

FUTURETIX TICKETING OPPORTUNITIES **Assessment**

Ticketing Opportunities Assessment (TOA) is a customizable evaluation of all things ticketing (and related). Using our hands on approach, we employ our ticketing knowledge in conjunction with an in depth client discovery process to assess each area of your operation. We create a comprehensive report highlighting the successes of your business as well as detailing ways to produce more revenue. This report will allow you to know which practices are fruitful and should be continued as well as list new methods to implement to produce the ultimate customer experience.

Ticketing is constantly moving forward. We need to not only look at what we want to be doing now but also, where we want to be in three to five years. Each decision will affect our success for years to come. Using our tool and consultative services can help set you up for success.

Identify new revenue generating opportunities while reinforcing your current successful practices in:

- **Marketing**
- **Ticket Sales**
- **Fundraising**
- **Analytics**
- **Reporting**
- **Technology**
- **Operational Functionality**
- **Operational Logistics**
- **And More...**

Benefits of Utilizing a Consultant:

- **Industry Knowledge and Wherewithal** – our primary focus is staying abreast of industry trends and ticketing system functionality while maintaining a working relationship with all of the major industry players. Feedback from other venues in similar situations is readily available to us.
- **Improved Bottom Line** – we will look at every possible revenue stream being utilized in the ticketing industry to see which best fit your business model
- **Summarization** – the pros and cons of each potential ticketing opportunity will be summarized for you in a concise easy to analyze format



Visit: www.futuretix.com

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Packages:

We will customize a **Ticketing Opportunity Assessment** package to fit your needs and budget.

- ✓ *We can help you with a small project or a comprehensive review of all things ticketing.*

Process:

- **Discovery** – review all of your current ticketing (and related) practices, flow, staffing, etc.
- **Wish List** – determine what works well, what doesn't and what wish list would be
- **Futures / Growth** – discuss industry trends and best practices / direction and which future applications are potentially significant to your operations revenue growth
- **Patron Expectations** – determine where potential improvements in the patron experience might exist
- **Identify** – identify opportunities as they pertain to primary, secondary, internal and alternative ticketing applications, fundraising and associated policies
- **Value / Quantify** – put dollars around opportunities, provide ROI for those that involve an investment
- **Present / Report** – list revenue opportunities describing pros and cons both in executive summary and detailed format – present to senior executives as needed
- **Three Year Ticketing Plan** - Much the same way that ticketing vendors and technology providers have roadmaps to the future we feel that it is imperative that the ticket sales and services department have a three-year ticketing plan. This plan should be organic and flexible and should prioritize the order in which new functionality/technology be deployed. This will keep items from being overlooked or having too many items with half-hearted attempts to initiate because of insufficient financial and/or human resources.

Timeline:

- When you are ready we can discuss specific timeline. Projects can vary from 30-90 days in overall time span.



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What does a Ticketing Opportunity Assessment get me?

CLIENT DISCOVERY:

- ✓ Pre-Assessment Q&A
- ✓ Interviews:
 - Employee/Department
 - Ticketing Platform Reps
- ✓ Facility Tour & Observation
- ✓ Current Environment Baseline
- ✓ Wish list

RESEARCH/ANALYSIS:

- ✓ Ticket Platform Understanding
- ✓ Third Party Knowledge
- ✓ Past Experience
- ✓ Supporting Documentation:
 - Stats/Case Studies
 - ROI Models
 - Comparable Venue Info
 - Patron Reviews

IDENTIFY OPPORTUNITIES:

- ✓ Enhance Customer Satisfaction
- ✓ Generate Revenue
- ✓ Attract & Keep Promoters
- ✓ Break Departmental Silos
- ✓ Increase Brand Growth
- ✓ Streamline/Simplify Procedure

REPORT & PRESENTATION:

- ✓ Printed & Bound TOA Presentation:
 - Summary & Recommendations
 - Supporting Documentation
 - Actionable Items
 - 3 Year plan & Road Map
- ✓ Onsite PowerPoint Presentation

