Los Angeles Angels since 1966. As the fourth oldest ballpark in the league (behind Fenway Park, Wrigley Field and Dodger Stadium), the venue has seen over 116 million fans pass through its gates, including three million fans every season since 2003 — an impressive streak which is only matched by the New York Yankees.

Ryan Vance, Senior Manager of Ticket Marketing for the Angels, explains the club’s values and its significance in the community: “We strive to be one of the most family-friendly environments in professional sports and aim to provide the best fan experience from the moment they arrive in the parking lots. We host between 90-100 events annually and consistently fill the ballpark every year to support The Angels.”

The franchise prides itself on putting fan experience first. Realising the importance of a user-friendly ticketing platform, the Angels made the switch to ProVenue® in the lead-up to the 2018 season.

“We feel we owe it to our fans to bring them the best technology available to enhance accessibility and ease of entry,” says Vance. “The relationship between Tickets.com® and MLB® Advanced Media, as well as Tickets.com’s openness to technology innovations with partners led to our switch ahead of the 2018 campaign.”

For the Angels, the transition to the new platform in the middle of the selling season was made much smoother by ProVenueForce™, the enhanced customer relationship management (CRM) system for ProVenue. The near real-time integration between ProVenue and the Salesforce® CRM product makes for a simple user experience, with complete patron history for targeted marketing campaigns, customer service and sales lead automation in a unified intuitive interface.

“ProVenueForce™ has been a major upgrade for us and the bi-directional flow of information between the two systems has allowed for greater productivity as well as a more complete view of our fans,” says Vance.

Since the integration of ProVenue, the team at Angel Stadium has been able to create reports that track revenue goals and spot sales trends, improving their customer relationship management capabilities: “The most important feature and biggest improvement is the integration of the two systems that allows us to better manage a higher quality of data and has made us a much more efficient operation.”

And it’s not just the technology that Ryan Vance cites for achieving a smooth transition to the new system; the Tickets.com team was instrumental in helping the Angels reach their desired outcome. Vance added, “from the upper management to the conversion team, to the day-to-day operations with our client service rep, we have had a great experience with Tickets.com.”

“The Tickets.com team has addressed and found resolutions to any issues we’ve encountered. It was a long decision process but we are sure our work with Tickets.com will bear positive results for years to come.”

Angel Stadium | www.mlb.com/angels
The Tickets.com® T.Cares Community Outreach programme is dedicated to making an impact worldwide by working with nonprofits to create remarkable experiences for individuals and families facing hardships.

First launched in 2016, this social movement has fast become embedded into the culture of our company serving nonprofits within the areas where our employees work and live. Through T.Cares we aim to improve our world through employee volunteer initiatives, fundraising, and creating extraordinary experiences at live entertainment events.

It started as a “let’s dream big!” kind of idea, born in a small conference room, and now, it has evolved into a multi-organisational effort that has taken off like wildfire. From working with Major League Baseball® teams to other popular venues, together we’re investing in our communities while striving to become a model of possibility.

To date, we’ve supported various nonprofits like the Boys and Girls Clubs, Veteran Tickets Foundation, Special Olympics, and The Young and Brave Foundation who are helping young adults, children, and families diagnosed with all forms of cancer by providing financial, emotional and educational support.

We’ve also raised money for cancer research by cycling from London to Amsterdam, participated in events hosted by the Disabled Surfers Association of Australia, and have auctioned off tickets to a sporting event that benefited a local school in the US.

“As a global organisation, it is our responsibility to make a positive impact around the world. I am proud, honoured, and humbled to be part of such a phenomenal team that dedicates time to volunteer and better their communities. We are in the business of creating experiences, and there is no better experience than to help others.”

-Joe Choti, CEO and President at Tickets.com

These are just a few of the many ways we strive to impact. As we move forward it is important we identify with qualities such as giving, connecting, relationship building, and caring.

Tickets.com is committed to the promise of using our voice as a global organisation to change the world.
Tickets.com® is headquartered in Costa Mesa, California, and has regional offices across the U.S. and internationally in the United Kingdom, Netherlands, Germany and Australia.
JOE CHOTI  
CHIEF EXECUTIVE OFFICER & PRESIDENT

Joe Choti, with over 20 years of industry experience, provides both strategic direction and executive leadership at Tickets.com, with a vision to deliver value and experiences more quickly and reliably in the live entertainment space. Joe joined Tickets.com in October of 2010 as Chief Technology Officer. Prior to Tickets.com, Joe held the Chief Technology Officer title for MLB Advanced Media (MLBAM), and before that, Screaming Media, Inc. In addition to his experience as a CTO, Joe has held senior project management positions for several major information service and development companies. Joe holds a bachelor’s degree in Computer Science from Wesleyan University.

COURT CLAUSEN  
GENERAL COUNSEL

Curt Clausen joined Tickets.com in May 2014 as General Counsel. In this role, Curt is responsible for strategic and tactical legal initiatives and managing all corporate legal affairs. Prior to joining Tickets.com, Curt was an associate at the law firm of Skadden, Arps, Slate, Meagher & Flom LLP where he practiced in the firm’s Antitrust Department. Curt received his law and undergraduate degrees from Duke University, holds an MPA from North Carolina State, and is a three-time Olympian.

DEREK ARGOBRIGHT  
CHIEF TECHNOLOGY OFFICER

Derek Argobright assumed the role of Chief Technology Officer in 2014, overseeing all technology products and services, with a particular focus on digital and mobile ticketing experiences. Derek previously served as Senior Vice President of Engineering for Tickets.com, overseeing all software development. Derek’s prior responsibilities at MLB Advanced Media (MLBAM) focused on bolstering the capabilities of statistics and reporting offerings as well as the launch of MiLB.com and the Minor League club websites. Derek graduated from New York University.

CRISTINE HURLEY  
CHIEF FINANCIAL OFFICER & EXECUTIVE VICE PRESIDENT, BUSINESS OPERATIONS

Cristine Hurley joined Tickets.com in May 2013 as Chief Financial Officer and oversees all aspects of Tickets.com financial and management strategies. Prior to Tickets.com, Cris was a Partner at Pro Forma Advisors, where she consulted on financial feasibility and economic impact studies relating to sports. Additional previous positions include Vice President, Team Finance for the National Basketball Association and the Chief Financial Officer for the Los Angeles Dodgers Major League Baseball franchise. Criss a Certified Public Accountant, has a bachelor’s degree from Northeastern University and has completed the Executive Program at UCLA’s Anderson School of Management.

DEREK PALMER  
MANAGING DIRECTOR, EXECUTIVE VICE PRESIDENT, INTERNATIONAL

Derek Palmer joined Tickets.com in 2005 as the Vice President of Operations and currently oversees the company’s international development and strategy. As a 17-year ticketing veteran, Derek was involved in the consolidation of the various ticketing organisations prior to the acquisition by MLB Advanced Media. Derek was instrumental in the deployment efforts of both the ProVenueElite® and ProVenue® ticketing systems. Over the course of his tenure with Tickets.com, Derek has experienced nearly every facet of the company’s operations, including client support, training and installations, technical service, consumer services, professional services and strategic operations. Derek earned a Bachelor of Arts in English Literature from George Mason University.
JOIN THE MOVEMENT

We are dedicated to delivering the most advanced ticketing technology to give your organisation complete control and more rewards.

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