

INTIX Mentor Program Spring Webinar Series

PART 2 – Creating the Best Atmosphere for Your Patrons & Staff

June 5, 2019 @ 2 – 3:30 pm eastern

WELCOME!! The Webinar Will Get Started Shortly.

You do not need to be dialed in to participate. If you did dial in, please make sure you're on mute.

Welcome & Logistics

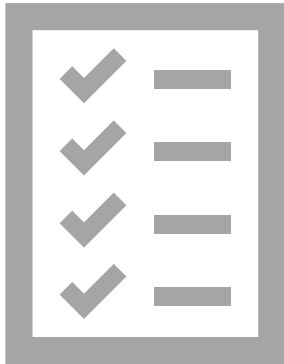
Ami Johnson

**TicketForce / Vice Chair of INTIX
Mentor Program**



PART 2 – Creating the Best Atmosphere for Your Patrons & Staff

AGENDA



Intro – Recap, Welcome & Logistics

Industry Overview / Patron Experience

- 20 Minute Presentation
- 15 Minute Q&A

Management Strategies

- 20 Minute Presentation
- 15 Minute Q&A

Closing Thoughts

RECAP PART 1 – Ticketing Today, Tomorrow and In The Future

Official Host / Moderator:	Duncan Moss <i>Ravinia Festival / Co-Chair</i>
Q&A Facilitator / Moderator:	Ami Johnson <i>TicketForce / Vice-Chair</i>
Data / Analytics:	Katie Mullins Etix / Sponsor & Industry Expert
Pricing Strategy Case Studies	Kelly Brennan FutureTix / Co-Chair & Mentor

Part 1 Presentation Now Available! - https://www.intix.org/page/Online_Learning

TODAY'S WEBINAR:

Creating the Best Atmosphere for Your Patrons & Staff

Official Host / Moderator:

Ami Johnson

TicketForce / Vice-Chair

Q&A Facilitator / Moderator:

Duncan Moss

Ravinia Festival / Co-Chair

Industry Overview /
Patron Experience

Dan DeMato

FutureTix / Mentor

Management Skills /
Staff Experience

Linda Forlini

Ticket Philadelphia / Mentor

Q&A Facilitator /
Moderator

Duncan Moss

**Ravinia / Co-Chair of INTIX
Mentor Program Committee**



 RAVINIA

Purpose of This Webinar

- A survey was sent to ALL INTIX Mentees
- We had overwhelming feedback!!
- The purpose was to gain an understanding of what topics Mentees would like to learn more about
- Committee members then coordinated a two-part webinar series consisting of the top 4 topics requested
- All information has been provided by those that support the INTIX Mentor Program, including your Mentors, Committee Members and Sponsors
- At the end of this webinar, you should leave with a handful of new best practices, industry trends and case studies that you can try at your organization regarding:
 - ✓ Data & analytics
 - ✓ Pricing Strategies

Webinar Logistics

- We want this to be interactive!!
- If you're not already, place yourself on mute while others are speaking.
- Use the CHAT feature to ask a question or share your thoughts.
- During the Q&A / Open Forum, Duncan will read the questions aloud, one at a time to the presenter. The presenter will do their best to answer.
- However, if you have a different answer or thoughts to share, feel free to add that into the comment area.
- Feel free to ask questions along the way. Depending on the question, Duncan will interrupt the speaker to ask the question or choose to wait until the Q&A / Open Forum.

Industry Overview & Patron Experience

Dan DeMato, FutureTix

Mentor & Industry Expert



FUTURETIX
Innovative consulting. Smarter ticketing.



Dan DeMato
President



- **NY Mets 20+ Years**
- **Ticket Ops & Sales**
- **Started FutureTix 2008**
- **Past INTIX Board Member**
- **INTIX Lifetime Achievement Award Winner**
- **Provide Consulting Services for:**
 - **Arenas**
 - **Sports Teams**
 - **Universities**
 - **Cultural Institutions**
 - **Fairs & Festivals**
 - **Attractions**
 - **Ticketing Platforms**
 - **Third Party Vendors**



Madison Square Garden

Barclays Center

Bowery Ballroom

Madison Square Garden

Radio City Music Hall

Roseland Ballroom

Apollo Theater



David Geffen

Roseland

Madison

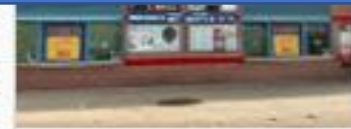
Hayden

Downing

Louis

Aqueduct

Consumers have endless opportunities for entertainment.
If you don't offer them what they want, someone else will.



Yankee Stadium

Citi Field

Barclays Center

MCU Park

Shea Stadium

Arthur Ashe Stadium

Yankee Stadium



Lincoln Center for the...

Shubert Theatre

Booth Theatre

Majestic Theatre

Lyceum Theatre

Broadhurst Theatre

Vivian Beaumont Th...

Belasco Theatre

Today, dictating is no longer an option.

**Affinity based business...
So for many years we dictated...**



Line up @ 9 am



Pay invoice
by X date

Best Available



Take it or
leave it!



Must buy that...
To get this...



Typically, this would be exactly how NOT to sell your product!!

Example: Macy's selling pillow cases and bed sheets

Ticket buyers today want to...



Buy how they want to buy



Choose delivery option



Choose their events & seats



Pay what they want to pay

Buy where they want to buy...



is understanding:

- ✓ The History of Ticketing
 - ✓ Ticketing Today
- ✓ The Future of ticketing

THE STONE AGES OF TICKETING

AND THEN COMPUTERS CAME ALONG...



Exhibition Hall INTIX - BOCS Ticketing, date unknown

Why are there service fees?

- We just accept them, that's how its always been...
- We don't charge a fee for ushers, stagehands, security, electricity, etc., why is ticketing different??
- Thank the genius of Fred Rosen

Ticketing: Yesterday, Today and Tomorrow

In the Beginning...

Manual



1980s
Troubleshooting



1990s
Reactive



2000s
Interactive



Today
Proactive



Future
Personalized

THE KEY TO PROVIDING A GREAT PATRON EXPERIENCE...



Reactive → Proactive → PERSONALIZED

KNOW YOUR CUSTOMERS...



Identify *** ANALYZE *** SEGMENT

TARGET WITH Correct message – SPECIFIC to THEIR Wallet

1.6 Billion

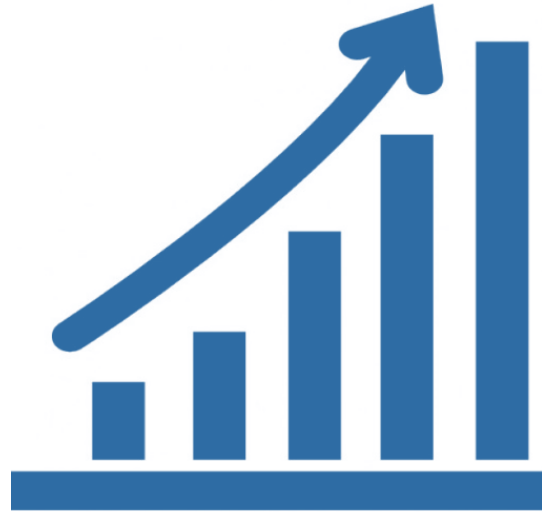
tickets / admissions are sold in the primary
market within the U.S. each year

Over 4.3 million a day

Approx. 182,000 per hour

Nearly a staggering 3,000 per minute

The Industry is continuing to grow...



Total # of
tickets sold
is increasing

The Industry is continuing to grow...

We are selling tickets to events that have never been ticketed... in place of roll tickets, etc..

- ★ Exhibition halls
- ★ Community events
- ★ Graduations
- ★ Fundraisers
- ★ Corporate events
- ★ High end restaurants

These tickets can
even be resold on the
open market.

100+ Ticketing Platforms

- Accesso Ticketing¹⁰
- ACME Ticketing
- Advanced Ticketing
- Agile Ticketing Solutions
- Arts People
- Attendstar
- AudienceView⁷
- AXS⁹
- Betterez
- Bookitbee
- Box Office Liaison
- Box Office Xpress
- Brown Paper Tickets
- Center Edge Advantage
- Choice Ticketing⁵
- CrowdTorch⁶
- Cvent⁶
- DataTrax Technologies
- Diamond Ticketing Systems
- DoubleKnot
- Enta
- E-Register Now
- Etix¹³
- Eventbee
- Eventbrite²
- EventCetera
- Eventgrid
- Eventix
- Eventjoy¹
- Events09
- Espresso Ticketing
- ExtremeTix¹³
- Flame Concepts
- Flavorus¹²
- FocusPoint360
- Folio Box Office Software by Martech Systems
- Front Gate Tickets¹
- Gatemaster
- Gateway Ticketing Systems
- Gingerbread Shed⁹
- Glitnir Ticketing
- HoldMyTicket
- Interactive Ticketing
- iTickets
- MetroTix³
- NeuLion, Inc.
- NLiveN¹⁴
- OmniTicket Network
- OneBox
- Outbox⁹
- Paciolan³
- Patron Edge*
- Patron Technology⁴
- Prekindle
- PrimeTix
- S.A.P.
- SeatAdvisor⁴
- SeatGeek (TopTix⁸)
- See Tickets¹²
- ShoWare¹⁰
- ShowClix⁴
- Shubert Ticketing⁵
- Smith's Tix⁹
- Spektrix⁹
- Star Tickets⁹
- Tessitura Network
- The Ticket Factory
- Theater Manager
- OvationTix⁷
- ThunderTix
- Ticket Alternative³
- Ticket Philadelphia*
- Ticket Star³
- TicketBiscuit¹³
- Ticketbud
- Ticketfly²
- TicketForce
- Ticketingbox
- TicketLeap⁴
- Ticketmaster¹
- TicketReturn, LLC
- Tickets.com¹¹
- Ticketure¹⁴
- TicketWeb¹
- Tix
- Tixr
- TyTix
- Universe¹
- UniversityTickets
- Vendini⁶
- Veritix⁹
- Wanatickets

SAMPLE ONLY

Endless “Value Added Resources”

- ACT!
- AKA Enterprises
- Allied Live
- Alvarado
- Amlon Ticket Company
- Amplify
- Aruba Networks
- AwareManager
- Axia
- Ballena Technologies
- BAPTA
- Bloomerang
- Boca Systems Inc.
- Canada Ticket
- Caption Colorado
- CaRTA
- Cedar Packaging
- Chargeback.com
- Check In Line
- Chetu
- Classy
- Connect & Go
- Consolidated Printing
- Digonex
- Disti
- Distil
- Donor Perfect
- DTI Management
- Dynasty Sports & Entertainment
- Entelliment
- Entertainment Benefits Group
- Epic Tickets
- Event Project Management
- Evento
- Eventzilla
- Experience
- Extenet Systems
- Eventellect
- Fair Ticket Solutions
- Fan Interactive
- FutureTix
- GameTime
- GF Strategies
- Gilt City
- Givex
- Goldmine
- Groupmatics
- IO Media
- iTickets
- ITP
- iWavePro
- Kindful
- LasVegasTickets.com
- Lighthouse
- LockData Technologies
- LVRTA
- Matrix Payment Systems
- Max Giving
- MC Sports Sales & Consulting
- Merchant Risk Council
- Microcom Corporation
- Microsoft Dynamics
- MIPTA
- NASHtix
- NATB
- National Ticket Company
- Neon
- Neon Palm Tree
- Netsuite CRM
- Online Draft LLC
- OPTA
- OrTAA
- PatronBase
- Plum Benefits
- PogoSeat
- Practical Automation
- PrimeSport
- QCUE
- Queue-it
- Raiser's Edge
- ~~Razorgator~~
- ReplyBuy
- Sage
- Salesforce
- Salsa
- SD & A Teleservices
- SeatGeek
- Send Grid
- SheerID
- Softjourn
- SplitSeasonTickets
- Sports Business Journal
- SSB Consulting
- Stay22
- Stone Timber River
- Tecker International
- The Booking Project
- The Business Group
- The Official Ticket Center
- the ticket factory
- The Ticket Machine
- The Ticketing Institute
- Theatermania
- Theatre Manager
- Thrillcall
- Thumzap - Paywiz
- Ticket Alternative Call Center
- Ticket Envelope Company
- TicketFire
- ticketingSOURCE
- TicketNetwork
- Tickets at Work
- TixTrack
- Today Tix
- TravelZoo
- TRG Arts
- TSG
- Turnkey Sports & Entertainment
- Venue Solutions Group
- Venues Today
- Venuetize
- WebsiteAlive
- Weldon, Williams, & Lick

SAMPLE ONLY

Survival of the fittest – Growth of Competitors

- General Admission
- Self Op General Admission
- Timed General Admission
- Reserved Seating, Interactive Seat Maps
- Robust CRM
- Packages, Bundling / Group Sales / Yield Management
- Subscription / Season Renewable Ticketing
- Fundraising / Development

Mergers and Acquisitions

- Etix acquires ExtremeTix
- Providence Strategic Growth Acquires Patron Technologies and renames it to PatronManager. PatronManager acquires ShowClix and Ticketleap.
- Paciolan:
 - Owned by Comcast Spectacor – Renamed Spectra Ticketing & Fan Engagement
 - Absorbed New Era Ticketing
 - June of 2017 – Purchased by Learfield & back to being called Paciolan
 - Learfield/Paciolan acquires TicketsWest
- Ticketfly: Purchased by Pandora → Eventbrite purchases Ticketfly from Pandora
- AudienceView acquires **Vendini** / TheaterMania / OvationTix
- ETIX acquires ExtremeTix (Parthenon investor - more to come)
- ShoWare has been acquired by Accesso who has also acquired Siriusware
- Seatgeek acquires TopTix
- Eventbrite buys TicketScript
- AEG has partnered with Outbox to create AXS

Blurring Lines...

A blurring of lines between the Primary & Secondary Markets. . .



With Daily Deals somewhere in between. . .

Today's biggest challenges

- Competing with Digital Entertainment ~ and you patrons living room
 - Maximizing the various sales channels
 - Forming & maintaining TONS of partnerships & integrations
 - Identifying the anonymous patron – then doing something meaningful with that data
-
- Recognizing that no matter where or how the ticket was purchased or obtained by the ticketholder... they are STILL your patron!

The Future

Predictions on Where
Ticketing is Headed

More consolidation

Mergers

Partnerships

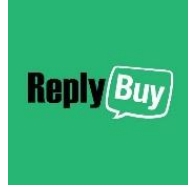
Big Bang Theory

Integrations

Acquisitions

Eventually, lead
to growth again.

REALTIME
INVENTORY
REPOSITORY
**WITH STRONG
SECURITY**



Continued rise of New Trends & Best Practices

- ✓ Multi-Channel Distribution
- ✓ Consumer Switching Seats Themselves (*like an airline*)
- ✓ Artificial Intelligence
- ✓ Virtual Reality / Augmented Reality
- ✓ Ticket Insurance
- ✓ Product Serving – (Think Amazon)
- ✓ No Shows - (fill the empty seats)
- ✓ Google Search Box / Events – less clicks



Ideally, venues offer multiple personalized options without sensory overload.

Best Practices for creating ultimate experience

- Provide patrons with choices
- Move from Reactive to Proactive → to Personalized
- Need to stay abreast of new technologies & best practices
 - You don't have to be first, but don't be last either
 - Keep connected with INTIX, Regional Groups, ticketingSOURCE, Conferences, Mentor Program, etc.
- Recognize that regardless of how ticketholder got the ticket, they're still YOUR PATRON
- Create, maintain & uphold policies, procedures & controls
- Make sure your staff is supported with right resources

Industry Overview & Patron Experience

Dan DeMato, FutureTix



Mentor & Industry Expert

Q&A / OPEN FORUM

Questions? Comments? Thoughts?

Thank you

Your time is valuable and I hope that you have at least one take away from this presentation. If you have any questions that were not answered today, please feel free to reach out at any time.

Dan DeMato

President

FutureTix

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Management Strategies

Linda Forlini,
Ticket Philadelphia

INTIX Mentor & Industry Expert



TICKET *philadelphia*

Management Skills

What can I tell you that you do not already know?

I posed this question to one of my Directors and she told me that the greatest influence I have had on her was to give her the permission to be human.

So I will start there. You have hired imperfect humans, they are going to make mistakes but the good part about that is that you are not dealing in life and death. So when they make a mistake, it can be fixed and no one lost their life because of it.

Call Assumptions

You currently Manage a staff

You are looking to Manage a staff in the future

You currently Manage a staff but are having challenges

You want to be a better Manager

Management Skills

Empathy is the most important skill you can have as a Manager

Merriam Webster Definition of *empathy*

the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively **explicit** manner

What they do not tell you

Managing is hard, they do not tell you everything when you get a new job or a promotion.

You are always 'On', Setting an example, Being a leader

It is not inexpensive to be a responsible Manager

Your time is valuable and keeping staff is an exercise in Time Management/Churn is expensive

Keeping bellies full is not inexpensive either

Whether you pay or you have a budget line for it.

Keys to being a Good Manager

Communicate with your Team

Tell them what is going on. If you have a Strategic Plan, engage them in the process. Ask your employees what they want. Send out a Survey Monkey questionnaire monthly and find out what motivates them, what could you do better, etc. Meet with you employees regularly.

Continue your own Personal Development

This webinar is part of your professional development, INITX conference, ticketing solutions conference/annual meeting, etc.

Keys to being a Good Manager

Keep up with your industry or like industries

I read Bob Lefsetz Report, Butts in Seats blog, Venues Now, ACCESS INTIX newsletter, The Real (Amplify), Future Tix Newsletter, McKinley report, Dave Wakeman blog, The TicketingBusiness News, etc.

Stop and Listen/Learn How to Listen

Aspects of good listening receiving, understanding, remembering, evaluating, and responding. You need to be able to understand all of these steps to listen to your employees. If you employees do not feel they are being heard they will not express opinions about your organization that could make a positive change, if they feel ignored they will not be happy and will be unmotivated.

Keys to being a Good Manager

Say Thank You and Show Appreciation

To be a good leader, you have to give feedback to your employees, especially praise and rewards. When you're praising an employee, be specific.

Turn to a Mentor or Coach

You need to have someone to talk to for an honest assessment of your skills.

Request Feedback

You have invested so much in becoming a better leader, but you have to continually go back to your staff/co-workers/Management to find out how you're doing. A 360 evaluation yearly gives you an opportunity to get that feedback anonymously and enables you to

Who are your Customers?

- Subscribers
- Single Ticket Buyers
- Season Ticket Holders
- Donors
- Members
- Patrons
- All of the above?

Let's think differently

- ✓ What if I told you they are not YOUR customers but your customers' customers
- ✓ What if I told you that there is a layer of staff between you and them that YOU as the Manager need to concentrate on
- ✓ What if I told you it was your job to keep your staff happy, healthy and doing the best job they can because you CARE about them, you CARE about their happiness, you CARE about their mental health.

How to treat your customers

- ✓ My customers are my staff, not the patrons attending events or calling in over the phone or chatting on line.
- ✓ My one job is to make my customers happy. If that is making sure there is coffee, donuts. Water when the phones are particularly busy and they are parched.
- ✓ I am always thinking – what can I do for them today? And it is Every Day.
- ✓ I am responsible for 60 staff Full and Part Time – we are on 7 days a week, 11 hours a day, 360 days a year. We sell over 400k subscription seats and over 1m single tickets. We are busy, I rely on my customers to come to work every day. I am in the Happiness Business.

How to treat your customers

- ✓ Do good to others not because of who they are, but because of who you are.
- ✓ Train people well enough so they can leave. That is the best thing you can do as a Manager. Your job is to help your team members soar and thrive. Give them the confidence to move on to bigger and better things. It is very rewarding, they are the future of our industry. It is our job to pass along our knowledge so they can have your job someday.
- ✓ Mentor, Mentor, Mentor they are the industry's future.

Management Strategies

Linda Forlini,
Ticket Philadelphia



INTIX Mentor

Q&A / OPEN FORUM
Questions? Comments? Thoughts?

Thank you

Your time is valuable and I hope that you have at least one take away from this presentation. If you have any questions that were not answered today, please feel free to reach out at any time.

Linda Forlini

Vice President

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SPECIAL THANKS

- ✓ Etix for sponsoring
- ✓ INTIX Mentor Program Committee
- ✓ INTIX Mentors
- ✓ All Mentees Survey Participants
- ✓ Maureen, Tiffany & Amy
- ✓ Today's Presenters
- ✓ All attendees



Help Us Improve the Mentor Program

1. Join the Mentor Program Committee – Just email mentors@intix.org
2. Fill out the follow up webinar survey – keep an eye out via email.
3. Mentor program wrapping up –
 - a. Complete the Post Program Survey
 - b. Send your Mentors a Note
 - c. If your mentor was exceptional, or perhaps didn't live up to expectations, please let us know – email mentors@intix.org



**Look for follow up email
with follow up survey &
final mentor program
requirements.**